

**The influence of lifestyle and consumption values on the second-hand clothing buying  
behaviour of consumers in South Africa**

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Dissertation

M Consumer Science (Clothing Management)

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**The influence of lifestyle and consumption values on the second-hand clothing buying  
behaviour of consumers in South Africa**

by

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Dissertation submitted in partial fulfilment of the requirements for the degree M Consumer  
Science (Clothing Management)

in the

Department of Consumer and Food Sciences  
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UNIVERSITY OF PRETORIA

Supervisor: Dr H. Taljaard-Swart (University of Pretoria)

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May 2024

# DECLARATION

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I, **Amieke Visser**, declare that this dissertation, which I hereby submit for the degree of **Masters in Consumer Science (Clothing Management)** in the Faculty of Natural and Agricultural Sciences at the University of Pretoria, is my own work and has not previously been submitted by me for a degree at this or any other tertiary institution.

I hereby also affirm that proper acknowledgement has been given to all reference materials utilised in the dissertation.



AMIEKE VISSER

May 2024

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# SUMMARY

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## The influence of lifestyle and consumption values on the second-hand clothing buying behaviour of consumers in South Africa

by

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Degree: Masters in Consumer Science (Clothing Management)

**Keywords:** Second-hand clothing, lifestyle orientations, consumption values, sustainability, overconsumption, South Africa

The overall aim of this study was to explore and describe the influence of lifestyle orientations and consumption values on second-hand clothing buying in South Africa. Specific focus was placed on offline buying settings such as second-hand stores/ thrift markets, as they seem to be popular second-hand buying options. Special attention was paid to lifestyle orientations, namely Principle orientations (i.e., *Thinkers* and *Believers*), Status orientations (i.e., *Innovators*, *Achievers*, *Strivers* and *Survivors*), and Action orientations (i.e., *Experiencers* and *Makers*), as well as consumption values, namely *Emotional* value, *Social* value, *Epistemic* value, *Environmental* value, and *Functional* value and its influence on consumers' second-hand clothing buying behaviour.

This study employed a quantitative research approach with a cross-sectional survey design for exploratory and descriptive purposes. Furthermore, respondents were recruited using non-probability, convenience and snowball sampling techniques. An online, self-administered questionnaire was developed on Qualtrics from existing scales that were adopted and adapted for the purpose of this study. Ultimately, the completion rate totalled 524.

Exploratory and confirmatory (first and second-order) factor analyses (EFAs and CFAs) were performed to isolate the relevant constructs and confirm the factorial validity of the model. After

performing multiple EFAs and first-order CFAs, 11 factors were extracted and labelled as follows: *Makers*, *Believers*, *Strivers*, *Innovators2.0*, *Experiencers*, *Environmental value*, *Social value*, second-hand buying, *Functional value*, *Emotional value* and *Achievers*. Thereafter, two second-order CFAs were performed to further improve the model fit and ensure only the most significant constructs remain. The second-order CFA was necessary to determine whether the first-order constructs are indeed true reflections of the higher-order constructs (i.e., lifestyle and consumption values). The initial second-order CFA achieved a sufficient model fit; however, in order to achieve an excellent model fit, some constructs had to be discarded. The final second-order CFA was performed, and in terms of the lifestyle segments, *Innovators*, *Experiencers* and *Achievers* all presented sufficient factor loadings. Additionally, in terms of the consumption values, *Environmental value*, *Emotional value* and *Social value* all presented sufficient factor loadings. Structural Equation Modelling (SEM) was also performed to determine whether lifestyle segments, comprising *Innovators*, *Experiencers* and *Achievers*, influence consumption values (i.e., *Environmental*, *Emotional* and *Social* values) and subsequently, whether these consumption values (together with the influence of lifestyle segments) influence second-hand clothing buying behaviours.

It should be noted that the intention of this study was not to generalise the findings but rather to discover whether any lifestyle orientations and/or consumption values influence consumers' second-hand clothing buying behaviour in offline buying settings. Findings suggested that less than half of the respondents buy second-hand clothing or are partial to it, whereas more than half of the respondents indicated that they do not buy or are not partial to buying second-hand clothing. Furthermore, the distribution of the most popular buying settings among second-hand buyers was more or less equally divided among second-hand stores, thrift markets and online second-hand stores, with offline settings accounting for two-thirds. Based on the extensive analyses that were conducted for this study, consumers who buy second-hand clothing in offline buying settings are predominantly *Innovators*, *Experiencers* and *Achievers* who derive *Emotional* value and, to some extent, *Environmental* and *Social* value from purchasing and consuming second-hand clothing in the South African context. These consumers are more likely to be aspirational and seek new things that make them look and feel good. They most likely also enjoy events such as thrift markets where they can connect with like-minded people and experience a certain lifestyle. They make decisions based on emotion and derive value from products that are less harmful to the environment.

In conclusion, the theoretical contribution of this study is thus of significance as this study combines lifestyle orientation and consumption value research to ultimately establish which and why specific consumer lifestyle segments purchase second-hand clothing at offline buying settings within the South African context. In addition, this study provides second-hand store/

thrift market owners and marketers with information on the three most significant lifestyle segments (i.e. *Innovators2.0*, *Achievers* and *Experiencers*) that already participate in the buying of second-hand clothing together with what consumption values they derive from buying it. Therefore, by using the results from this study, they can better understand why these consumers' lifestyle segments buy second-hand clothing and ultimately make sure that they market it in a way to retain loyal customers. In addition, results from this study provide them with information on the other lifestyle segments that do not yet buy second-hand clothing. With this information, second-hand store/ thrift market owners and marketers could determine why these consumer lifestyle segments do not buy second-hand clothing and potentially persuade and target them to ultimately broaden their target market.

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# CHAPTER 1: THE STUDY IN PERSPECTIVE

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*Chapter one provides information on the research topic that revolves around the lifestyle orientations and consumption values of consumers who buy second-hand clothing at second-hand stores/ thrift markets (offline buying settings) in South Africa. The problem statement is outlined, followed by the justification of the study and thereafter, the research objectives for the study are formulated. The chapter concludes with definitions of terms and concepts used in the study and an outline of the upcoming chapters.*

## 1.1 INTRODUCTION

The fashion industry is regarded as one of the most polluting industries in the world, with a substantial harmful impact on the environment (Kim, Jung & Lee, 2021; Niinimäki, Peters, Dahlbo, Perry, Rissanen & Gwilt, 2020). Reports show that the fashion industry accounts for eight to 10% of global carbon emissions, 20% of industrial wastewater, 35% of marine microplastic contamination, and more than 92 million tons of textile waste annually (Machado, Almeida, Bollick & Bragagnolo, 2019; Niinimäki *et al.*, 2020). Currently, the fashion industry is responsible for more greenhouse gas emissions than international air freight and sea freight combined (Wakefield, 2023).

In the last few years, there has also been a steep increase in consumers' overall clothing consumption, with the annual global clothing consumption projected to reach 102 million tonnes by 2030 (Jacometti, 2019; Kim *et al.*, 2021; Niinimäki *et al.*, 2020; Strähle & Matthaei, 2017). This drastic increase in clothing consumption is most likely a result of the overproduction of clothing and the emergence of fast fashion (Jacometti, 2019; Niinimäki *et al.*, 2020; Strähle & Matthaei, 2017). Fast fashion, is a business model based on providing consumers with new, trendy, low-priced clothing every few weeks (Jacometti, 2019; Niinimäki *et al.*, 2020; Strähle & Matthaei, 2017); prompting consumers to purchase new clothing more frequently to keep up with the trends (Strähle & Klatt, 2017). Consequently, the demand for new, trendy clothing at lower costs results in clothing being discarded before the end of its lifecycle, contributing to ever-increasing post-consumer textile waste (Niinimäki *et al.*, 2020). These fast-changing fashion demands and everchanging needs of consumers not only put additional pressure on the environment but also put pressure on clothing retailers to meet their target market's needs by producing more (Corbishley, Biyase & Mason, 2021). Previous studies also show that retailers currently produce more clothes than ever before, while consumers are using less of

the clothing that they buy (i.e., buying clothes and either discarding them prematurely or storing them after a few uses) (Jacometti, 2019; Wakefield, 2023). Consequently, a detrimental perpetuating cycle has evolved where overconsumption necessitates further production, leading to more consumption, ultimately over utilising resources and increasing waste (Corbishley *et al.*, 2021).

It is therefore crucial to move towards more sustainable consumption practices such as the buying of second-hand clothing where consumers do not buy new fashion products, but rather buy garments that have been used before (Arrigo, 2021; Becker-Leifhold & Iran, 2018; Iran, Geiger & Schrader, 2019; Kim *et al.*, 2021; Niinimäki *et al.*, 2020). This buying alternative would contribute to minimising the detrimental environmental impacts of the textile and clothing industry, and also address the overconsumption of new clothing by slowing down the flow of fashion items through the supply chain and recycling it back into the system rather than disposing of it at the end of its lifecycle (Kim *et al.*, 2021; Machado *et al.*, 2019; Niinimäki *et al.*, 2020). This, in turn, could potentially reduce the tons of discarded clothing ending up in landfills prematurely, which causes soil degradation and waterway pollution (Wakefield, 2023). By buying second-hand clothing, the demand for new clothing will be reduced, and existing clothing will be reused to remain in the bottom end of the supply chain for an extended period, before it is eventually discarded, promoting circularity and a recycling economy.

A global study conducted by Hernaez and Gicuel (2020) found that 40% of South African respondents have purchased second-hand clothing items before (Hernaez & Gicuel, 2020). However, little is known about these consumers – who they are, how they buy, and why they buy second-hand clothing. Literature points to the importance of consumer lifestyle orientations in engaging in second-hand buying, as certain types of consumers might be more prone to engaging in this behaviour (Ozdamar Ertekin & Atik, 2015). A person's lifestyle has a direct impact on their consumption patterns and ultimately determines how they spend their money and time (Solomon & Rabolt, 2004). According to the VALS-2 typology, consumers could be segmented into three types of lifestyle orientations, namely principle, status and action-oriented lifestyles (Rath, 2008; Solomon & Rabolt, 2004), which ultimately govern how they express themselves when making purchase decisions (Manolica, Topciu & Roman, 2021). These lifestyle orientations are made up of the eight different types of lifestyle segments, as originally identified by the Stanford Research Institute in 1978. Principle-oriented lifestyles include *Thinkers* and *Believers*, status-oriented lifestyles include *Innovators*, *Achievers*, *Strivers*, and *Survivors*, and lastly, action-oriented lifestyles include *Experiencers* and *Makers*. Based on this, consumers can be classified accordingly and be sufficiently targeted (Kahle, Beatty & Homer, 1986). Second-hand store/ thrift market (offline buying settings) owners could use this lifestyle segmentation strategy to encourage second-hand clothing purchases as a

sustainable alternative thus encouraging circularity and a recycling economy (Kahle, Beatty & Homer, 1986).

In addition to, a person's lifestyle, consumption values are used to explain consumers' buying behaviour and could shed light on consumers' second-hand clothing buying behaviour (Machado *et al.*, 2019). Consumption values are used to explain consumer behaviour, why consumers either buy or don't buy a product by looking at the value or benefit they will obtain from consuming that product (Sheth, Newman & Gross, 1991; Sweeney, Soutar, Whiteley & Johnson, 1996). In the context of this study, it might be linked to environmental value, but previous research has indicated that *Emotional*, *Epistemic* and *Social* value may also play a significant role in why consumers choose to purchase second-hand clothing rather than new clothing items (Kim *et al.*, 2021). Together with segmenting the consumers who buy second-hand clothing and those who do not buy it as of yet, consumption values could be used as a means to attract consumers to offline buying settings to further encourage the buying of second-hand clothing. It could further determine whether consumers buy second-hand clothing because of environmental reasons and be used to further promote this sustainable practice and create awareness of the environmental value that consumers could derive from second-hand clothing.

This highlights the significance of delving into second-hand clothing buying behaviour within the South African context and also evaluating consumers' lifestyle orientations and consumption values to encourage the population who has not yet delved into this notion to consciously re-think their lifestyles and values to contribute to a circular economy.

## 1.2 RESEARCH PROBLEM

The overconsumption of new clothing due to the fast-changing fashion demands and everchanging consumer needs is detrimental to the environment and needs to be addressed before natural resources become scarcer for future generations or even worse, are depleted (Strähle & Matthaei, 2017). Additionally, the production of new clothing has doubled over the last 15 years, which encourages overconsumption and constantly shortens the lifecycle of clothing products, resulting in copious amounts of textile waste (Arrigo, 2021). To counter this, sustainable consumption practices, such as the buying of second-hand clothing have been encouraged and are slowly being adopted worldwide (Iran *et al.*, 2019). Some research has pointed out that the buying of second-hand clothing is mainly driven by environmental benefits (Strähle & Matthaei, 2017), while other research has concluded that environmental benefits are not the only or even most prominent reasons why consumers buy second-hand clothing

(Arrigo, 2021; Brand, Jacobs & Taljaard-Swart, 2023; Hamari, Sjöklint & Ukkonen, 2016; Lang & Armstrong, 2018; Machado *et al.*, 2019). Additionally, the notion of buying second-hand clothing might be linked to a consumer's lifestyle, which could potentially affect their reasoning for purchasing second-hand clothing and ultimately determine what value they derive from it. Based on the aforementioned, the lifestyles of consumers who purchase clothing at offline buying settings should be explored as this could potentially provide more clarity on the specific lifestyle orientations or segments who buy second-hand clothing (Cannazza, 2023). Moreover, the consumption values are also worth exploring as they might indicate which values consumers derive from purchasing and consuming second-hand clothing at offline buying settings.

To date, limited research has been conducted on the reasons why consumers buy second-hand clothing (i.e., based on their consumption values) and whether certain lifestyles are more prone to do so (Hur, 2020; Kim *et al.*, 2021; Yan, Bae & Xu, 2015). More specifically, very little research has been conducted on VALS (Values, Attitudes, and Lifestyles) and second-hand clothing (Matharu, Jain & Kamboj, 2020), with many studies focussing on other topics such as new technologies and consumer impulsiveness (Herrero, Perez & Del Bosque, 2014; Manolica *et al.*, 2021). Moreover, research conducted on the VALS theory within the South African context is very limited and outdated (Rousseau & Kruger, 1990). Previous studies have explored the consumption value theory relating to categories including new products, technologies, food delivery apps, make-up and much more (Du, Ngo, Tran & Nguyen, 2021; Kaur, Dhir, Talwar & Ghuman, 2021; Ma, Rau & Guo, 2018), but very few have explored consumption values, specifically relating to the buying of second-hand clothing (Hur, 2020; Kim *et al.*, 2021). This, therefore, highlights a gap to explore which consumer lifestyle segment/s are most prone to engage in the buying of second-hand clothing in offline buying settings within South Africa and what value/benefits they obtain from doing so. This study will specifically focus on the three lifestyle orientations, namely principle-oriented lifestyles (i.e., *Thinkers* and *Believers*), status-oriented lifestyles (i.e., *Innovators*, *Achievers*, *Strivers* and *Survivors*) and action-oriented lifestyles (i.e., *Experiencers* and *Makers*), and the following consumption values: *Emotional*, *Social*, *Epistemic*, *Environmental* and *Functional* values. Collectively exploring the lifestyle of consumers as well as the consumption values relating to second-hand clothing is of great significance, as these concepts might have an interrelationship; which has not been explored significantly as of yet.

Furthermore, to date the majority of literature surrounding second-hand clothing has been conducted in developed countries (Becker-Leifhold & Iran, 2018; Edbring, Lehner & Mont, 2016; Hur, 2020; Kim *et al.*, 2021; Pedersen & Netter, 2015), with very few in developing countries (Ozdamar Ertekin & Atik, 2015) and even less within the South African context (Brand

*et al.*, 2023; Rousseau & Kruger, 1990). Other second-hand clothing buying practices, such as swapping and renting of second-hand clothing also exists. However, for the purpose of this study focus was solely placed on the buying of second-hand clothing as it is currently the most popular practice within a developing country like South Africa. According to Brand *et al.* (2023) swapping is not yet as common and renting is still a new concept which holds a weak foothold within the South African context. Additionally, very limited research, if any, exists around the effect of lifestyle orientations and consumption values collectively on second-hand clothing buying behaviour, regardless of the country research was conducted. The findings of this study will thus make a theoretical contribution to research by not only providing theoretical insights about the links between consumers' lifestyles and second-hand clothing purchases but also providing evidence surrounding the most dominant consumption values relating to second-hand clothing purchases. The real contribution will be made by shedding light on the interrelatedness of lifestyles, consumption values, and second-hand clothing buying behaviour in a South African context. This creates a basis for further empirical research to ultimately promote sustainable clothing options to curb overproduction and -consumption in the fashion industry and potentially minimise post-consumer textile waste by presenting ways to put a stop to the throw-away culture that has become so popular in recent years.

All in all, there is little to no research collectively exploring lifestyle orientations, consumption values and second-hand clothing buying behaviour in the local South African context. Therefore, *this study explores the influence of consumers' lifestyles and consumption values on their offline second-hand clothing buying behaviour in South Africa.*

### **1.3 JUSTIFICATION OF STUDY**

In terms of practical contributions, insights surrounding this study could create awareness among consumers regarding second-hand clothing as a sustainable alternative, and it could also encourage recycling/donation of used clothes to minimise waste and promote circularity. This could indirectly make people aware of the United Nations' (UN) Sustainable Development Goals (SDGs), specifically those relating to sustainable production and consumption, which could furthermore prompt people to re-think their lifestyles and consumption patterns to take their environment and society into consideration when making decisions regarding clothing. The findings of this study could also benefit second-hand store/ thrift market owners in identifying and understanding who their consumers are and why they buy second-hand clothing to promote second-hand clothing more effectively and ensure their consumers obtain significant value from the products they buy. Ultimately, second-hand store/ thrift market owners could use the research in their marketing processes to plan strategically (targeting,

concept testing), position product offerings (competitive analysis, brand differentiation and consumer retention), and communicate (brand personality and media selection) with potential consumers in order to appeal to the people most likely to purchase from them.

In addition, second-hand clothing will only be truly sustainable if consumers become more mindful about their clothing purchases by considering how much they purchase and where the clothing item will end up once they are done with it. It would defeat the point if consumers choose to buy second-hand clothing to be more sustainable but have no regard for the amount of clothing they purchase. Ultimately, extending a clothing item's life by recycling it will result in the reduction of clothing waste in the long run as it minimises the demand and needs for new clothing, hopefully leading to more mindful consumers who do not feel the need to overconsume any longer (Mohammad, Quoquab & Mohamed Sadom, 2021).

All in all, the movement towards more sustainable business models will alleviate the strain of the clothing and textile industry on the environment, making it crucial for alternative clothing entities, such as second-hand store/ thrift market owners, to create awareness about the positive effects that second-hand clothing has on the environment and encourage the buying of second-hand clothing amongst all consumers (Arrigo, 2021; Machado *et al.*, 2019). Ultimately second-hand store/ thrift market owners can contribute towards curbing fast fashion, overconsumption and hopefully overproduction of new clothes by making consumers more aware of the benefits of sustainable alternatives such as second-hand clothing and by promoting a recycling economy to reduce waste (Arora, Aggarwal, Agarwal & Babbar, 2022; D'Adamo, Lupi, Morone & Settembre-Blundo, 2022; Persson & Hinton, 2023).

#### **1.4 OVERALL AIM AND OBJECTIVES OF THE STUDY**

The overall aim of this study was to explore and describe the influence of lifestyle and consumption values on consumers' offline second-hand clothing buying in South Africa. Based on this, the following research objectives were formulated :

**Objective 1:** To explore and describe consumers' participation in the buying of second-hand clothing in the South African context

**Objective 2:** To explore and describe the influence of lifestyle orientations on consumers' buying behaviour of second-hand clothing, specifically regarding their:

2.1 Principle orientations (i.e., *Thinkers* and *Believers*)

2.2 Status orientations (i.e., *Innovators*, *Achievers*, *Strivers* and *Survivors*)

## 2.3 Action orientations (i.e., *Experiencers* and *Makers*)

**Objective 3:** To explore and describe the influence of consumption values on consumers' buying behaviour of second-hand clothing, specifically regarding their:

3.1 *Emotional* value

3.2 *Social* value

3.3 *Epistemic* value

3.4 *Environmental* value

3.5 *Functional* value

The following section provides a brief overview of the research design and methodology of the study, which will be explained in more detail in chapter three.

## 1.5 RESEARCH DESIGN AND METHODOLOGY

This study followed a quantitative approach, with a cross-sectional survey design for exploratory and descriptive purposes to reach potential participants by means of non-probability, convenience and snowball sampling techniques. A structured, self-administered online questionnaire, which was developed on Qualtrics, was used to collect data. The questionnaire was distributed via a link on social media platforms (such as Instagram, Facebook, LinkedIn), messaging apps (such as WhatsApp), emails and by means of physical QR code handouts to South African consumers above the age of 18. The data was captured on Qualtrics, after which it was exported to Excel for further cleaning and filtering. In order to conduct further analyses, the dataset was imported to SPSS software, upon which descriptive and inferential statistics such as Exploratory Factor Analysis (EFA), Confirmatory Factor Analyses (CFAs) and Structural Equation Modelling (SEM) were done to present the results in a practical manner.

## 1.6 DEFINITIONS OF TERMS AND CONCEPTS

Table 1.1 consists of definitions of the main terms and concepts used throughout this study.

**TABLE 1.1: DEFINITIONS OF TERMS AND CONCEPTS**

TERMS AND CONCEPTS		
TERM OR CONCEPT	DEFINITION	REFERENCE
<b>Action-oriented lifestyle</b>	People with an action-oriented lifestyle are motivated by their self-expression and focus on buying products that have an impact on the world around them.	(Solomon & Rabolt, 2004).
<b>Circular economy</b>	Reusing, repairing and upcycling of resources and products.	(Edbring <i>et al.</i> , 2016:5)
<b>Collaborative clothing consumption</b>	Alternative manner in which individuals acquire ownership of preowned fashion products either through renting, swapping (borrowing), second hand buying or reselling.	(Becker-Leifhold & Iran, 2018:189)
<b>Consumption values</b>	Consumption values explain why consumers either buy or don't buy a product by looking at the value that they will obtain from consuming that product	(Sheth <i>et al.</i> , 1991; Sweeney <i>et al.</i> , 1996)
<b>Emotional value</b>	Emotional values refer to the perceived pleasure, excitement and positive emotional changes consumers feel when experiencing consumption and/or making use of a product.	(Kim <i>et al.</i> , 2021; Sheth <i>et al.</i> , 1991; Sweeney <i>et al.</i> , 1996)
<b>Environmental value</b>	Environmental value refers to a person's opinion of the natural environment and humanity's relationship with it. Consumers with high environmental value base their decision making on the earth and its well-being.	(Kim <i>et al.</i> , 2021; Sheth <i>et al.</i> , 1991).
<b>Epistemic value</b>	A person obtains epistemic value from his/her curiosity about a novel product or the desire to obtain more knowledge about a product in order to validate the product (Sheth <i>et al.</i> , 1991).	(Sheth <i>et al.</i> , 1991; Sweeney <i>et al.</i> , 1996)
<b>Fast fashion</b>	Low-cost clothing collections that are renewed frequently to keep up with current fashion trend that contribute to the constant growth of the market.	(Edbring <i>et al.</i> , 2016:53)
<b>Functional value</b>	Functional value refers to the value related to the quality, price and function of a product.	(Kim <i>et al.</i> , 2021; Sweeney <i>et al.</i> , 1996)
<b>Lifestyle</b>	A person's lifestyle is considered as a pattern for their consumption and ultimately determines their decisions of how they spend their money and time	(Solomon & Rabolt, 2004)
<b>Overconsumption</b>	Generating waste by buying more than what is needed.	(Lang & Armstrong, 2018:37)
<b>Principle-oriented lifestyles</b>	Principle-oriented lifestyles are motivated by their ideals, not concerned with the judgement of others and purely make buying decisions on a basis of their belief system.	(Solomon & Rabolt, 2004).
<b>Second-hand buying</b>	Second-hand buying is defined as a transfer of ownership mode of exchange in which ownership of a product is passed on from the original seller to the second owner (the buyer)	(Hamari <i>et al.</i> , 2016:2049)
<b>Second-hand clothing</b>	According to the Merriam-Weber Dictionary second-hand refers to goods obtained after being used by another, thus the obtainment of clothing article after it was already used by another consumer.	(Dictionary, 2020)
<b>Shared economy</b>	An umbrella concept that supports sharing behaviour among consumers, fuelled by information and communication technology, as well as consumers' awareness of cc.	(Hamari <i>et al.</i> , 2016:2047)

<b>Social value</b>	Social value is the perceived value obtained from a person's associations with a social group.	(Sheth <i>et al.</i> , 1991; Sweeney <i>et al.</i> , 1996)
<b>Status-oriented lifestyles</b>	People with status-oriented lifestyles are motivated by their achievements and base their decisions on their peers' perceived opinions.	(Solomon & Rabolt, 2004).
<b>Sustainability</b>	Being resourceful and having a powerful desire to minimise waste.	(Becker-Leifhold & Iran, 2018:197)
<b>Sustainable consumer behaviour</b>	Buying second-hand clothing is regarded as sustainable consumer behaviour where consumers don't consume new fashion products but instead make use of garments that have already been used	(Becker-Leifhold & Iran, 2018; Iran <i>et al.</i> , 2019)
<b>Sustainable consumption</b>	Minimising the use of natural resources, toxic materials and waste emissions during the product's life cycle. It is a type of consumption that satisfies basic needs and contributes to a better quality of life.	(McNeill & Venter, 2019)
<b>VALS system</b>	The VALS psychographic system is used to understand why consumers make specific buying decisions and is based on independent psychological traits, motivations and resources.	(Rath, 2008; Sathish & Rajamohan, 2012)

## 1.7 PRESENTATION AND OUTLINE OF THE STUDY

### CHAPTER ONE: THE STUDY IN PERSPECTIVE

This chapter introduces the research topic by detailing the background and nature of the study. It also includes the research problem, the justification for the study, and the overall aim and objectives. Furthermore, a summary of the research design and methodology is included. The chapter concludes with the terms and concepts relevant to the study. The remaining chapters are summarised and outlined as follows:

### CHAPTER TWO: LITERATURE REVIEW

Chapter two sets out a comprehensive overview of proper literature obtained from various significant sources for this study. This chapter elaborates on the buying behaviour of second-hand clothing, lifestyle orientations and consumption value related to the buying behaviour of second-hand clothing. The role of demographics in second-hand clothing buying behaviour is also discussed. In addition, this chapter concludes with a conceptual framework.

### CHAPTER THREE: RESEARCH DESIGN AND METHODOLOGY

Chapter three describes the research methodology followed for this study. This includes the research design, sample and sampling techniques, instrument development, operationalisation, data collection and data analysis. Additionally, reliability and validity aspects are discussed and how it was implemented to improve the quality of data. Lastly, the ethical considerations employed throughout the study are described.

## **CHAPTER FOUR: RESULTS AND DISCUSSIONS**

Chapter four presents the results of the study according to the research objectives. Descriptive statistics and discussions were used to present the results pertaining to the demographic characteristics and objective one, while Exploratory Factor Analysis (EFA), Confirmatory Factor Analyses (CFAs) and Structural Equation Modelling (SEM) were used to present the remainder of the objectives.

## **CHAPTER FIVE: CONCLUSION**

Chapter five includes an overview of the study together with the main findings that form part of this research. Additionally, limitations are identified and presented after which recommendations and improvements are given on how to improve the study for future research.

### **1.8 CONCLUSION**

Chapter one provided a broad overview of the study in the form of an introduction and research problem. To validate why this research is deemed significant, justifications regarding the study were outlined and explained. Furthermore, the methodology was included to provide a short overview of how data was collected. Lastly, definitions of the key terms and concepts and an outline of the following chapters were included to familiarise the reader with relevant concepts and provide them with an overview of the remaining chapters.

# CHAPTER 2: LITERATURE REVIEW

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*Chapter two presents the existing literature relating to the topic of interest. More specifically, it elaborates on the clothing and textile industry from a global and local perspective and also discusses second-hand clothing and the different offline buying settings, namely second-hand stores/ thrift markets. Furthermore, the lifestyle orientations and consumption values that might influence consumers' buying behaviour are discussed in detail later. Finally, the chapter concludes with the conceptual framework and research objectives*

## 2.1 GLOBAL AND LOCAL TEXTILE AND CLOTHING INDUSTRY

The textile and clothing industry is a large sector and includes garment and textile production, distribution, and consumption (Okafor, Madu, Ajaero, Ibekwe & Nzekwe, 2021). Even though it plays a major role in the global economy, the negative impact of this industry on the environment and society is becoming increasingly evident and concerning (Abbate, Centobelli, Cerchione, Nadeem & Riccio, 2024). Globally, the textile and clothing industry is characterised by overproduction patterns, low-cost labour, extreme resource consumption and waste (Hasan, Moore & Handfield, 2020; Torrens Valles, 2023). From the extensive production processes, which include the extraction of raw materials, production and dyeing of yarns and materials, and the transportation and disposal of garments, it is evident that this industry greatly contributes towards a major carbon footprint, which is one of this industry's primary environmental concerns (Cheng & Liang, 2021).

According to Konina (2023), the textile and clothing industry accounts for approximately 10% of global carbon emissions, which is more emissions than all international flights and coastal shipping combined. The industry has a bad reputation for its high water consumption and pollution (Chen, Memon, Wang, Marriam & Tebyetekerwa, 2021). According to the World Wide Fund for Nature (2020), for cultivation, the most commonly used fibre, cotton requires an extreme amount of water, contributing to water scarcity in areas where it grows vastly. Furthermore, during the process of dyeing and applying finishes to textiles, toxic chemicals are released into surrounding waterways, putting human health at risk and polluting the ecosystems (Hawken, 2017).

In addition to the bad environmental issues stemming from the textile and clothing industry, the social implications thereof are equally concerning. Terrible working conditions, extremely low wages, and the exploitation of workers, especially women and children are evident in

developing countries where there is a reliance on low-cost labour (Foundation, 2020). There also seems to be a lack of comprehensive regulation and enforcement to put unethical practices to a stop (Bhagwati, 2017). The overconsumption and disposability tendencies of consumers are further encouraged by the fast fashion model, which ultimately amplifies waste generation and leads to the depletion of finite resources (Fletcher, 2019).

Locally, the textile and clothing industry plays a significant role in providing employment opportunities in South Africa, particularly for the less privileged communities (Mabeleng, 2021). However, this sector faces many obstacles such as the degradation of the environment, outdated infrastructure, and strong competition from competitors who utilise cheap imports. Due to the rise of fast fashion, there has been a steep increase in the amount of cheaply manufactured garments, resulting in the decline of local textile production and ultimately the loss of jobs within the country (Cobbing, Daaji, Kopp & Wohlgemuth, 2022). Additionally, many materials and fabrics still need to be imported due to developing countries' inability to self-produce, leading to additional carbon emissions.

In conclusion, it is evident that the textile and clothing industry significantly contributes to environmental and social issues on a global scale, with developing countries, such as South Africa, especially suffering from the consequences. Therefore, to address these issues, industry stakeholders, policymakers, and consumers must promote sustainable and responsible production and consumption practices, such as recycling textiles to be reused (either as second-hand clothes or for furnishing), upcycling products into new garments and/or by making use of natural fibres and fabrics (i.e., organic cotton or linen) during the production and consumption life-cycle phases. Furthermore, it is without doubt that the buying of second-hand clothing may potentially also be a viable solution to mitigate the environmental and social issues the industry faces (Machado *et al.*, 2019). In addition, the second-hand clothing industry is not a foreign industry and is continuously growing, highlighting the significance of utilising this industry to potentially counter the issues currently stemming from the textile and clothing industry.

## **2.2 GROWTH OF THE SOUTH AFRICAN SECOND-HAND CLOTHING INDUSTRY**

Back in the day, rather than throwing away old clothing, people would repurpose and reuse it. However, as time progressed and mass production came into play, clothing became more affordable and people started to view clothing as a disposable item, which led to an increase in waste (Chun, 1987). During the colonialism era, second-hand clothing was exported globally to local charity shops and colonies to cater for the poor. Due to the increase in international

second-hand clothing exports between 1980 and 1995, the restrictions regarding the exporting and importing of second-hand clothing loosened and caused a flood of second-hand clothing to developing countries worldwide (Hansen, 1999). It is therefore that up until today prosperous nations in the Northern Hemisphere export second-hand clothing to impoverished nations in the Southern Hemisphere, where the clothing is consumed again. The African continent alone has received approximately 70% of international clothing donations from mostly the United States and Europe (Sonnenberg, Stols, Taljaard-Swart & Marx-Pienaar, 2022). This flood of second-hand clothing to developing countries could be problematic as clothing is purely dumped in these countries. However on the other hand it creates the opportunity to extend clothing items' lifecycle and encourage informal trade in developing countries. Therefore, with this continuous influx of second-hand clothing to developing countries like Africa, many informal markets, such as second-hand stores/ thrift market owners businesses' thrive, leading to the growth of the second-hand clothing industry in South Africa (Sonnenberg et al., 2022).

### **2.3 SECOND-HAND CLOTHING**

From the above mentioned, it is evident that alternative consumption tendencies, such as the buying of second-hand clothing should exist and be encouraged to counter the environmental and social issues present in the textile and clothing industry. Second-hand clothing can be defined as used clothing that has been pre-owned, worn by one person and passed on (bought, rented, swapped, or donated) to be reused by the next (Zahid, Khan & Tao, 2023). Therefore, it offers a sustainable alternative to fast fashion as it extends the lifecycle of clothing items and ultimately reduces the demand for new clothing (Machado *et al.*, 2019). The buying of second-hand clothing is regarded as a sustainable consumption tendency where consumers don't consume new clothing products, but rather buy garments that have already been used (Becker-Leifhold & Iran, 2018; Iran *et al.*, 2019). Thus, the second-hand clothing business model has the consumer as the primary buyer and supplier, with the model aiming to reduce the overconsumption, use and waste of clothing (Machado *et al.*, 2019).

By diverting clothing waste from landfills and consequently reducing resource consumption, the notion of buying second-hand clothing contributes to environmental preservation in the long run (Corbos, Bunea & Triculescu, 2023). According to Rana and Solaiman (2023), consumers can greatly assist with accelerating a country's sustainability movement by simply being more mindful when consuming and making minor shifts in their private consumption activities. Therefore, a more environmentally friendly and socially responsible textile and clothing industry can be created by integrating second-hand clothing into the fashion ecosystem. By doing so, one can contribute towards the action of closing the loop and

enforcing the circular economy model. The circular economy model refers to an industrial system which attempts to efficiently reuse natural resources and find value in every product's life cycle; to ultimately share, lease, reuse, repair, refurbish and recycle existing materials and products for as long as possible (Koszewska, 2018). With that being said it is evident that the notion of buying second-hand clothing stems from the circular economy model as buying second-hand clothing extends the clothing product's lifecycle as it is passed on from one individual to be used and worn by the next. Ultimately, both a circular economy and sustainable principles (such as the buying and selling of second-hand clothing), could increase clothing items' product lifecycle and potentially attempt to foster a mindful and conscious consumer culture.

There are various settings available for consumers to engage in the buying of second-hand clothing such as second-hand stores, thrift markets, online second-hand store websites, social media pages and phone applications (Yaga, The RealReal, Depop, thredUP and many more). All these buying settings show extreme popularity worldwide, with face-to-face settings remaining one of the most popular, as many consumers prefer to evaluate the product fit and quality before deciding to buy (Iran *et al.*, 2019). Therefore, for the purpose of this study focus will be placed on offline buying settings which include second-hand stores/ thrift markets.

### **2.3.1 Offline second-hand clothing buying settings**

The buying of second-hand clothing can be either done via online or offline buying settings. According to Machado *et al.* (2019), offline buying and selling of second-hand clothing involves face-to-face interaction between buyers and sellers. These transactions can take place at second-hand stores/ thrift markets. Thrift markets are casual open-air events that attract an array of consumers by offering an experience in the form of music, food trucks with a variety of food options and other products such as second-hand clothing (Iran *et al.*, 2019; Machado *et al.*, 2019). Some examples of thrift markets in South Africa include The Vintage Thrift Fair, Litchi and Thrift and many more. Second-hand stores are permanent settings that sell used products at a lower price than original new products (Cannazza, 2023; Strähle & Matthaei, 2017). Some examples of South African second-hand stores include fundraising charity shops like the "Ons Winkel", Hospice shops and Society for the Prevention of Cruelty to Animals (SPCA) shops where all funds that are raised through the selling of donated clothing are used to uplift the less privileged. Furthermore, small second-hand store owners who purely buy and sell clothing to generate an income include thrift stores like Thrift Vintage Clothes (located in Johannesburg), Second Chance Clothing (located in Roodepoort) and Thrift Town (located in Cape Town) to just name a few.

The increase of thrift markets and second-hand stores attracts various consumers and sells products to all social classes and many lifestyle orientations, thus reinforcing the notion of exploring consumers' lifestyle orientations and consumption values of buying second-hand clothing at offline buying settings (Machado *et al.*, 2019). From the lower social class consumer, who might buy second-hand clothing due to financial motivation, to the higher social class consumer, who might buy rare products at a higher price because they want exclusive, one-of-a-kind products. Previous studies have identified that the discovery and buying of unique second-hand clothing at second-hand stores/ thrift markets is like a treasure hunt activity that arouses pleasure and pride within consumers as these products are not readily available in fast-fashion outlets (Kim *et al.*, 2021; Machado *et al.*, 2019; Strähle & Matthaei, 2017). Studies also identified that most consumers prefer offline buying settings when buying second-hand clothing, as it provides them with the opportunity to first evaluate the product and make sure of its quality before buying it (Iran *et al.*, 2019). Consumers who engage in offline buying of second-hand clothing tend to enjoy the experience thereof, due to the wide variety of products and bargain hunting experience during the process of searching for and buying unique clothing products (Iran *et al.*, 2019; Machado *et al.*, 2019). In addition, according to a global study conducted by Simeon (2024), 43% of consumers prefer offline buying settings when buying second-hand clothing, with 39% preferring to shop online and 19% indicating that they were not sure, motivating the reason to explore offline buying settings for the purpose of this study.

For the purpose of this study, the focus will solely be placed on consumers' second-hand clothing buying behaviour as a subset of consumer behaviour. This can be described as the investigation of the processes involved when a person selects, buys, uses and disposes of products to satisfy their needs and desires (Solomon, Russell-Bennett & Previte, 2012). Furthermore, the study will only focus on the buying of second-hand clothing through offline buying settings (i.e., second-hand stores/ thrift markets). Furthermore, to justify the reasoning behind solely exploring offline second-hand buying settings is that a person's lifestyle can be better explored and evaluated at offline buying settings, whereas via online settings, it is somewhat impossible to observe consumers' behaviour and lifestyle tendencies. Thus, other than consumers' buying behaviour of second-hand clothing at offline buying settings, concepts such as a person's lifestyle and/or consumption values could play an important role in the dynamics behind consumers' buying behaviour of second-hand clothing and will be discussed in more detail below.

## 2.4 LIFESTYLE

The study of psychographics includes the investigation of a person's lifestyle, which can result in a better understanding of who they are and what they do (Parumasur & Roberts-Lombard, 2014; Sathish & Rajamohan, 2012). More specifically, psychographic investigation focuses on investigating consumers based on their activities, interests and opinions (AIO) (Parumasur & Roberts-Lombard, 2014). According to Töpfer and Bug (2015), lifestyle is a fundamental aspect to consider when dividing and segmenting consumers into groups to better target them. In 1963 lifestyle as a concept was introduced to marketing as researchers identified that people differ and have specific life patterns which might influence their motivation to buy specific products (Ahmadimanesh & Helaliyan, 2022; Füller & Matzler, 2008). By studying a consumer's lifestyle, marketers are better able to understand what is going on in a consumer's mind, which could potentially influence their consumer behaviour (Rath, 2008).

A person's lifestyle is considered as a pattern for their consumption and ultimately determines their decisions of how they spend their money and time (Solomon & Rabolt, 2004). A lifestyle merely refers to a person's daily pattern of living (Adnan & Khan, 2017) and reflects their unique attitudes, interests and opinions (Evans, Jamal & Foxall, 2009). In layman's terms, it refers to how a person lives and decides to spend their time and money (Salah, 2022). Additionally, lifestyle includes personal values, which are the guiding principles and drivers for reaching one's goals or determining what is important in life (ref). Personal values influence the way individuals consume products and drive buying behaviour (Rath, 2008). One's values can be shaped by personal experiences, religion and culture (Manolica *et al.*, 2021; Rath, 2008). Therefore, consumers prefer certain products, services and activities because of the importance to their personal values which is reflected in a certain lifestyle (Solomon and Rabolt (2004).

### 2.4.1 Values, attitudes and lifestyles (VALS)

The VALS psychographic system is a lifestyle segmentation system used to understand why consumers make specific buying decisions and is based on independent psychological traits, motivations and resources (Ahmadimanesh & Helaliyan, 2022; Parumasur & Roberts-Lombard, 2014; Rath, 2008; Salah, 2022; Sathish & Rajamohan, 2012). According to Prasanna Mohan Raj, Madhu and Anandan (2006), the VALS system can be employed to identify a person's needs, wants, attitudes, beliefs and even demographics. This is of significance as according to Valentine and Powers (2013) profiling consumers according to their lifestyle eliminates the limitations associated with demographic segmentation as a person's lifestyle provides deeper meaning into their behaviour and ultimately unveils their

inner personalities, which is something demographics solely cannot provide meaning to. Ahmadimanesh and Helaliyan (2022) found that the VALS system is built on a basic principle, which shows that people's personalities are expressed through their behaviour. Furthermore, Parumasur and Roberts-Lombard (2014) identified that there is an increased popularity to utilise psychographic (lifestyle) segmentation, as it can measure and predict consumer behaviour much better than demographic and geographic factors. VALS employs questions of a psychological nature in an attempt to analyse the dynamics underlying the preference and selection during consumers' buying behaviour (Herrero *et al.*, 2014). The VALS system of classification clusters individuals into distinctive lifestyle groups, each based on inner psychological needs, values, attitudes and lifestyles (behaviour response patterns) (Sathish & Rajamohan, 2012).

The VALS segmentation system was initially developed by Arnold Mitchell in the 1960s and formally inaugurated at The Stanford Research Institute (SRI International) in 1978 to further enhance and extend it as a marketing tool (Kahle *et al.*, 1986). In 1980, a survey, made up of 40 items (35 attitudinal and 5 demographic questions) was carried out to identify nine different consumer lifestyles (Survivors, Sustainers, Belongers, Emulators, Achievers, "I-am-me", experimentals, Societally conscious people and Integrateds) (Herrero *et al.*, 2014; Manolica *et al.*, 2021; Sathish & Rajamohan, 2012). It was later adapted, adopted and refined again by Mitchell and McNulty (1981) and Mitchell (1983) to explain the values of the American society (Herrero *et al.*, 2014; Manolica *et al.*, 2021) and revised to focus more on explaining and understanding consumers buying behaviour (how they will express themselves in the marketplace) (Schiffman, Kanuk & Brewer, 2014).

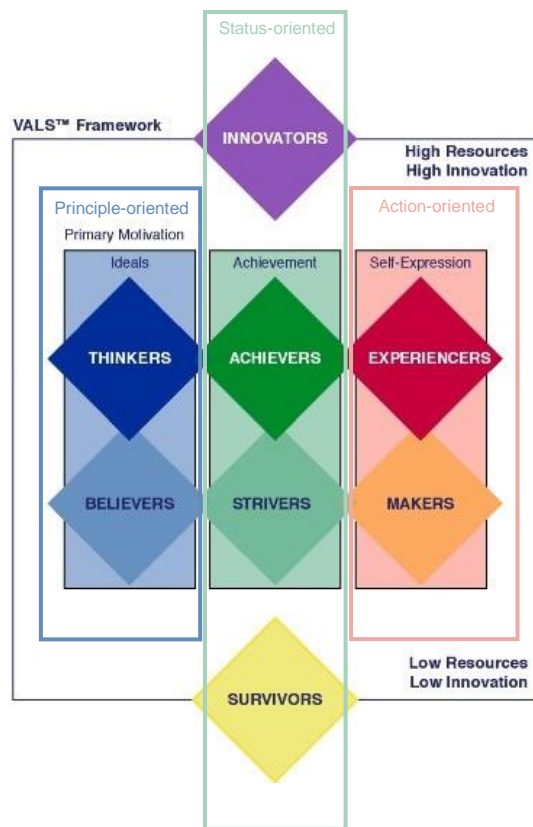
The VALS typology was further developed and improved by researchers from SRI International where they developed the VALS segmentation scheme off the American population by drawing from Maslow's need hierarchy and basic concepts of social character (Salah, 2022; Schiffman *et al.*, 2014), giving rise to the VALS-2 typology (Sathish & Rajamohan, 2012). Maslow's hierarchy of needs is similar to the VALS-2 typology as it is a motivation theory attempting to rank consumers' needs according to their perceived importance (Smith & Sweet, 2021). The VALS-2 typology specifically aimed to explain the lifestyle orientations of eight consumer lifestyle segments (i.e., *Innovators, Thinkers, Believers, Achievers, Strivers, Experiencers, Makers* and *Survivors*) based on the needs and desires important to each consumer in their life (Salah, 2022; Sathish & Rajamohan, 2012). These eight lifestyle segments defined by the VALS-2 typology are based on personality characteristics and are grouped according to three lifestyle orientations (Ahmadimanesh & Helaliyan, 2022).

Lifestyle marketing is a process that enables marketers to distinguish a relationship between their consumer markets' lifestyle tendencies and their product offerings in the market to ultimately better satisfy the needs and wants of the targeted lifestyle segment (Sathish & Rajamohan, 2012). In addition, the VALS framework enables marketers and researchers to predict consumers' behaviour based on their attitudes and beliefs (Graciano, Gularte, Lermen & de Barcellos, 2022). This highlights the effectiveness of using the VALS framework, which includes the study of a person's values, attitudes and lifestyles (Mathews & Nagaraj, 2011), to identify consumer lifestyle segments most prone to engage in the buying of second-hand clothing. Additionally, the VALS framework can assist marketers and owners of second-hand stores/ thrift markets to ultimately convince those consumer lifestyles who are not yet participating in second-hand buying by informing them about the circular economy and convincing them to be mindful when consuming to reduce clothing waste in the long run.

#### **2.4.2 Lifestyle orientations**

Based on the eight consumer lifestyle segments that were generated as part of the VALS-2 typology, consumers could be grouped into three major consumer clusters relating to ideals, achievement and self-expression (Manolica *et al.*, 2021; Rath, 2008; Salah, 2022). The reasoning behind this was that most consumers would not necessarily fit in only one clearly defined consumer lifestyle segment, but rather into one of the three clusters in which their motivations are similar. These clusters were subsequently labelled as lifestyle orientations and include principle (motivated by ideals), status (motivated by achievement) and action (motivated by self-expression) oriented lifestyles (Manolica *et al.*, 2021; Rath, 2008; Solomon & Rabolt, 2004).

The refined VALS-2 typology, as can be seen in **Figure 2.1** below, arranged the segments vertically according to a person's orientations, which represents their primary motivation and horizontally according to a person's access to resources, which includes their income, education, energy levels and eagerness to buy (Rath, 2008; Sathish & Rajamohan, 2012; Solomon & Rabolt, 2004). Lifestyle segments positioned in the top portion of the VALS-2 segmentation system are characterised by high resources and high innovation, whereas the bottom portion refers to those with low resources and low innovation. All the aforementioned resources become enabling variables in a consumer's buying behaviour, highlighting the relevance of investigating lifestyle orientations (Sathish & Rajamohan, 2012; Solomon & Rabolt, 2004).



**FIGURE 2.1: ADAPTED VALS-2 SEGMENTATION SYSTEM (Rath, 2008)**

#### 2.4.2.1 Principle- or ideal-oriented lifestyle

People with principle-oriented lifestyles are motivated by their ideals, are not concerned with the judgment of others and purely make buying decisions based on their belief system (Solomon & Rabolt, 2004). Consumer lifestyle segments that fall into this criterion include *Thinkers* and *Believers* (Sathish & Rajamohan, 2012).

*Thinkers* have sufficient resources and include people who are mature, comfortable and satisfied as they are high monthly income earners with a higher purchasing power than the other consumer segments (Manolica *et al.*, 2021). They are responsible and value order and knowledge (Ahmadimanesh & Helaliyan, 2022; Sathish & Rajamohan, 2012). Although being high-income earners, *Thinkers* remain practical consumers, characterised as being realistic, conservative and appreciating functionality, value and durability in the products they buy (Salah, 2022; Sathish & Rajamohan, 2012; Solomon & Rabolt, 2004). They are relatively active in politics and society while valuing travel and education (Ahmadimanesh & Helaliyan, 2022). Therefore, they are mostly well-informed about global events and always seek to broaden their knowledge (Salah, 2022). *Thinkers* seek value and durability in products that they buy because they are highly educated and, therefore, well informed about what constitutes the quality and

price of the products they decide to buy (Ahmadimanesh & Helaliyan, 2022). It can be concluded that *Thinkers*' psychological characteristics include being mature, satisfied and intelligent individuals who value order and knowledge (Ahmadimanesh & Helaliyan, 2022). In the context of this study, a *Thinker* would be a person who buys second-hand clothing due to it being durable. These consumers would not hesitate to purchase more expensive second-hand items that are characterised by durability and are 'old-school' classics, for example, an 'old-school' hand-knitted cardigan.

*Believers* have fewer resources than *Thinkers*, yet they still have enough resources to sufficiently meet their needs. They are predictable, family-oriented and politically conservative (Ahmadimanesh & Helaliyan, 2022; Sathish & Rajamohan, 2012). Furthermore, they are regarded to be like philosophers, as they are greatly driven by their personal values (Salah, 2022). As consumers, *Believers* receive an average income and are predictable clients as they mostly seek existing brands and are always on the lookout for a good deal (Ahmadimanesh & Helaliyan, 2022; Salah, 2022). They have strong principles, are less impulsive when it comes to buying goods and favour traditional, authentic and established brands (Manolica *et al.*, 2021; Solomon & Rabolt, 2004). It can be concluded that *Believers*' psychological characteristics include being traditional, curious and ethical consumers (Ahmadimanesh & Helaliyan, 2022). In terms of this research topic, these consumers would probably enjoy the shopping experience, as they tend to be bargain hunters and appreciate 'old-school' and traditional products, but would most likely think carefully before buying second-hand products.

#### 2.4.2.2 *Status- or achievement-oriented lifestyle*

People with status-oriented lifestyles are motivated by their achievements and base their decisions on their peers' perceived opinions (Solomon & Rabolt, 2004). Consumer lifestyle segments that fall into this criterion include *Innovators*, *Achievers*, *Strivers* and *Survivors* (Sathish & Rajamohan, 2012).

*Innovators* are situated as an outlier at the top of the VALS framework because they are deemed as successful, highly responsible and sophisticated people with more than enough resources at their disposal (Salah, 2022; Sathish & Rajamohan, 2012; Solomon & Rabolt, 2004). They have many interests, are open to change and usually seek challenges in life. *Innovators* are characterised by being successful and having broad intellectual interests (Ahmadimanesh & Helaliyan, 2022). They seek to uphold their image and value personal growth. *Innovators* value their personal image not as a sign of status but rather to express their personal taste, independence and personality (Salah, 2022; Sathish & Rajamohan, 2012). As consumers, they tend to be pessimistic about advertising, but willing to try new products

(Ahmadimanesh & Helaliyan, 2022). It can be concluded that *Innovators'* psychological characteristics include being optimistic, extroverted, developmental, changeable and highly confident consumers (Ahmadimanesh & Helaliyan, 2022). In terms of this study, *Innovators* would not consider the price of second-hand clothing and would most likely opt for the high-quality and trending products that would express their personal taste and give them a sense of uniqueness and exclusivity. They would most probably be willing to pay high prices for a one-of-a-kind trending second-hand product, like a patterned sweater not readily available in fast-fashion outlets.

*Achievers* are motivated by their desire to achieve; they are career and goal-oriented with sufficient resources at their disposal (Ahmadimanesh & Helaliyan, 2022; Rath, 2008; Salah, 2022). They are characterised by impulsivity and are thus considered active consumers in the market (Salah, 2022). They prefer structure and predictability over risk (Manolica *et al.*, 2021; Sathish & Rajamohan, 2012; Solomon & Rabolt, 2004) and thus attract superior products (Ahmadimanesh & Helaliyan, 2022). Image is important to them as they favour authentic, reliable and established brands that showcase their status and success to their peers (Salah, 2022; Sathish & Rajamohan, 2012). *Achievers* are highly innovative consumers who have a big interest and commitment in their education, profession and family (Ahmadimanesh & Helaliyan, 2022; Rath, 2008; Salah, 2022). It can be concluded that *Achievers'* psychological characteristics include being goal-oriented, formal, controlled and conservative (Ahmadimanesh & Helaliyan, 2022). In the context of this study, *Achievers* would be less likely to purchase second-hand clothing, as they will most probably perceive it as risky products that might be low quality and less durable than new branded clothing. However, should *Achievers* buy second-hand clothing, they would most probably opt for high-quality, higher-priced products.

*Strivers* are similar to *Achievers*, but they have fewer resources at their disposal and are less educated (Ahmadimanesh & Helaliyan, 2022; Solomon & Rabolt, 2004). They have limited interests, are mostly isolated and tend to neglect their health (Ahmadimanesh & Helaliyan, 2022). As consumers, they are the trendy individuals who always seek to buy something new and tend to imitate and buy what is being displayed in stores without much prior thinking (Ahmadimanesh & Helaliyan, 2022; Salah, 2022). They are characterised as being successful shoppers, impulsive, easily bored and influenced (Rath, 2008; Salah, 2022). They prefer watching TV above reading and are therefore less informed and educated than *Achievers* (Ahmadimanesh & Helaliyan, 2022). Although not having sufficient resources to fulfil their wishes, money still represents efficiency for them (Salah, 2022). Similar to *Achievers*, *Strivers* are also concerned about the opinions of others and strive for approval from the people around them as they are inspired by success (Salah, 2022; Sathish & Rajamohan, 2012; Solomon &

Rabolt, 2004). They try to follow those with status and seek to be stylish, even though it might be impossible for them to achieve and maintain (Sathish & Rajamohan, 2012). In terms of second-hand clothing, *Strivers* would most probably opt for lower-priced clothing that is still trendy/unique, such as basic/staple garments.

*Survivors* are situated as an outlier at the bottom of the VALS framework because they have very few resources and are at the bottom of the economic ladder (Ahmadimanesh & Helaliyan, 2022; Solomon & Rabolt, 2004). They manage with the bare minimum and feel relaxed when in a familiar space (Salah, 2022). Their most important concern is their protection and safety (Salah, 2022). They are vigilant consumers focused on meeting present, urgent needs and have little ability to buy anything beyond the basics that they need for survival (Salah, 2022; Sathish & Rajamohan, 2012; Solomon & Rabolt, 2004). They tend to be loyal to brands but represent a very small consumer market (Sathish & Rajamohan, 2012). Although, *Survivors* spend a lot of time watching TV and trust advertisements they read and use the internet the least and are, therefore, poorly informed and educated individuals (Ahmadimanesh & Helaliyan, 2022). In terms of this study, *Survivors* are most likely consumers who bargain hunt for cheap second-hand clothing, like basic t-shirts, pants and jackets.

#### 2.4.2.3 Action-oriented lifestyle

People with an action-oriented lifestyle are motivated by their self-expression and focus on buying products that have an impact on the world around them (Solomon & Rabolt, 2004). Consumer segments that fall into this criterion include *Experiencers* and *Makers*.

*Experiencers* have sufficient resources, enjoy risky experiences and are characterised as being impulsive buyers (Manolica *et al.*, 2021; Solomon & Rabolt, 2004). They like to have authority and enjoy being in the limelight (Ahmadimanesh & Helaliyan, 2022). They are young and rebellious consumers who are enthusiastic about new things and mostly concerned about their image (Sathish & Rajamohan, 2012). They are enthusiastic consumers and spend most of their money on clothes, food and entertainment (Salah, 2022; Sathish & Rajamohan, 2012). *Experiencers* are extroverts who show a lot of interest in socialising and sports (Ahmadimanesh & Helaliyan, 2022). In terms of second-hand clothing purchases, *Experiencers* would most probably buy second-hand clothing that expresses themselves and portrays their desired image, such as a graphic or slogan t-shirt. They are also less likely to be influenced by the price and quality of the second-hand clothing they buy, as they enjoy risks and are impulsive buyers. They might also be most willing to buy damaged second-hand clothing with holes and/or stains as they would consider these garments as having character. In addition, *Experiencers* would, therefore, visit thrift markets for the experience it has to offer.

*Makers* tend to have fewer resources and are less impulsive when buying as they are hands-on individuals who rather focus their energy on family, practical work, physical recreation and self-sufficiency (Ahmadimanesh & Helaliyan, 2022; Manolica *et al.*, 2021; Sathish & Rajamohan, 2012; Solomon & Rabolt, 2004). They focus on their traditions and have little interest in things that lie outside of their context (Salah, 2022; Sathish & Rajamohan, 2012).. As consumers, *Makers* opt for basic products because affordability is more important to them than comfort (Salah, 2022). They thus have more interest in things that have practical or functional purposes than material possessions (Sathish & Rajamohan, 2012). In the context of this research, *Makers* would opt for low-priced second-hand clothing, like basic, staple garments, as they shop for comfort, durability and value.

## 2.5 CONSUMPTION VALUES

Consumers seek products that will provide certain benefits to them (Kim *et al.*, 2021). Consumption value is a multidimensional construct as it includes a combination of perceptions of different values or benefits obtained from a product after buying it (Du *et al.*, 2021). According to Lee (2021), it is important to understand that consumption value plays a crucial role in consumers' decision-making, especially during product selection. Some consumption values remain independent from each other but can be closely related, depending on the type of product being bought (Du *et al.*, 2021; Sheth *et al.*, 1991). Therefore, consumers might experience that they obtain more than one consumption value from the products that they buy. Consumers buy clothing as it is a basic human need and for the value or benefit that they obtain from having it in their possession. This study aims to identify what value/s consumers obtain from buying second-hand clothing and why they engage in this type of buying behaviour. Limited studies have discussed the influence of the value dimension on the actual buying behaviour of second-hand clothing (Kim *et al.*, 2021), with most consumption value studies being conducted within developed countries only (Lee, Levy & Yap, 2015; Lin & Huang, 2012; Shelvia, Prayitno, Kartono & Sundjaja, 2020) or investigating purchase intention and not actual buying behaviour (Bernardo, 2023).

### 2.5.1 The theory of consumption values

The theory of consumption values dates back to the 1990's (Sheth *et al.*, 1991; Sweeney *et al.*, 1996). This theory of Sheth *et al.* (1991) aims to explain why consumers either buy or don't buy a product by looking at the value that they will obtain from consuming that product. Simply put, consumption values explain why consumers choose to purchase one product over another due to the specific chosen product offering better value to them (Gonçalves, Lourenço & Silva, 2015). This theory originally included a combination of *Emotional* (perceived pleasure, excitement and positive emotional changes consumers feel), *Social* (perceived value obtained from a person's associations with a social group), *Epistemic* (perceived value obtained from satisfying a person's desire for knowledge, novelty and curiosity), *Functional* (perceived value related to the quality, price and function of a product) and *Conditional* value (perceived value obtained from an alternative product which has a specific situation or characteristics associated with it; for example, a wedding dress which is associated with a once in a lifetime event or a Christmas jersey which has seasonal value) (Bernardo, 2023; Du *et al.*, 2021; Kim *et al.*, 2021; Sheth *et al.*, 1991).

In a recent study relating to second-hand clothing by Kim *et al.* (2021), a decision was made to omit *Conditional* value as it was deemed inappropriate to explain the general buying behaviour of consumers because it is seen as an alternative product which is based on either a specific event or set of characteristics. In line with this, *Functional* value was also excluded by Kim *et al.*, (2021) as second-hand clothing might be perceived by consumers as being less durable, lower quality and not worth the price, and therefore considered a risk factor. For this study, similar values to Kim *et al.* (2021) were explored; however, a decision was made to also include *Functional* value (value related to the quality, price and function of a product) as it may be relevant in the South Africa context where consumers are more price sensitive when it comes to their buying behaviour. They might rather buy second-hand clothing due to it being low priced and consequently unconsciously supporting sustainable practices. *Conditional* value was rephrased and combined with the remaining dimensions to cluster an *Environmental* value construct instead, as previous studies show that it is significant (Kim *et al.*, 2021). *Emotional*, *Social*, *Epistemic*, *Environmental* and *Functional* values were explored in terms of second-hand clothing buying behaviour. Every consumption value will be discussed in more detail below.

### 2.5.1.1 *Emotional value*

*Emotional value* is the perceived pleasure, excitement and positive emotional changes consumers feel when consuming and/or making use of a product (Kim *et al.*, 2021; Sheth *et al.*, 1991; Sweeney *et al.*, 1996). It also indicates a consumer's value perception and emotional state when they consume or wear products (Kim *et al.*, 2021). It can also be described as the perceived usefulness and/or benefits consumers acquire from a product's ability to arouse some sort of emotion or feeling (Koay, Cheah & Lom, 2022; Lee, Hyun & Lee, 2022; Sheth *et al.*, 1991). These emotions relate to the emotional state a person is in when they buy, make, use, or wear a product, which can be either positive or negative (Kim *et al.*, 2021; Koay *et al.*, 2022). Consumers emphasise the importance of *Emotional value* as a form of hedonic consumption and prefer the presence of fun, joy, and product design rather than product quality when it comes to their decision-making (Machado *et al.*, 2019). Furthermore, according to (Talwar, Dhir, Kaur & Mäntymäki, 2020), *Emotional value* is present when consumers choose to buy products due to the products impacting them on a sentimental level.

For example, consumers will obtain *high Emotional value* when they experience a feeling of entertainment, pleasure and joy while buying second-hand clothing (Kim *et al.*, 2021; Medalla, Yamagishi, Tiu, Tanaid, Abellana, Caballes, Jabilles, Himang, Bongo & Ocampo, 2020). Additionally, consumers who have positive emotions toward second-hand clothing are more likely to showcase positive intentions to purchase it (Koay *et al.*, 2022). Nostalgia and the buying of second-hand clothing also go hand-in-hand as consumers sometimes buy these items to evoke old emotions and escape from the now (Medalla *et al.*, 2020).

### 2.5.1.2 *Social value*

*Social value* refers to the perceived value obtained from a person's associations with a social group (Lee *et al.*, 2022; Sheth *et al.*, 1991; Sweeney *et al.*, 1996). Social value is obtained through positive or negative stereotyped demographics, socioeconomics and cultural-ethnic groups (Sheth *et al.*, 1991). The social value of second-hand clothing is the perception of being recognised socially and being favourably evaluated by others due to the social image of the products that you wear (Kim *et al.*, 2021). According to (Talwar *et al.*, 2020), *Social values* are present when consumers choose to buy products due to it augmenting their self-image.

For example, consumers will obtain high *Social value* from second-hand clothing products that they feel will make a good impression on the people around them, because it is perceived as sustainable, environmentally friendly and/or scarce (Kim *et al.*, 2021). However, consumers will obtain low *Social value* should they feel worried that they won't get social approval from

others because second-hand clothing may be perceived as dirty, of low quality and cheap (Kim *et al.*, 2021).

#### 2.5.1.3 *Epistemic value*

*Epistemic value* is the perceived value obtained from satisfying a person's desire for knowledge, novelty and curiosity (Lee *et al.*, 2022; Sheth *et al.*, 1991; Sweeney *et al.*, 1996). A person obtains *Epistemic value* from his/her curiosity about a novel product or the desire to obtain more knowledge about a product to validate the product (Sheth *et al.*, 1991). *Epistemic values* are present when consumers choose to buy products due to the product's ability to stir curiosity and offer novelty (Talwar *et al.*, 2020).

In the context of this study, a person might obtain *Epistemic value* when they buy a second-hand clothing product due to its uniqueness, novelty and/or scarcity (Kim *et al.*, 2021). Previous studies have identified that the discovery and buying of unique second-hand clothing at second-hand stores/ thrift markets is like a treasure hunt activity that arouses pleasure and pride within consumers because these products are not readily available in fast fashion outlets (Machado *et al.*, 2019; Strähle & Matthaei, 2017).

#### 2.5.1.4 *Environmental value*

*Environmental value* refers to a person's opinion of the natural environment and humanity's relationship with it (Koay *et al.*, 2022). It also refers to the perceived value obtained from the ability of a product to produce a positive impact on the earth and its environment (Kim *et al.*, 2021; Koay *et al.*, 2022). Consumers with high *Environmental value* base their decision-making on the earth and its well-being (Kim *et al.*, 2021; Sheth *et al.*, 1991). They thus seek harmony between the earth and humanity beyond satisfying their living needs (Kim *et al.*, 2021).

In terms of second-hand clothing, a person would potentially obtain high *Environmental value* when they decide to buy second-hand clothing to sustain the earth and support sustainable practices. Studies show that consumers who obtain high environmental value will consume more second-hand clothing as it is regarded to be more environmentally friendly (Kim *et al.*, 2021; Strähle & Matthaei, 2017). Additionally, consumers are constantly being educated about the negative effects of the textile and clothing industry on the environment, resulting in more consumers being open to the idea of buying second-hand to contribute to this sustainable initiative.

### 2.5.1.5 *Functional value*

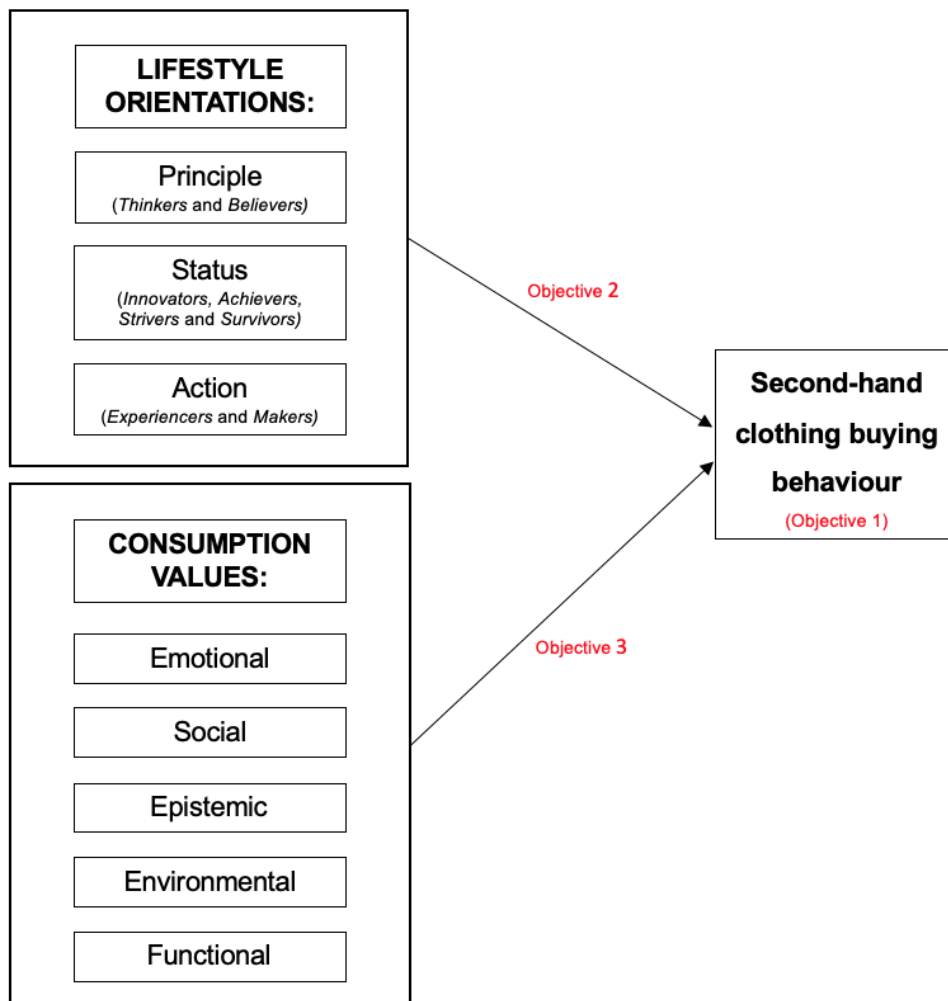
*Functional value* is related to the quality, price and function of a product (Kim *et al.*, 2021; Lee *et al.*, 2022; Sweeney *et al.*, 1996). It also refers to the perceived benefits or usefulness gained from a product's potential to fulfil functional and physical performance attributes related to durability, quality, price and functionality (Sheth *et al.*, 1991; Sweeney *et al.*, 1996). According to (Talwar *et al.*, 2020), *Functional values* are present when consumers choose to buy products due to their functional features and physical characteristics.

For example, consumers with high *Functional value* base their reasoning for buying second-hand clothing on the price and durability thereof (Sheth *et al.*, 1991). Additionally, consumers will obtain high *Functional value* from second-hand clothing products that they feel are of good quality and worth spending their money on (Strähle & Matthaei, 2017). On the other hand, second-hand clothing is often associated with being lower quality and less durable as it has been worn/used before, which makes this value interesting to explore in terms of consumers' second-hand clothing buying behaviour.

It is evident that consumption values influenced consumers' buying behaviour of second-hand clothing in other contexts (Kaur *et al.*, 2021; Lee *et al.*, 2022; Talwar *et al.*, 2020; Wang, Liao & Yang, 2013), but uncertainty remains in terms of the specific consumption values that are more prominent among consumers who buy second-hand clothing in offline buying settings (i.e., second-hand stores/ thrift markets) in South Africa. Together with that, a person's buying behaviour could be influenced by their lifestyle orientation (Rath, 2008), which in turn also has a potential interrelationship with the consumption values obtained from buying second-hand clothing (Sathish & Rajamohan, 2012). Therefore, it will be beneficial to investigate consumers' lifestyle orientations together with their reasoning behind buying second-hand clothing (i.e., their consumption values), as a person's lifestyle often guides their overall buying behaviour, i.e., why we choose to buy certain products, what we choose to buy and how we choose to buy products. Thus, this study aims to explore and describe the influence of lifestyle orientations and consumption values on the buying of second-hand clothing at offline buying settings in the South African context.

## 2.6 CONCEPTUAL FRAMEWORK

The conceptual framework (**Figure 2.2**) was developed to guide the research and illustrate how the relevant concepts, as mentioned in the literature review, interact with one another to determine which lifestyle orientations and consumption values influence consumers' buying behaviour of second-hand clothing in South Africa.



**FIGURE 2.2: CONCEPTUAL FRAMEWORK**

The buying of second-hand clothing can be described as a notion where consumers do not buy new clothing products but rather acquire garments that have been discarded by their first owner, donated, or re-sold (Becker-Leifhold & Iran, 2018; Iran *et al.*, 2019). These clothes are thus re-used and recycled, extending the clothing item's lifecycle and keeping it in the bottom end of the supply chain, which prevents it from ending up in landfills prematurely. Second-hand clothes thus have multiple owners throughout their lifecycle, which promotes circularity in the sense that a recycling economy is created. For this study, the focus was specifically on consumers who buy second-hand clothing and/or are partial to the idea of buying more second-

hand clothing than new clothing in offline buying settings, namely second-hand stores/ thrift markets, as opposed to online environments (objective 1). Additionally, the conceptual framework presents the lifestyle orientations that might potentially influence consumers' second-hand buying behaviour in South Africa. These lifestyle orientations include principle (*Thinkers and Believers*), status (*Innovators, Achievers, Strivers and Survivors*) and action (*Experiencers and Makers*) -oriented lifestyles (objective 2) as suggested in the VALS-2 typology. Lastly, the consumption values that could potentially influence consumers' second-hand clothing buying behaviour are presented in the conceptual framework and include *Emotional, Social, Epistemic, Environmental and Functional* values (objective 3).

## 2.7 RESEARCH OBJECTIVES

Based on the introduction and research problem, the literature review and the conceptual framework, the following objectives were formulated to explore and describe the lifestyle orientations and consumption values that might influence consumers' buying behaviour of second-hand clothing in the South African context.

**Objective 1:** To explore and describe consumers' participation in the buying of second-hand clothing in the South African context

**Objective 2:** To explore and describe the influence of lifestyle orientations on consumers' buying behaviour of second-hand clothing, specifically regarding their:

2.1 Principle orientations (i.e., *Thinkers and Believers*)

2.2 Status orientations (i.e., *Innovators, Achievers, Strivers and Survivors*)

2.3 Action orientations (i.e., *Experiencers and Makers*)

**Objective 3:** To explore and describe the influence of consumption values on consumers' buying behaviour of second-hand clothing, specifically regarding their:

3.1 *Emotional* value

3.2 *Social* value

3.3 *Epistemic* value

3.4 *Environmental* value

3.5 *Functional* value

## 2.8 CONCLUSION

Chapter two discussed the relevant literature pertaining to the textile and clothing industry as well as second-hand clothing and the different offline buying settings, namely second-hand stores/ thrift markets. Furthermore, the chapter also delved deeper into the concepts of lifestyle orientations and consumption values that potentially link to second-hand clothing purchases among consumers. Following the literature review, the relevant concepts were further visualised in the study's conceptual framework and outlined in the research objectives. The next chapter investigates the research design and methodology used for this study.

## CHAPTER 3: RESEARCH METHODOLOGY

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*Chapter three focuses on the research methodology that was followed to achieve the overall aim and objectives set out for this study. The research design and approach, the sample and sampling techniques, the instrument development, operationalisation table, data collection and data analysis methods are discussed and addressed. The chapter concludes with a discussion of the methods used to enhance and ensure data quality (i.e., validity and reliability), as well as the incorporation of ethical considerations that apply to this study.*

### 3.1 RESEARCH DESIGN AND APPROACH

The overall aim of this study was to explore and describe the influence of lifestyle orientations and consumption values on offline second-hand clothing buying in South Africa. To achieve this aim, a cross-sectional survey research design was employed in the form of an online self-administered questionnaire to gather data at a specific point in time (Quinlan, Zikmund, Babin, Carr & Griffin, 2015). The survey was conducted online as it was easy to implement and collect data in a cost and time-efficient way (Mazzocchi, 2008). A quantitative approach was followed, which allowed the researcher to analyse data numerically through statistics to generate the findings (Turner, Balmer & Coverdale, 2013). A quantitative approach also allows for standardised data collection protocols and consequently allows the study to be repeated in future (Quinlan *et al.*, 2015).

Due to the limited amount of existing literature relating to the actual buying behaviour of second-hand clothing, this study followed an exploratory and descriptive approach. Exploratory research is done when one has limited knowledge available about the subject under investigation, and the aim is to explore and explain the relationships between the variables (Marczyk & DeMatteo, 2005; Quinlan *et al.*, 2015). It has allowed the researcher to explore a new and unfamiliar research topic in more depth and ultimately allowed for new findings to be discovered (Quinlan *et al.*, 2015). Descriptive research aims to further describe the problem and findings surrounding the phenomena under investigation and consequently investigates variables of the study by providing answers to who, what, when, where and how questions in research (Burns & Bush, 2010; Kumar, 2018). Additionally, it is used to describe a phenomenon under investigation and enables the researcher to describe certain characteristics of the specific sample of the study in more depth (Kumar, 2018; Quinlan, Babin, Carr, Griffin & Zikmund, 2019). Descriptive studies aim to describe things like consumers'

behaviour, attitudes, and intentions, emphasising the effectiveness of descriptive research for this study (Burns & Bush, 2010).

Lastly, this study made use of primary data, which is first-hand data collected directly from respondents, to answer the research objectives (Kumar, 2018). Primary data refers to information collected specifically for the topic under investigation (Burns & Bush, 2010; Iacobucci & Churchill, 2010).

## **3.2 SAMPLE AND SAMPLING TECHNIQUES**

### **3.2.1 Sample**

The target population for this study included consumers older than 18 years of age who reside in South Africa. The reasoning behind the age prerequisite was that one could assume that respondents 19 years and older have a certain degree of knowledge about second-hand clothing and the purchasing of it, and could comfortably answer questions surrounding their lifestyles and consumption values, resulting in more reliable results (Pham, Hoang, Nguyen, Do & Mar, 2021; Strode, Slack & Essack, 2010). To enforce the prerequisites of age (i.e., being 19+ years) and residing in South Africa, two screening questions were inserted at the beginning of the questionnaire. In an attempt to gather a diverse sample of respondents, no further restrictions were made in terms of gender, income level, education level, population group or provincial location. South Africa has a diverse population of 62 million spread over nine provinces (Statistics South Africa, 2022). In terms of population groups and gender, South Africa's population is made up of 48.5% females and 51.5% males, with 81.4% being classified as Black Africans, 8.2% as Coloured, 2.7% as Indian/Asian, 7.3% as White and 0.4% as 'other' (Statistics South Africa, 2022).

This study formed part of a larger research project that also included final-year Consumer Science (Clothing Retail Management) students from the University of Pretoria. All parties that formed part of this larger research project jointly developed and distributed the questionnaire, which yielded 2341 responses, of which 528 (22.6%) responses were discarded as they were either incomplete or did not meet the requirements (i.e., older than 18, residing in South Africa). Of the remaining 1813 (77.4%) completed questionnaires, 1045 indicated that they do not buy and/or are not partial to buying second-hand clothing, with 768 respondents indicating that they do buy and/or are partial to buying second-hand clothing (this includes all buying settings, namely online settings and offline second-hand stores/ thrift markets). As this study only

focused on respondents who buy second-hand clothing at thrift markets and face-to-face stores, the final usable responses totalled 524.

### 3.2.2 Sampling techniques

Non-probability, convenience and snowball sampling techniques were used to recruit respondents who reside in South Africa. Non-probability sampling is used when individuals within the sample are selected based on convenience, and the probability of an individual being selected is unknown (Kumar, 2018; Quinlan *et al.*, 2015). Convenience sampling was used as it was the most convenient technique for researchers as they could select respondents based on their availability and ease of accessibility (Mazzocchi, 2008; Quinlan *et al.*, 2015). Unfortunately, this technique is particularly vulnerable to bias selection and, therefore, not always reliable (Burns & Bush, 2010). However, it is still the most cost-effective and convenient method, which is why this sampling method was employed for this study (Burns & Bush, 2010; Mazzocchi, 2008). Convenience sampling was employed by distributing the online questionnaire via a link to friends, families and related network contacts on various social media platforms (Facebook, Instagram and LinkedIn), messaging apps (WhatsApp) and emails. The questionnaire was furthermore distributed via a physical QR code in the surrounding area of the university. Additionally, respondents were requested to share the questionnaire with their respective networks, resulting in further snowball sampling.

Snowball sampling entails recruiting additional respondents based on referrals from the initial respondents (Kumar, 2018; Quinlan *et al.*, 2015). For this study, snowball sampling was easily conducted due to the ability of the online survey link to be shared with ease among respondents via online platforms. Even though convenience and snowball sampling techniques were the most appropriate for this study as researchers were able to reach a larger sample to ensure that the sample is sufficient, it is important to note that the findings of this study cannot be generalised to a larger population.

### 3.3 INSTRUMENT DEVELOPMENT

A structured, self-administered online questionnaire, which was developed on Qualtrics, was used as the measuring instrument for this study (see **Addendum C**). Qualtrics is a user-friendly, online data-capturing programme that allows one to easily collect, analyse and share gathered information from specific respondents. This software allowed the online questionnaire to be conveniently distributed via a link on social media platforms (such as Instagram, Facebook, and LinkedIn), messaging apps (such as WhatsApp), emails and physical QR code

handouts. Ultimately these methods increased the convenience of distributing the questionnaire and encouraged snowballing, as respondents themselves could easily share the questionnaire with others.

The questionnaire was preceded by a consent form (see **Addendum B**) which clarified the purpose of the study, the research procedure, the withdrawal clause and the anonymity and confidentiality statement to respondents. Thereafter, a statement relating to consent was presented, and based on the agreement, the respondent was either directed to the questionnaire or thanked for their participation and directed to the end of the questionnaire. The questionnaire included seven sections (Section A-G), which will be discussed in more detail below.

- **SECTION A – Screening questions**

This section included two screening questions, which ensured that respondents were older than 18 years of age and resided in South Africa. If any respondents answered “no” to the aforementioned questions, they were thanked for their participation and directed to the end of the questionnaire. If they answered “yes” to both questions, they were allowed to proceed with the questionnaire.

- **SECTION B – Fieldworkers**

This section was presented in the format of a drop-down list with the fieldworkers’ names, which the respondents used to indicate from whom they received the questionnaire. Final-year Bachelor and a Masters of Consumer Science Clothing Retail Management students at the University of Pretoria were used as fieldworkers.

- **SECTION C – Buying of second-hand clothing**

This section included four items relating to second-hand clothing buying behaviour. These items were initially developed by Akbar, Mai & Hoffman (2016) and were adapted and rephrased to relate to the buying of second-hand clothing. Additionally, response options included a Likert-type scale ranging from one to four (1 = Never to 4 = Always). The lack of a middle point nudged respondents to make a definite choice rather than sitting on the fence (Mazzocchi, 2008). The decision to omit the middle point was further strengthened by the fact that the questions and response options that were developed for the lifestyles by the SRI (1978) only include four-point response options, and to maintain uniformity throughout the questionnaire, all the other sections adopted the same four-point Likert-type scale to measure the constructs for the study.

- **SECTION D – Second-hand buying settings**

This section explored the setting in which the respondents prefer to take part in second-hand buying. The question only allowed for one response and gave the respondents three options, namely: thrift markets, second-hand stores and online second-hand stores. For the use of this study, only respondents who chose second-hand stores/ thrift markets were included in the final sample for analysis.

- **SECTION E – Consumption values**

Section E included 20 items relating to the consumption values that could potentially influence consumers' second-hand clothing buying behaviour. Items relating to *Emotional*, *Social*, *Epistemic* and *Environmental* values were derived from Kim, Jung Jung & Lee (2021) and were adapted and rephrased to relate to the second-hand buying of clothing. Items relating to functional value were derived from Hamari *et al.* (2016) and Dall Pizzol, Ordovás de Almeida and do Couto Soares (2017) and were adapted accordingly. As explained above, a four-point Likert-type scale (1 = Mostly disagree to 4 = Mostly agree) was used as response options.

- **SECTION F – VALS Lifestyles**

This section included 40 items relating to the lifestyle orientations and segments of consumers. More specifically, this section pertained to the VALS lifestyle segmentation system and measured the relevance of the VALS categories in consumers' purchasing habits in terms of second-hand clothing. These items were initially developed by the Stanford Research Institute (SRI International) in 1978 and were adapted by Prasanna Mohan Raj *et al.* (2006) and Herrero *et al.* (2014). For this study, all the items from the previous studies were adapted and rephrased accordingly. A 4-point disagree-agree Likert-type scale was used to collect responses.

- **SECTION G - Demographics**

Lastly, a section relating to the demographic characteristics was included. The section asked direct-response questions about the respondents' demographic background, including gender, age category, highest level of education, monthly income, population group and geographic location. The questions were formulated in a way that was objective and professional to avoid offending respondents and to ensure inclusivity.

Consumers tend to exaggerate their current sustainable behaviours, so their responses may distort results and findings. Intentional effort was thus made to combat any bias towards one concept such as environmental values during the questionnaire design and development as the items were randomised

within the larger construct, forcing them to read the items more clearly and hopefully answer them more truthfully (Jacobs, Petersen, Hörisch & Battenfeld, 2018).

### 3.3.1 Pre-testing of the instrument

Before being distributed to the target population, the questionnaire was pre-tested to eliminate any ambiguous or confusing statements and questions (Creswell & Creswell, 2018; Kumar, 2018). Pre-testing of a research instrument is an integral part of a successfully developed instrument as it determines how well the questionnaire works while it examines and ensures that there are no errors in the questionnaire and that the meaning of each question is correctly understood by respondents (Iacobucci & Churchill, 2010; Kumar, 2018). The pre-test was conducted on a smaller sample of 27 respondents from slightly different cultural backgrounds to validate the appropriateness and validity of the questionnaire. These respondents were recruited through convenience sampling techniques, and the questionnaire link was distributed electronically via WhatsApp. A pre-test was essential for this study to ensure that all statements were clear, unambiguous and understandable to the sample which included a variety of cultures and languages (Creswell & Creswell, 2018; Kumar, 2018). These respondents took an average of 10 minutes to complete the questionnaire and were able to identify some minor errors and a few unclear statements and questions.

One spacing error was identified but no spelling errors occurred. Also, based on the feedback from respondents, one ambiguous consumption value statement was rephrased. After minor changes to the questionnaire, the outcome was seen as acceptable and valid to send out to the larger population. Before data collection could commence, approval from the Ethics Committee of the Faculty of Natural and Agricultural Sciences at the University of Pretoria was sought and granted in November 2022 (Reference number: NAS320/2022)

**Table 3.1** below represents the operationalisation table, which includes the objectives, constructs, dimensions, indicators, scales and measurements, as well as the adapted scale items as seen in the questionnaire.

**TABLE 3.1: OPERATIONALISATION TABLE**

OBJECTIVE	CONSTRUCT	DIMENSIONS	INDICATORS	SCALES & MEASUREMENTS	ITEM NO.	ADAPTED SCALE ITEMS
					<b>Please indicate the level of frequency regarding your second-hand clothing buying behaviour:</b>	
<b>Objective 1:</b> To explore and describe consumers' participation in the buying of second-hand clothing in the South African context	Sustainable clothing practices	Second-hand clothing buying behaviour	Buying second-hand clothing occurs when pre-owned clothes are resold and bought again for re-use	Scale items were derived and adapted from Akbar, Mai & Hoffman (2016). 4-point Likert-type scale (1 = Never to 4 = Always)	Q4_1	I buy second-hand clothes.
					Q4_2	Buying second-hand clothes is better than buying new clothes.
					Q4_3	I buy more second-hand clothes than new clothes.
					Q4_4	I prefer buying second-hand clothes to buying new clothes.
					<b>The following questions relate to your specific lifestyle orientation. Please indicate your level of agreement for the following statements:</b>	
<b>Objective 2:</b> To explore and describe the influence of lifestyle orientations on consumers' buying behaviour of second-hand clothing, specifically regarding their: 3.1 Principle orientations 3.2 Status orientations 3.3 Action orientations	VALS lifestyle orientations	Principle-oriented	Thinkers	Scale items were derived and adapted from Strategic Business Insights (2022), Herrero <i>et al.</i> (2014) as well as Prasanna Mohan Raj <i>et al.</i> (2006). 4-point disagree-agree Likert-type scale (1 = Mostly disagree to 4 = Mostly agree)	Q7_1	I am often interested in theories.
					Q7_2	I like to learn about art, culture and history.
					Q7_3	I would like to understand more about how the universe works.
					Q7_4	In general, I am interested in everything related to science.
			Q7_5		I would like to learn more about the world.	
			Q7_6		Just as my religion says, the world was created by a God/s.	
			Q7_7		The government should promote the study of religion/s in public schools.	
			Q7_8		There is too much sex on television today.	
		Q7_9	Religion is the most important way to know what's morally correct.			
		Q7_10	No matter how much evil I see in the world, my faith in a God/s is strong.			
		Q7_11	I like trying new things.			
		Q7_12	I like the challenge of doing something I have never done before.			
		Q7_13	I like doing things that are new/unique or different.			
		Q7_14	I like to learn about things even when they do not have any practical usefulness.			
		Q7_15	I have more ability than most people.			
		Status-oriented	Innovators			

<p><b>Objective 2:</b> To explore and describe the influence of lifestyle orientations on consumers' buying behaviour of second-hand clothing, specifically regarding their:</p> <p>3.1 Principle orientations 3.2 Status orientations 3.3 Action orientations</p>	VALS lifestyle orientations	Status-oriented	Achievers	<p>Scale items were derived and adapted from Strategic Business Insights (2022), Herrero <i>et al.</i> (2014) as well as Prasanna Mohan Raj <i>et al.</i> (2006). 4-point disagree-agree Likert-type scale (1 = Mostly disagree to 4 = Mostly agree)</p>	Q7_16	I like being in charge of a group.
			Strivers		Q7_17	I consider myself an intellectual.
					Q7_18	I like to lead others.
					Q7_19	I must admit I like to show off/to be the centre of attention.
					Q7_20	A good negotiator doesn't just get the food in the bowl, but the bowl itself.
			Survivors		Q7_21	I follow the latest trends and fashions.
		Q7_22			I dress more fashionably than most people.	
		Q7_23			I like to dress in the latest fashions.	
		Q7_24			I want to be considered fashionable.	
		Action-oriented	Action-oriented		Experiencers	Q7_25
	Q7_26					I am really interested in only a few things.
	Q7_27					I like making things of wood, metal, or other such materials.
	Q7_28					I would rather make something than buy it.
	Q7_29					Only a fool gives more than they get.
	Q7_30					People who think too much annoy me.
	Q7_31					I often crave excitement.
	Q7_32					In my life, I would like to do different things from one week to another.
	Q7_33					I like a lot of excitement in my life.
	Q7_34					I am always looking for a thrill/exciting things.
	Makers	Makers	Makers		Q7_35	I like to try new things every day.
Q7_36				I am very interested in how mechanical things, such as engines, work.		
Q7_37				I like to do/make things with my own hands.		
Q7_38				I like handcrafts and do-it-yourself.		
Q7_39				I like to look through hardware or automotive stores / do-it-yourself shops.		
Q7_40				I love to make things I can use every day.		

					<b>The following questions relate to your consumption values. Please indicate your level of agreement for the following statements:</b>		
<p><b>Objective 3:</b> To explore and describe the influence of consumption values on consumers' buying behaviour of second-hand clothing, specifically regarding their:</p> <p>2.1 Emotional value            2.2 Social value            2.3 Epistemic value            2.4 Environmental value            2.5 Functional value</p>	Consumption values	Emotional value	Perceived value gained from a person's capacity to evoke/arouse feelings	Scale items were derived and adapted from Kim, Jung Jung & Lee (2021). 4-point disagree-agree Likert-type scale (1 = Mostly disagree to 4 = Mostly agree)	Q6_1	I feel happy when I buy second-hand clothing.	
						Q6_2	Purchasing second-hand clothing makes me feel good.
						Q6_3	My stress is relieved when I purchase second-hand clothing.
						Q6_4	Buying second-hand clothing provides joy and pleasure.
						Q6_5	Purchasing second-hand clothing gives me social approval.
						Q6_6	Buying second-hand clothing makes a good impression on other people.
						Q6_7	Second-hand clothing improves the way I am perceived by my friends.
						Q6_8	Buying second-hand clothing makes me fit into a social group.
						Q6_9	Second-hand clothing offers uniqueness.
						Q6_10	Second-hand clothing is more novel than new clothing.
					Q6_11	I buy second-hand clothing to find one-of-a-kind items.	
					Q6_12	I buy second-hand clothing out of curiosity.	
					Q6_13	Buying second-hand clothing helps to save resources.	
					Q6_14	Second-hand clothing has a positive impact on the environment in that it extends the life of discarded materials.	
					Q6_15	Purchasing second-hand clothing is environmentally friendly.	
					Q6_16	Second-hand clothing has more environmental benefits than other clothing.	
					Q6_17	When I buy second-hand clothing, it saves me money.	
					Q6_18	Purchasing second-hand clothing benefits me financially.	
					Q6_19	Second-hand clothes are good products for the price you pay.	
					Q6_20	My second-hand clothing lasts longer than my new clothing.	
		Social value	Perceived value gained from a person's association with a social group	Scale items were derived and adapted from Sweeney, Sautor, Whiteley & Johnson (1996). 4-point disagree-agree Likert-type scale			
		Epistemic value	Perceived value gained from a person's capacity for curiosity, novelty and/or knowledge				
		Environmental value	Perceived value gained from a person's relationship with the earth and natural environment				
		Functional value	Perceived value related to the reliability, durability and price of a product				

### 3.4 DATA COLLECTION

Once the ethics application surrounding this study was approved, data collection commenced in the form of an online self-administered questionnaire using Qualtrics software. The data collection process took place from May 2023 until 25 July 2024. Primary data were collected by 31 fourth-year Clothing Retail Management students and a Masters student at the University of Pretoria. The questionnaire was distributed via a URL link on various digital platforms such as messaging channels (SMS, WhatsApp and Email) as well as social media platforms (Facebook, LinkedIn, Instagram and Twitter). Furthermore, printout QR codes were distributed at a thrift market, the Vintage Square Thrift Fair, on the 6<sup>th</sup> of May and 3<sup>rd</sup> of June 2023 to collect more responses. In addition, male responses were gathered by an external company, eGentic, to obtain additional male responses in an attempt to generate a more representative sample in terms of gender.

The questionnaire was preceded by a cover letter (see **Addendum B**), which explained the purpose and value of the study to respondents, ensured respondents' confidentiality and anonymity, informed respondents that it would take approximately 10 minutes to complete, and allowed the respondent to decide whether they would like to continue participating in the study. Furthermore, respondents did not receive any form of incentive after completing the online survey. The anticipated sample size was 775 (31x25), as each student was required to collect a minimum of 25 questionnaires. Additionally, according to Hair, Black, Babin and Anderson (2014) the minimum sample size for inferential statistics should include at least five times the number of variables to be analysed, with 10:1 being the more acceptable sample size. Based on this, the samples had to amount to at least 320 if a 5:1 ratio was used, and 640 if a 10:1 ratio was used, as 64 items were used during the inferential analysis. Based on this, the sample size of 524 (8:1 ratio) was deemed sufficient. As mentioned before, 2341 responses were recorded, of which 528 (22.6%) were discarded due to incompleteness or not meeting the requirements (i.e., older than 18, residing in South Africa). Of the remaining 1813 (77.4%) completed questionnaires, 1045 indicated that they do not buy and/or are not partial to buying second-hand clothing, with 768 respondents indicating that they do buy and/or are partial to buying second-hand clothing (this includes all buying settings, namely online, thrift markets and second-hand stores). A total of 524 completed questionnaires were used as the study only focused on offline buying settings, i.e., respondents who buy second-hand clothing at thrift markets and face-to-face second-hand clothing stores, and therefore, the final responses totalled 524. Ultimately, the completion rate totalled 524.

The advantages of online self-administered questionnaires include the ability to easily and automatically capture data and do analyses (Nayak & Narayan, 2019). It is also cost-effective

and convenient, allowing for higher response rates in comparison to physical paper surveys (Nayak & Narayan, 2019; Wiid & Diggines, 2009). Disadvantages include confidentiality concerns of respondents and the possibility of sampling errors creeping in (Wiid & Diggines, 2009). In addition, there is also the issue of excluding those individuals who do not have internet access (Nayak & Narayan, 2019).

### **3.5 DATA ANALYSIS**

The responses from the online questionnaire were automatically captured and coded on Qualtrics, after which the dataset was exported to Microsoft Excel for cleaning and filtering. Once the dataset was clean, it was imported to SPSS 29 (Statistical Package for the Social Sciences) for further analysis. Initial data analysis included descriptive statistics, which comprises frequencies and percentages to analyse the demographic characteristics, participation in second-hand clothing purchases and preferred second-hand buying settings. These results were, furthermore, presented in the form of graphs, tables, and figures.

IBM SPSS Amos 28 software was used to conduct structural equation modelling to explore and describe the influence of lifestyle orientations and consumption values on consumers' offline second-hand clothing buying in the South African context. More specifically, responses about second-hand buying, lifestyle orientations and consumption values were subjected to exploratory factor analysis (EFA), first- and second-order confirmatory factor analyses (CFA) and second-order structural equation modelling (SEM). Reliability (such as Cronbach's alphas) and validity (such as discriminant and convergent validity) were also tested and ensured to produce results that are viable and reputable.

### **3.6 QUALITY OF THE DATA**

Previous academic literature reiterates the importance of valid and reliable information in the presentation of results and findings (Mazzocchi, 2008; Nunan, Malhotra & Birks, 2020; Sürücü & Maslakçi, 2020; Thomson, 2011). Therefore, certain steps, which will be discussed in further detail below, were taken throughout this study to eliminate errors and ensure validity and reliability.

### 3.6.1 Validity

Validity in research refers to the accuracy of measures used and the degree to which a measure score truthfully represents the concepts being investigated (Mazzocchi, 2008; Quinlan *et al.*, 2015). Validity is the ability of the measuring instrument to measure what it is supposed to and claims to measure (Sürücü & Maslakçi, 2020). Additionally, validity is a measure of how well the measuring instrument performs its intended function (Kumar, Rajan, Gupta & Dalla Pozza, 2019; Leedy, Ormrod & Johnson, 2021; Sürücü & Maslakçi, 2020). In the following paragraphs, different types of validity will be expanded upon, providing an understanding of how each validity type was ensured in this study.

*Theoretical validity seeks to* assess the validity of the concepts explored and the proposed relationships between the concepts in the study. It also asks whether the researcher provided an accurate explanation of the phenomena under investigation (Thomson, 2011). For this study, a comprehensive literature review and a well-structured conceptual framework were compiled and presented to ensure theoretical validity.

*Content validity* evaluates whether the various scale items contained in a measuring instrument (questionnaire) represent the phenomenon under investigation (Sürücü & Maslakçi, 2020). It refers to the extent to which each item within the questionnaire serves a purpose and relates to the research project and its concepts (Babbie, 2020; Sürücü & Maslakçi, 2020). To ensure content validity, effort was made to ensure a logical flow of the questionnaire from one scale item to the next. During questionnaire development, scale items were sourced and adapted from existing scales and also evaluated by experts in the field in such a manner that the content of each item reflected the concept being measured. Lastly, to enhance effective data collection, a pre-test was performed to ensure further content validity by restructuring faulty questions and eliminating any confusing questions within the questionnaire.

*Construct validity* is important for consistency in research as it refers to the reliability and truthful representation of data gathered through various scale items within the questionnaire that ultimately aims to measure the same concept under investigation (Quinlan *et al.*, 2015). Construct validity confirms whether one can draw logical relationships from the construct and refers to the extent to which the set of scale items used to measure a specific concept/construct are related and measure the same construct under investigation (Babbie, 2020). To ensure construct validity, extensive research was conducted and accompanied by a thorough literature review explaining the relevant concepts/constructs that form an integral part of this study. Existing scale items, which have been tested in previous studies, were adapted for this

study to ensure construct validity. A pre-test was performed to ensure the constructs were correctly measured and respondents understood all questions.

*Face validity* simply refers to whether the measuring scales accurately represent and measure what it is supposed to measure at face value (Quinlan et al., 2015). For this study, existing scale items from previous studies that measured similar constructs were adopted and adapted to ensure face validity.

*Convergent validity* indicates how well two measures capture the same underlying concept and aim to understand the specific constructs and their interrelationships. Weaknesses in convergent validity suggest uncertainty in the significance of research findings (Carlson & Herdman, 2012). In this study, convergent validity was ensured by confirming that items within a specific factor shared a significant amount of variance, as indicated by high factor loadings during confirmatory factor analysis (Hair et al., 2014). The average variance extracted (AVE) was used to assess convergent validity, with AVE values above 0.5 indicating convergence (Hair et al., 2014).

*Discriminant validity* ensures that a measurement captures a unique aspect of a construct in a structural equation model, distinct from other measures, and accurately reflects the intended phenomena (Henseler, Ringle & Sarstedt, 2015). It also assesses the extent to which similar concepts are distinct from each other (Hair et al., 2014). Discriminant validity is evaluated by comparing the square roots of the AVE to the correlations between constructs; correlations should be lower than the square root of the AVE to demonstrate sufficient distinction between scales (Padmavathy, Swapana & Paul, 2019). Discriminant validity is established by confirming that indicator loadings are higher than their corresponding cross-loadings, thus ensuring each indicator measures its intended construct effectively (Hair et al., 2014).

### **3.6.2 Reliability**

Reliability in research refers to the ability of a measuring instrument to measure what it's supposed to measure and to ultimately obtain similar and consistent results when applied at any point in time (Quinlan et al., 2015; Sürücü & Maslakçi, 2020). It can furthermore be defined as the degree of internal consistency of a study measured numerous times (Quinlan et al., 2015). To ensure reliability in this study, the scale items will be pre-tested to identify any inconsistencies and eliminate any flaws present in the online questionnaire.

*Composite reliability*, within the realm of measurement, is a statistical gauge that evaluates the internal consistency or reliability of a composite score derived from multiple indicators or items.

As outlined by Netemeyer, Bearden and Sharma (2003), it essentially reflects the internal consistency among scale items and bears resemblance to Cronbach's alpha. According to Hair et al. (2014), composite reliability should be at least 0.7 or higher to signify internal consistency. In this study, reliability was ensured during confirmatory factor analysis to ensure a good fit of the model and internal consistency of constructs pertinent to the research topic.

*Internal reliability* can be ensured by employing Cronbach's alpha during the analysis phases of the study. Cronbach's alpha indicates internal consistency when a construct is measured using multiple items, and there is a high degree of similarity among these items (Maree, 2020). Cronbach's alpha coefficients serve as a reliability measure to ascertain whether items in the scale correlate with the overall measure of the scale (Delport & Roestenburg, 2011). The minimum acceptable threshold for internal reliability is 0.7 (Hair et al., 2014). According to Delport and Roestenburg (2011), coefficients reaching 0.7 are considered acceptable, while those ranging between 0.8 and 0.9 are deemed highly reliable.

### **3.7 ETHICAL CONSIDERATIONS**

Ethics in research refers to the protection of an individual or organisation by following moral principles that govern their conduct (Quinlan *et al.*, 2015). During the process of conducting research that involves human participation, ethical considerations are of utmost importance. Ethics is seen as a way to distinguish between what is right and what is wrong in the process of collecting data from respondents. To comply with the University of Pretoria's code of conduct, an ethics application was submitted to the Ethics committee of the Faculty of Natural and Agricultural Sciences at the University of Pretoria in November 2022. The application was approved in December 2022, and the data collection phase of this study commenced in May 2023 (Reference number: NAS320/2022, **Addendum A**). The following ethical issues were outlined in the consent form and taken into consideration for the study to be proclaimed as ethical:

- Obtaining consent and agreement from respondents after they have been informed about the purpose of the study. Data collection was only conducted after the approval of consent was given by each respondent.
- Respondents' anonymity and confidentiality should be ensured. Anonymity was ensured by not asking respondents for personal information, such as their names. Further anonymity was ensured by not being able to trace back the IP address of the respondents' device during and after the completion of the online survey.
- Respondents were informed that participation is voluntary and that they are allowed to quit the survey at any point in time.

- Emphasis was placed on the fact that no risk or harm would come to the respondents, physiologically or psychologically.
- The storage of the data is kept safe in a locked facility for a minimum of five years.
- Contact details of the researchers involved were made available to respondents on the consent form of the questionnaire, should respondents require additional information relating to the study.
- Lastly, the findings are presented objectively and the study was conducted in an accurate and unbiased manner; this complies with the University of Pretoria and the Department of Consumer and Food Sciences.

### **3.8 CONCLUSION**

Chapter three presented components of the research methodology implemented for this study. Firstly, the research design was included, followed by the sample and sampling techniques, together with the instrument development. Thereafter, the data collection process and the data analysis for this study were explained. An operationalisation table was included with the objectives, key constructs, measuring instruments, items and relevant analyses. Methods of enhancing data quality, as well as ethical considerations relating to the specific study, were also discussed.

# CHAPTER 4: RESULTS AND INTERPRETATIONS

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*Chapter 4 presents the results according to the research objectives. To explore respondents' lifestyle orientations, consumption values and buying behaviour of second-hand clothing, an online questionnaire was distributed and used to gather data that was statistically processed and analysed. Firstly, the demographic characteristics of the sample are presented by means of descriptive statistics. Secondly, the participation in second-hand clothing buying behaviour and the preferred buying settings are presented and discussed; also, by means of descriptive statistics. Lastly, Exploratory Factor Analysis (EFA), Confirmatory Factor Analyses (CFAs), Cronbach's Alphas, Average Variance Extracted (AVE), correlations and a Structural Equation Model (SEM) are used to present the results in a manageable format.*

## 4.1 DEMOGRAPHIC CHARACTERISTICS OF THE SAMPLE

The following section provides an overview of the sample's demographic characteristics, including gender, age, education, income, population group and geographic location based on the province within South Africa. The results are presented in the form of a table by means of descriptive statistics (i.e., frequencies and percentages).

**Table 4.1** below summarises the demographic results for this study, whereafter every demographic characteristic is discussed in more detail.

**TABLE 4.1: DEMOGRAPHIC PROFILE OF THE SAMPLE**

Variable	Frequency	Percentage
<b>Gender</b>		
Male	200	38%
Female	316	60%
Other	5	1%
I prefer not to say	3	1%
<b>Age groups</b>		
19 - 25	256	49%
26 - 41	125	24%
42 - 57	113	21%
58 and older	30	6%
<b>Level of Education</b>		
Lower than Grade 12	17	3%
Grade 12	203	39%
Tertiary degree or diploma	234	45%
Postgraduate	70	13%
<b>Total monthly income</b>		
Less than R5000	186	35%
R5001 - R15000	150	29%
R15001 - R25000	71	14%
R25001 - R35000	49	9%
More than R35001	68	13%
<b>Population group</b>		
Black and Other	156	30%
White	368	70%
<b>Geographic location</b>		
Gauteng	352	67%
KwaZulu Natal	67	13%
Western Cape	42	8%
The rest of South Africa	63	12%

Note: N = 524

#### 4.1.1 Gender

Although this study was based on both male and female consumers' second-hand clothing buying behaviour at offline buying settings, the majority of the sample was female (60%; n = 316) with 200 (38%) male responses. Out of the total 524 respondents, five (1%) respondents selected "Other" and three (1%) selected "I prefer not to say" (as seen above in **Table 4.1**). The slight skewness in data can be explained as women are more prone to participate in surveys than men (Becker, 2022). The questionnaire was mainly distributed to and by Consumer Science Clothing Retail Management students of which the vast majority were female and were possibly more inclined to pass the questionnaire on to their female friends. In addition, male responses were gathered by an external company, eGentic, to obtain additional male responses in an attempt to generate a more representative sample in terms of gender.

Identifying the gender of respondents can help gain better knowledge regarding consumers' second-hand clothing buying behaviour in the context of this study. According to Vicente-Molina, Fernández-Sainz and Izagirre-Olaizola (2018) gender needs to be taken into account when analysing behaviour, as it possibly influences a person's attitudes, behaviour, opinions and beliefs. In addition to that, previous studies have explored the role gender plays in terms of sustainable buying behaviour and have pointed out that women tend to show greater pro-environmental and sustainable consumption behaviour compared to men (Bloodhart & Swim, 2020; Salehi, Telešienė & Pazokinejad, 2021; Vicente-Molina *et al.*, 2018). Taking the above into account, together with the topic of interest, it could make sense that more women took an interest in the topic and, therefore, completed the questionnaire. The demographic characteristics of the sample are merely to showcase the diversity of the respondents who took part in this study and were not used for further analyses.

#### 4.1.2 Age

For this study, the prerequisite age to take part in the survey was 19 years and older. Throughout the data collection process, an effort was made to gather responses from a diverse range of age groups. **Table 4.1** summarises the age categories to which every respondent belongs. Almost half of the respondents were in the youngest age category, being between the ages of 19-25 and accounted for 49% ( $n = 256$ ) of the responses collected. South Africa is a young population with statistics indicating that 19.6% of the Gauteng province's population is between the age of 20 and 29 (Statistics South Africa, 2022). In addition, this high percentage of young responses can be justified, as data collection took place in and around the university, where the younger population are most prominent. Additionally, the sampling techniques (i.e., convenient and snowball sampling) used to recruit respondents, meant that the student fieldworkers mainly distributed the questionnaire amongst friends and peers falling within the younger age category. Recent statistics also show that the younger population (i.e., aged 19-25) accounts for approximately 25% of the total population of South Africa, which can once again justify the large number of responses aged 19-25 (Cowling, 2023). In terms of age groups and sustainability, research has indicated that young people care about the earth, opt for more environmentally friendly products and are more prone to engage in sustainable practices such as the buying of second-hand clothing (Piscitelli & D'Uggento, 2022).

The second largest age category, 26-41 years, made up 24% ( $n = 125$ ) of the respondents. Similar to the younger population (19-25 years), they are aware of the impact their buying behaviour has on social and environmental issues (Hwang & Griffiths, 2017), justifying the significance of exploring their second-hand clothing buying behaviour, lifestyle orientations and

consumption values. The 42–57-year-old group made up 22% (n = 113) of the respondents, while the age group of '58 years and older only accounted for 6% (n = 30) of the total respondents.

#### 4.1.3 Level of education

Another demographic variable that was explored in this study is the level of education of respondents, as it may also influence consumers' second-hand clothing buying behaviour. As indicated above in **Table 4.1**, almost half 45% (n = 234) of respondents have a Tertiary degree or Diploma, followed by 39% (n = 203) with Grade 12, 13% (n = 70) with Postgraduate degrees, and 3% (n = 17) with an education level lower than Grade 12. The slight skewness in data can once again be justified by the sampling methods used (i.e., convenience and snowball sampling), as student fieldworkers recruited friends of which the vast majority either have Grade 12, are busy completing or completed some sort of Tertiary degree or Diploma. The sample consisted of a highly educated group of respondents. This is of significance for this study, as a person's pro-environmental attitudes and sustainable behaviour positively correlate with their level of education (Milfont & Markowitz). The more educated, the more prone a person will be to engage in sustainable consumption practices such as buying second-hand clothing.

#### 4.1.4 Approximate individual income per month (after tax deductions)

The monthly income (after tax deductions) of respondents was included as a demographic variable for this study. More than a third of the respondents (35%; n = 186) indicated that they earn less than R5000 per month. Once again this might be due to the majority of respondents being students or young adults between the ages 19-25 who are either still studying or starting out their first jobs, i.e., just entering the workforce with minimal work experience. Furthermore, just more than a quarter of the respondents (29%; n = 150) earn between R5001 and R15 000, which may be associated with the young working class of South Africa. As seen above in **Table 4.1**, the remaining 14% (n = 71) of respondents earn between R15 001 and R25 000, followed by 9% (n = 49) earning between R25 001 and R35 000, and 13% (n = 68) earning more than R35 001 per month. Thus, more than half of respondents earn less than R15 000 per month. According to Rawat (2015), the amount of money a person receives ultimately influences their buying behaviour, with high-income earners being more aware of sustainability and green initiatives. However, their behaviour does not yet align with their awareness. This means that higher income earners are aware of sustainable practices but not yet convinced to engage with practices such as buying second-hand clothing for only environmental reasons.

#### 4.1.5 Population Group

South Africa is a country with a diverse population, which is why the categories in the study's questionnaire were based on the South African Employment Equity Act, namely Black, Coloured, Indian/Asian, White and 'I prefer not to say'. Intentional efforts were made to collect data from a diverse, representative group of respondents, but due to a lack of sampling frames and the sampling techniques used (i.e., convenience and snowball sampling techniques), this proved hard to do. More than half of respondents were White (70%;  $n = 368$ ), with 19% being Black, 5% being Coloured, 2% being Indian/Asian, and 4% preferring not to say. Based on this, a decision was made to group Black, Coloured, Indian/Asian and 'I prefer not to say' responses together as 'Black and Other' ( $n = 156$ ; 30%), as these population groups are underrepresented. It is fair to say that it is not a representation of South Africa's population at large. According to Statistics South Africa, the Black African population accounts for the biggest proportion of the South African population, representing 81.4% (Statistics South Africa, 2022). This study was conducted for exploratory and descriptive purposes, and therefore, the results can't be generalised but rather used as a base for future researchers who want to delve into the topic of second-hand clothing buying behaviour and the influence that lifestyle orientations and consumption values could have on this behaviour.

#### 4.1.6 Geographic location (province)

For this study, respondents were recruited across all nine provinces in South Africa. **Table 4.1** indicates that more than half (67%;  $n = 352$ ) of respondents were recruited in Gauteng. This high percentage can be justified, as Gauteng is the economic hub of South Africa (Statistics South Africa, 2022). Additionally, the fieldworkers for this study were Consumer Science students based in Pretoria who most probably distributed the questionnaire to friends and family members who possibly also reside in Gauteng. The convenience and snowball sampling techniques may be the reason for such a high percentage of respondents residing in Gauteng. According to Statistics South Africa (2022), Gauteng is the smallest province in South Africa with the largest population, accounting for 24% of South Africa's total population, correlating with the high number of respondents indicating that they reside in Gauteng. Additionally, Gauteng has a young working-age population, which accounts for 72% of its population (Statistics South Africa, 2022). Followed by Gauteng is KwaZulu Natal, with 13% ( $n = 67$ ) of the respondents residing in this province. This is once again in line with the results from Statistics South Africa, indicating that KwaZulu-Natal is ranked as the second most populated province in South Africa (Statistics South Africa, 2022). Furthermore, respondents from the Western Cape made up 8% ( $n = 42$ ) of the sample size, which once again is in line with Statistics South Africa, indicating a ranking of the third largest populated province in South

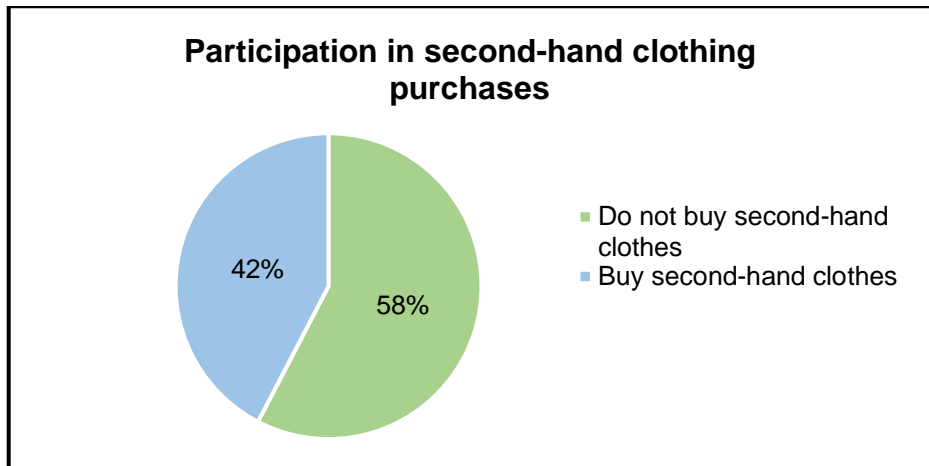
Africa (Statistics South Africa, 2022). Thus, 88% of respondents can be classified as primary urbanites as they reside in either one of the top three densely populated areas and prominent metropolitans in South Africa. The remaining 12% ( $n = 63$ ) of respondents reside in Mpumalanga (4%), Limpopo (3%), Free State (2%), Eastern Cape (1%), North West (1%) and Northern Cape (1%), and were grouped together in **Table 4.1** as 'The rest of South Africa'. With Gauteng, KwaZulu Natal and Western Cape being the most populated and urban cities, it just makes sense that second-hand store/ thrift market owners concentrate on these provinces to encourage the buying of second-hand clothing among more urbanites.

The sample ( $N = 524$ ) was mostly made up of females between the ages of 19 and 25. Most respondents had a Tertiary degree or Diploma and earned less than R5000 per month. The majority of the respondents were classified as White according to the Employment Equity Act, with the vast majority residing in Gauteng. The intention of this study was not to generalise the findings but rather to discover whether lifestyle orientations and consumption values influence consumers' second-hand clothing buying behaviour at second-hand stores/ thrift markets.

## **4.2 SECOND-HAND CLOTHING BUYING BEHAVIOUR**

### **4.2.1 Participation in second-hand clothing purchases**

Objective one aimed to explore and describe consumers' participation in second-hand clothing buying in the South African context. This includes exploring the actual participation in this kind of behaviour and also exploring which offline buying setting the respondents buy their second-hand clothing mostly from. Firstly, respondents were presented with four questions regarding their second-hand clothing buying behaviour and were asked to indicate the level of frequency on a Likert-type scale where 1 = Never and 4 = Always. Of the remaining 1813 (77.4%) completed surveys, 1045 indicated that they do not buy or are not partial to buying second-hand clothing, with 768 responses indicating that they do buy or are partial to buying second-hand clothing (this includes all buying settings, namely thrift markets, second-hand stores, and online second-hand stores).



**FIGURE 4.1: RESPONDENTS' PARTICIPATION IN SECOND-HAND CLOTHING PRACTICES**

As seen above in **Figure 4.1**, more than half of the initial respondents (58%) do not buy second-hand clothing or are not partial to it. It is thus clear that this study is currently targeting the minority group and that there is great potential and scope to encourage more types of sustainable buying behaviour, such as buying second-hand clothing among more consumers in South Africa. In order to encourage participation, it is important to understand why consumers buy second-hand clothing as well as identify the lifestyle segments most prone to participate to encourage more such behaviour. Although the popularity of buying second-hand clothing has grown drastically over the last couple of years, this data shows that there is still a massive market to target and encourage to buy second-hand clothing and consequently support sustainable practices.

#### **4.2.2 Second-hand buying settings**

The second part of objective one included the buying settings where the respondents buy most of their second-hand clothing from. According to Strähle and Klatt (2017), the setting in which consumers decide to participate in the buying of second-hand clothing can ultimately influence their level and frequency of participating. Therefore, it is of significance to evaluate various second-hand clothing buying settings and establish how consumers consume depending on the environment in which they find themselves. Respondents were presented with three second-hand buying settings to choose from, namely, 'Thrift markets', 'Second-hand stores' and 'Online second-hand stores'.

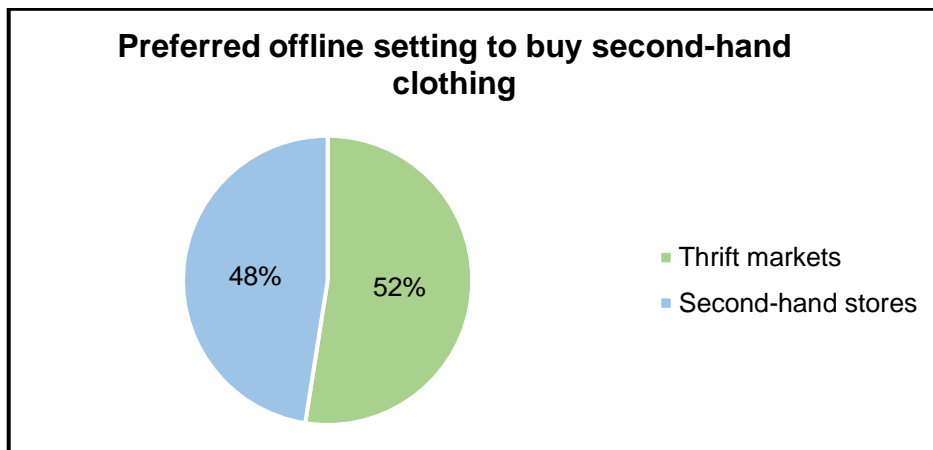
For this study, a specific focus was placed on offline buying settings, which include second-hand stores/ thrift markets, and therefore the online second-hand store's responses were filtered out. Previous studies have identified that most consumers prefer offline practices when buying second-hand clothing, as it provides them with the opportunity to first evaluate the

product and make sure of its quality and fit before buying it (Iran *et al.*, 2019). The popularity and growth of second-hand clothing buying at second-hand stores and thrift markets are evident in research (Machado *et al.*, 2019). **Table 4.2** below indicates the frequencies and percentages of respondents' participation in all three buying settings.

**TABLE 4.2: SECOND-HAND BUYING SETTINGS**

<b>Second-hand buying settings</b>	<b>Frequencies</b>	<b>Percentages</b>
Second-hand stores	249	32.42%
Thrift markets	275	35.81%
Online second-hand stores	244	31.77%
<b>TOTAL</b>	<b>768</b>	<b>100%</b>

As seen in **Table 4.2**, the distribution of respondents is more or less equal for every buying setting, with just more than a third (35.81%) of the respondents choosing thrift markets as their preferred buying setting for second-hand clothing purchases. Almost equal percentages of respondents indicated second-hand stores and online second-hand stores as the places where they buy their second-hand clothing. As mentioned above, this study only focused on the offline buying settings, namely second-hand stores/ thrift markets, which have been visually presented in **Figure 4.2** below.



**FIGURE 4.2: MOST FREQUENTED OFFLINE SETTING TO BUY SECOND-HAND CLOTHING**

Based on the outcomes provided above, it is evident that of the 524 respondents who buy second-hand clothing offline, a slightly bit more prefer to buy at thrift markets as opposed to second-hand stores. This may partially be due to the sampling method used, where fieldworkers mostly attempted to source respondents from thrift markets over weekends. It could also potentially be linked to the experience gained from frequenting a thrift market as opposed to a second-hand store.

### **4.3 LIFESTYLE ORIENTATIONS AND CONSUMPTION VALUES INFLUENCING CONSUMERS' SECOND-HAND CLOTHING BUYING BEHAVIOUR**

The succeeding section presents the results of objectives two and three. Objective two aimed to explore and describe the influence of lifestyle orientations (i.e., Principle, Status and Action Orientations) on consumers' second-hand clothing buying behaviour in offline buying settings. Objective three aimed to explore and describe the influence of consumption values (i.e., *Emotional, Social, Epistemic, Environmental* and Functional values) on consumers' second-hand clothing buying behaviour in offline buying settings.

Scale items to measure lifestyle orientations and consumption values were derived from previous studies and adapted to relate to second-hand clothing and to investigate the above-mentioned objectives in the South African context. These scale items formed part of the structured, self-administered online questionnaire and included a four-point Likert-type scale with response options ranging from 1 = Mostly disagree to 4 = Mostly agree. Exploratory factor analysis (EFA) was performed on the dataset to identify the factor structure and relevant constructs because these scale items had not yet been used in this format within the South African context. Afterwards, confirmatory factor analyses (CFAs) were performed to verify the relationship between the constructs as outlined in the conceptual framework of this study.

#### **4.3.1 Exploratory factor analysis**

Factor analysis refers to the simplification of supporting measures without imposing a preconceived structure while exploring whether there is an underlying structure for a specific set of interrelated variables (Mazzocchi, 2008; Suhr, 2006). In more simple terms it can be described as the statistical methods used to explore the relationships between observed variables measured through the items in the questionnaire (Beavers, Lounsbury, Richards, Huck, Skolits & Esquivel, 2019). Essentially, exploratory factor analysis (EFA) is performed to reduce the number of variables by identifying the relevant constructs and the factor structure (Suhr, 2006). SPSS software was used to perform the EFA, utilising Principal Axis Factoring as the extraction method and Varimax with Kaiser Normalisation as the rotation method (Mazzocchi, 2008; Pallant, 2011). Once the factors were extracted and the constructs were finalised, they were labelled accordingly. The eigenvalue rule stipulates that factors require a value of at least 1 to be accepted (Hair *et al.*, 2014; Pallant, 2011). Ultimately, the EFA for this study produced 11 factors with eigenvalues  $\geq 1$ .

According to Pallant (2011), the size of the sample and whether the interrelationship between the variables can be explained by the factors are two main issues to examine when deciding

whether a specific dataset is suitable for factor analysis. Additionally, Mazzocchi (2008) suggested that a sample size of 100 requires a minimum threshold of 0.55 to ensure relevant factor loadings, while a sample size of 200 or more requires a loading of at least 0.40 to be significant thus the larger the sample size, the larger the correlation and the better (Mazzocchi, 2008; Suhr, 2006). According to Hair *et al.* (2014), a sample of 350 or greater only requires a factor loading of at least 0.30 to be significant. For this study, the sample size consisted of 524 respondents, which is considered good and ideal to perform an EFA.

An initial EFA was performed on the entire dataset (N = 524) and included all items relating to the buying behaviour of second-hand clothing, lifestyle orientations and consumption values (i.e., 4 items relating to second-hand clothing buying behaviour, 20 items relating to consumption values and 40 items relating to lifestyle orientations). All the factors were carefully examined for low factor loadings (< 0.4) and cross-loadings. Through the process of eliminating items with low factor loadings and/or high cross-loadings, it was evident that all items (Q6\_9, Q6\_10, Q6\_11 and Q6\_12) relating to *Epistemic* value presented challenges and were subsequently eliminated. Additionally, one item relating to *Emotional* value (Q6\_3) and one item relating to *Functional* value (Q6\_20) were also deleted due to low factor loadings. In terms of the lifestyle orientations, three items relating to *Achievers* (Q7\_17, Q7\_19 and Q7\_20) and four items relating to *Survivors* and *Makers* (Q7\_26, Q7\_29, Q7\_30 and Q7\_36) were deleted which merged them into one factor. Lastly, two items relating to *Innovators* (Q7\_14 and Q7\_15) were eliminated due to low factor loadings with items Q7\_12, Q7\_13 and Q7\_14 cross-loading with *Thinkers*. This resulted in the *Innovators* and *Thinkers* merging into one factor. After rigorously screening the remaining factor loadings to ensure only items that exceeded the minimum threshold of 0.4 were retained, the remaining factor loadings ranged from 0.477 to 0.877. **Table 4.3** below outlines the resulting 11-factor solution which was labelled as follows:

Factor 1: *Makers*

Factor 2: *Believers*

Factor 3: *Strivers*

Factor 4: *Innovative thinkers*

Factor 5: *Experiencers*

Factor 6: *Environmental* value

Factor 7: *Social* value

Factor 8: Second-hand buying

Factor 9: *Functional* value

Factor 10: *Emotional* value

Factor 11: *Achievers*

**TABLE 4.3: RESULTS OF THE EXPLORATORY FACTOR ANALYSIS**

		FACTORS AND FACTOR LOADINGS										
ITEM	Q#	Factor 1: Makers	Factor 2: Believers	Factor 3: Strivers	Factor 4: Innovative thinkers	Factor 5: Experiencers	Factor 6: Environmental value	Factor 7: Social value	Factor 8: Second-hand buying	Factor 9: Functional value	Factor 10: Emotional value	Factor 11: Achievers
I like to do/make things with my own hands.	Q7_37	0.825	-0.014	0.037	0.045	0.089	0.031	0.010	0.020	0.019	0.077	0.030
I like handicrafts and do-it-yourself.	Q7_38	0.767	-0.094	-0.013	-0.017	0.080	0.068	0.022	0.081	-0.003	0.125	-0.032
I would rather make something than buy it.	Q7_28	0.753	-0.028	0.015	0.080	0.146	0.054	0.052	0.093	0.026	0.060	0.017
I love to make things I can use every day.	Q7_40	0.631	0.031	0.042	0.186	0.146	-0.010	0.117	0.069	0.031	-0.042	0.015
I like making things of wood, metal, or other such materials.	Q7_27	0.622	0.019	0.016	0.208	0.068	-0.083	-0.019	0.023	0.073	-0.079	0.023
I like to look through hardware or automotive stores / do-it-yourself shops.	Q7_39	0.588	0.086	-0.127	0.194	0.122	-0.039	0.048	-0.027	0.028	-0.079	0.096
No matter how much evil I see in the world, my faith in a God/s is strong.	Q7_10	-0.010	0.877	0.063	-0.022	0.012	-0.060	-0.004	-0.045	0.026	0.012	0.004
Just as my religion says, the world was created by a God/s.	Q7_6	-0.044	0.858	0.090	-0.021	0.023	-0.035	0.017	-0.046	0.000	0.045	0.024
Religion is the most important way to know what's morally correct.	Q7_9	-0.024	0.827	0.051	-0.072	0.010	-0.002	0.091	-0.106	0.017	-0.110	0.023
The government should promote the study of religion/s in public schools.	Q7_7	0.014	0.732	0.055	0.093	-0.011	-0.036	-0.023	-0.021	0.056	-0.079	0.038
There is too much sex on television today.	Q7_8	0.040	0.521	-0.015	-0.021	0.015	-0.006	-0.088	-0.112	0.102	-0.031	0.053
I think everybody else considers me a fashionable person.	Q7_25	0.066	0.009	0.796	0.080	0.063	0.114	0.046	0.127	-0.019	0.140	0.084
I dress more fashionably than most people.	Q7_22	0.045	-0.020	0.760	0.029	0.068	0.052	0.113	0.024	-0.009	0.090	0.057
I follow the latest trends and fashions.	Q7_21	-0.045	0.093	0.730	0.012	0.151	-0.019	0.153	-0.019	0.020	-0.077	0.071
I want to be considered fashionable.	Q7_24	-0.070	0.047	0.707	0.042	0.128	0.091	0.116	0.058	-0.021	0.058	0.123
I like to dress in the latest fashions.	Q7_23	-0.011	0.134	0.701	0.035	0.183	-0.022	0.145	-0.049	0.063	-0.085	0.018
I would like to understand more about how the universe works.	Q7_3	0.126	-0.077	-0.006	0.694	0.091	0.033	0.130	-0.033	0.002	-0.020	0.012
I am often interested in theories.	Q7_1	0.048	-0.068	-0.022	0.627	0.091	0.097	0.106	0.093	-0.004	-0.013	0.059
I would like to learn more about the world.	Q7_5	0.064	0.042	0.006	0.608	0.096	0.117	0.114	0.074	0.047	0.049	0.039
I like trying new things.	Q7_11	-0.011	0.137	0.066	0.533	0.365	0.103	-0.028	0.029	0.125	0.116	0.075
I like to learn about art, culture and history.	Q7_2	0.114	0.018	0.113	0.530	0.043	0.044	0.033	0.084	0.052	0.054	-0.043
I like the challenge of doing something I have never done before.	Q7_12	0.133	0.069	-0.020	0.501	0.377	0.027	0.010	-0.021	0.171	0.061	0.082
In general, I am interested in everything related to science.	Q7_4	0.152	-0.086	0.021	0.494	0.017	0.094	0.006	-0.023	-0.034	0.002	0.064
I like doing things that are new/unique or different.	Q7_13	0.076	0.060	0.082	0.477	0.298	0.054	0.004	0.027	0.117	0.127	0.014
I am always looking for a thrill/exciting things.	Q7_34	0.153	-0.029	0.162	0.155	0.766	0.106	0.075	0.067	-0.002	0.004	0.058
I like a lot of excitement in my life.	Q7_33	0.101	0.021	0.231	0.155	0.691	0.016	0.048	0.061	0.003	0.078	0.125
I often crave excitement.	Q7_31	0.136	-0.009	0.164	0.131	0.684	0.098	0.069	0.014	-0.050	0.113	0.039
I like to try new things every day.	Q7_35	0.265	0.038	0.098	0.291	0.547	-0.063	0.058	0.043	0.063	-0.084	0.160
In my life, I would like to do different things from one week to another.	Q7_32	0.285	-0.012	0.040	0.238	0.489	-0.002	0.003	0.089	0.106	-0.110	0.135
Second-hand clothing has more environmental benefits than other clothing.	Q6_16	-0.028	-0.057	0.102	0.135	0.010	0.742	0.129	0.152	0.070	0.081	0.010

FACTORS AND FACTOR LOADINGS												
ITEM	Q#	Factor 1: Makers	Factor 2: Believers	Factor 3: Strivers	Factor 4: Innovative thinkers	Factor 5: Experiencers	Factor 6: Environmental value	Factor 7: Social value	Factor 8: Second-hand buying	Factor 9: Functional value	Factor 10: Emotional value	Factor 11: Achievers
Purchasing second-hand clothing is environmentally friendly.	Q6_15	-0.009	-0.057	0.061	0.104	0.061	0.653	0.143	0.092	0.143	0.146	0.026
Buying second-hand clothing helps to save resources.	Q6_13	0.005	0.001	0.034	0.102	0.046	0.647	0.045	0.084	0.234	0.038	0.025
Second-hand clothing has a positive impact on the environment in that it extends the life of discarded materials.	Q6_14	0.028	-0.020	0.008	0.121	0.056	0.636	0.031	0.049	0.202	0.155	0.028
Second-hand clothing improves the way I am perceived by my friends.	Q6_7	0.045	-0.023	0.164	0.075	0.027	0.093	0.727	0.153	0.047	0.117	0.009
Purchasing second-hand clothing gives me social approval.	Q6_5	0.105	0.024	0.149	0.109	0.022	0.073	0.725	0.076	0.009	0.095	0.021
Buying second-hand clothing makes me fit into a social group.	Q6_8	0.059	0.023	0.135	0.117	0.067	0.031	0.713	0.148	0.032	-0.014	0.064
Buying second-hand clothing makes a good impression on other people.	Q6_6	-0.005	-0.059	0.126	0.058	0.086	0.197	0.591	0.108	0.024	0.222	0.060
I buy more second-hand clothes than new clothes.	Q4_3	0.068	-0.066	0.037	0.095	0.021	-0.022	0.136	0.793	0.153	-0.021	-0.016
I buy second-hand clothes.	Q4_1	0.072	-0.105	0.096	0.013	0.074	0.064	0.083	0.734	0.105	0.077	-0.014
I prefer buying second-hand clothes to buying new clothes.	Q4_4	0.047	-0.132	-0.058	0.056	0.011	0.204	0.194	0.678	0.036	0.144	0.015
Buying second-hand clothes is better than buying new clothes.	Q4_2	0.071	-0.068	0.034	0.046	0.084	0.198	0.088	0.577	-0.018	0.169	-0.039
When I buy second-hand clothing, it saves me money.	Q6_17	0.039	0.091	0.034	0.067	0.067	0.200	0.032	0.077	0.818	0.042	0.024
Purchasing second-hand clothing benefits me financially.	Q6_18	0.058	0.056	0.025	0.065	0.004	0.213	0.055	0.104	0.728	0.103	0.016
Second-hand clothes are good products for the price you pay.	Q6_19	0.070	0.098	-0.042	0.117	0.031	0.267	0.027	0.094	0.593	0.015	0.076
I feel happy when I buy second-hand clothing.	Q6_1	0.011	-0.136	0.060	0.168	0.044	0.331	0.253	0.184	0.128	0.626	-0.022
Purchasing second-hand clothing makes me feel good.	Q6_2	0.028	-0.078	0.057	0.090	0.081	0.289	0.252	0.264	0.076	0.590	0.004
Buying second-hand clothing provides joy and pleasure.	Q6_4	0.045	-0.104	0.092	0.129	0.046	0.305	0.291	0.270	0.113	0.498	0.032
I like to lead others.	Q7_18	0.071	0.135	0.170	0.129	0.237	0.046	0.042	-0.026	0.072	0.033	0.789
I like being in charge of a group.	Q7_16	0.065	0.037	0.182	0.082	0.155	0.043	0.095	-0.035	0.042	-0.020	0.697
<b>Mean</b>		<b>2.844</b>	<b>3.087</b>	<b>2.439</b>	<b>3.418</b>	<b>3.023</b>	<b>3.496</b>	<b>2.370</b>	<b>2.962</b>	<b>3.536</b>	<b>3.291</b>	<b>2.758</b>
<b>Standard deviation</b>		<b>0.748</b>	<b>0.897</b>	<b>0.794</b>	<b>0.470</b>	<b>0.664</b>	<b>0.586</b>	<b>0.751</b>	<b>0.567</b>	<b>0.570</b>	<b>0.662</b>	<b>0.857</b>
<b>Eigenvalue</b>		<b>8.487</b>	<b>4.583</b>	<b>3.944</b>	<b>3.135</b>	<b>2.591</b>	<b>2.069</b>	<b>1.805</b>	<b>1.574</b>	<b>1.444</b>	<b>1.223</b>	<b>1.032</b>
<b>% variance explained</b>		<b>6.790</b>	<b>6.571</b>	<b>6.351</b>	<b>6.308</b>	<b>5.618</b>	<b>5.118</b>	<b>4.936</b>	<b>4.863</b>	<b>3.804</b>	<b>2.787</b>	<b>2.580</b>
<b>Cronbach's alpha</b>		<b>0.858</b>	<b>0.878</b>	<b>0.873</b>	<b>0.808</b>	<b>0.838</b>	<b>0.810</b>	<b>0.827</b>	<b>0.819</b>	<b>0.814</b>	<b>0.829</b>	<b>-</b>
<b>Spearman's rho correlation coefficient</b>		<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>0.650</b>

The means for the 11 factors ranged between 2.370 for Factor 7 (*Social* value) and 3.536 for Factor 9 (*Functional* value), as indicated above in **Table 4.3**. A mean value of 2.5 would be in the middle, as the scale ranged from 1-4. The respondents, therefore, neither agreed nor disagreed strongly with the statements relating to *Social* value (M = 2.370), assuming that

there was a relatively equal split between those who agreed and those who disagreed. It did, however, lean slightly more to the disagreement side, showing that respondents did not always agree that *Social* value, (i.e., being part of a group and being recognised socially) is important to them. On the other hand, respondents indicated a strong level of agreement with statements measuring the *Functional* value factor ( $M = 3.536$ ). They agreed that *Functional* values related to the quality, price and function of a product and that it is important to them when deciding to buy second-hand clothing. The standard deviation, measuring variability in the dataset ranged between 0.470 and 0.897, indicating that the factors were acceptable for this study as they were fairly close in value to the means. Cronbach's alpha coefficients for every factor were also calculated to confirm the reliability of the variables. An acceptable coefficient value ranges between 0.7 and 0.95 (Hair *et al.*, 2014; Quinlan *et al.*, 2015; Sürücü & Maslakçi, 2020), indicating a good measure of internal consistency (Mazzocchi, 2008; Sürücü & Maslakçi, 2020). The Cronbach's alpha values were high and ranged from 0.808 (factor 4 – *Innovative Thinkers*) to 0.878 (factor 2 – *Believers*), indicating high reliability for every factor. The Cronbach's alpha for factor 11 (*Achievers*) could not be determined, because the factor only had two items. Thus, the Spearman's rho correlation was performed on Q7\_16 and Q7\_18. The result was significant with a correlation of 0.650 (correlation is significant at 0.01). Based on this result, the factor (*Achievers*) was retained and used for further analysis. The cumulative % variance explained totalled 55.73%. According to social sciences, a 60% cumulative % variance explained is generally required, but because there is no finalised threshold for all applications, a total variance of less than 60% is still deemed acceptable (Hair *et al.*, 2014).

Initially, this study attempted to explore three lifestyle orientations that are made up of eight lifestyle segments (i.e., *Thinkers*, *Believers*, *Innovators*, *Achievers*, *Strivers*, *Survivors*, *Experiencers* and *Makers*) and five consumption values (i.e., *Emotional*, *Social*, *Epistemic*, *Environmental* and *Functional* value), however, after performing multiple EFAs, 11 factors were significant and retained for further data analyses. The results and interpretations relating to the 11 factors are discussed in more detail below.

### **Factor 1: *Makers***

The EFA grouped three items from the *Survivors* construct, and four items from the *Makers* construct into factor 1, namely, Q7\_27, Q7\_28, Q7\_37, Q7\_38, Q7\_39 and Q7\_40. Both these factors are lifestyle segments that form part of the VALS framework. The initial scale items were derived from Strategic Business Insights (2022), Herrero *et al.* (2014) as well as Prasanna Mohan Raj *et al.* (2006) and adapted to measure the two lifestyle segments (*Survivors* and *Makers*) as potential influences on consumers' second-hand clothing buying behaviour. These two constructs merged into one factor, which has been relabelled as the lifestyle segment, *Makers*. The following statements, most relating to making and building

things were retained: I like making things of wood, metal, or other such materials; I would rather make something than buy it; I like to do/make things with my own hands; I like handcrafts and do-it-yourself; I like to look through hardware or automotive stores/do-it-yourself shops, and lastly I love to make things I can use every day. The items, Q7\_26, I am really interested in only a few things; Q7\_29, Only a fool gives more than they get; Q7\_30, People who think too much annoy me, and lastly Q7\_36 I am very interested in how mechanical things, such as engines, work, were eliminated and removed from the factor analysis, as these items cross-loaded and resulted in low factor loadings. Factor 1, *Makers*, had a very good and acceptable eigenvalue of 8.487 and explained most of the variance at 6.79%. The responses had internal consistency and the factor was deemed reliable as a Cronbach's alpha value of 0.858 was achieved. The *Makers* mean was 2.844, indicating a lean towards a slight agreement with these statements. There was also moderate variation in the data, as the standard deviation was 0.748.

### **Factor 2: *Believers***

The next lifestyle segment, *Believers*, was measured with scale items that were derived and adapted from Strategic Business Insights (2022), Herrero *et al.* (2014) and Prasanna Mohan Raj *et al.* (2006). All five items that measured this factor were retained (Q7\_6 – Q7\_10). The items that measured agreement or disagreement with this lifestyle segment included the following: No matter how much evil I see in the world; my faith in a God/s is strong; Just as my religion says, the world was created by a God/s; Religion is the most important way to know what's morally correct; The government should promote the study of religion/s in public schools, and There is too much sex on television today. These scale items touch on religion and try to understand whether respondents consider religion when buying second-hand clothing. An eigenvalue of 4.583 was achieved for this factor, and it explained 6.57% of the variance, which is slightly lower than *Makers*, but still the second highest of all constructs. The responses to these items indicated good internal consistency with a Cronbach's alpha value of 0.878. The mean for the lifestyle segment, *Believers*, was 3.087, which is considered high and indicates that the majority of respondents agreed with these statements. The standard deviation was 0.897, thus moderate variation in the data was achieved.

### **Factor 3: *Strivers***

*Strivers*, also a lifestyle segment, was made up of five scale items that were derived and adapted from Strategic Business Insights (2022), Herrero *et al.* (2014) and Prasanna Mohan Raj *et al.* (2006). All five items were retained (Q7\_21 – Q7\_25) and were stated as follows: I think everybody else considers me a fashionable person; I dress more fashionably than most people; I follow the latest trends and fashions; I want to be considered fashionable, and I like to dress in the latest fashions. The scale items tapped into how respondents' purchases are

driven by wearing the latest trends and being considered fashionable. This factor had an eigenvalue of 3.944 and explained 6.35% of the variance. The Cronbach's alpha value was 0.873, indicating internal consistency in the responses to the items mentioned above. The mean was 2.439, indicating a variation in the responses of respondents who did not indicate their strong agreement or disagreement. This means that approximately half of the respondents agreed with the statements and feel that they like to follow the latest trends and be fashionable, while the other half disagreed. Lastly, moderate variation in the data was achieved with a standard deviation of 0.794.

#### **Factor 4: *Innovative thinkers***

The EFA grouped three items from the *Innovators* and all five original items from the *Thinkers* construct into factor 4, namely, Q7\_1 – Q7\_5 and Q7\_11 – Q7\_13. Both these factors are lifestyle segments that form part of the VALS framework. The initial scale items were derived and adapted from Strategic Business Insights (2022), Herrero *et al.* (2014) and Prasanna Mohan Raj *et al.* (2006) to measure the two lifestyle segments (*Innovators* and *Thinkers*) as potential antecedents of consumers' second-hand clothing buying behaviour. These two constructs merged into one factor, which has been relabelled as *Innovative Thinkers*. The following statements were retained: I would like to understand more about how the universe works; I am often interested in theories; I would like to learn more about the world; I like trying new things; I like to learn about art, culture and history; I like the challenge of doing something I have never done before; In general, I am interested in everything related to science, and lastly I like doing things that are new/unique or different. The following items, Q7\_14, I like to learn about things even when they do not have any practical usefulness and Q7\_15, I have more ability than most people, were eliminated and removed from the factor analysis, as these items cross-loaded and/or had low factor loadings. *Innovative Thinkers* had an acceptable eigenvalue of 3.135 and explained 6.31% of the total variance. The factor was deemed reliable with a Cronbach's alpha value of 0.808. The mean for the lifestyle segment *Innovative Thinkers* was 3.418, which is considered very high, indicating a very strong lean towards respondents' agreement with these statements. Lastly, the standard deviation was 0.470, indicating slight variation in the data.

#### **Factor 5: *Experiencers***

*Experiencers* also form part of lifestyle segments that make up the VALS framework. The scale items linked to the factor were derived from Strategic Business Insights (2022), Herrero *et al.* (2014) and Prasanna Mohan Raj *et al.* (2006) and adapted accordingly for this study. All five items (Q7\_31 – Q7\_35) were retained and the statements were worded as follows: I am always looking for a thrill / exciting things; I like a lot of excitement in my life; I often crave excitement; I like to try new things every day, and In my life, I would like to do different things from one

week to another. Statements relating to the *Experiencers* factor attempted to understand whether respondents seek adventure and excitement in their lives. This factor had an eigenvalue of 2.591 and explained 5.62% of the total variance. With a Cronbach's alpha value of 0.838, *Experiencers* is reliable construct with good internal consistency. The mean was 3.023, indicating that the majority agreed with the statements in the questionnaire. A standard deviation of 0.664, indicated a moderate variation in the data.

#### **Factor 6: *Environmental value***

The following factor, *Environmental value*, formed part of the overarching consumption values. To measure this factor, scale items were derived and adapted from Kim *et al.* (2021) to relate to second-hand clothing buying. Four items were retained (Q6\_13 – Q6\_16). The following statements were included in this factor: Second-hand clothing has more environmental benefits than other clothing; Purchasing second-hand clothing is environmentally friendly; Buying second-hand clothing helps to save resources, and lastly, Second-hand clothing has a positive impact on the environment in that it extends the life of discarded materials. This factor had an acceptable eigenvalue of 2.069, explained 5.12% of the total variance and was deemed reliable with a Cronbach's alpha value of 0.810. The mean for *Environmental value* was 3.496, which is considered very high, indicating a very strong lean towards respondents' agreement with these statements. The standard deviation was 0.586, indicating moderate variation in the data.

#### **Factor 7: *Social value***

Factor 7, *Social value*, also forms part of consumption values. Once again to measure this factor, scale items were derived and adapted from Kim *et al.* (2021) to relate to second-hand clothing buying. Four items were included in the questionnaire and all four items were retained (Q6\_5 – Q6\_8): Second-hand clothing improves the way I am perceived by my friends; Purchasing second-hand clothing gives me social approval; Buying second-hand clothing makes me fit into a social group, and Buying second-hand clothing makes a good impression on other people. An eigenvalue of 1.805 was achieved for this factor, and it explained 4.94% of the variance. The responses to these items can be deemed reliable as a Cronbach's alpha value of 0.827 indicated good internal consistency. The mean for *Social value* was 2.370, which indicates a slight lean towards disagreement with the statements relating to *Social value* that will be derived from buying second-hand clothing. The standard deviation was 0.751, indicating moderate variation in the data.

#### **Factor 8: *Second-hand buying***

Second-hand buying is the only factor in its own criteria and does not form part of lifestyles or consumption values. The scale items used to measure this factor were derived and adapted

from Akbar, Mai and Hoffmann (2016) to relate to the buying of second-hand clothing specifically. All four items (Q4\_1 - Q4\_4) were retained and were stated as follows: I buy more second-hand clothes than new clothes; I buy second-hand clothes; I prefer buying second-hand clothes to buying new clothes, and lastly Buying second-hand clothes is better than buying new clothes. All these statements attempted to identify respondents' frequency and preference for buying second-hand clothing. Furthermore, factor 8, *second-hand buying*, had an acceptable eigenvalue of 1.574 and explained 4.86% of the variance. Additionally, the responses had internal consistency with a Cronbach's alpha value of 0.819. The mean was 2.962, indicating some sort of agreement with these statements. There was also moderate variation in the data, as the standard deviation was 0.567.

### **Factor 9: *Functional value***

The *Functional value* factor was measured with adapted scale items from Sweeney *et al.* (1996) to relate to second-hand clothing buying. This factor also forms part of the overall consumption values. Of the four items that were employed, three items were retained to measure this factor (Q6\_17 – Q6\_19): When I buy second-hand clothing, it saves me money; Purchasing second-hand clothing benefits me financially, and lastly, Second-hand clothes are good products for the price you pay. Item Q6\_20 was eliminated and removed from the factor analysis, as this item presented problems in the form of cross-loadings and/or low factor loadings. An eigenvalue of 1.444 was achieved for this factor, while it explained 3.80% of the variance. The Cronbach's alpha indicated reliability and internal consistency (0.814). *Functional value* had a high mean of 3.536, indicating a strong agreement among respondents regarding the quality, price and function of second-hand clothing. The standard deviation was 0.570, which also indicates moderate variation in the data.

### **Factor 10: *Emotional value***

The items relating to *Emotional value* (which forms part of the overall consumption values) were derived from Kim *et al.* (2021) and adapted to relate to second-hand clothing purchases. Four items were employed, and three items were retained to measure this factor (Q6\_1, Q6\_2 and Q6\_4): I feel happy when I buy second-hand clothing; Purchasing second-hand clothing makes me feel good, and Buying second-hand clothing provides joy and pleasure. Q6\_3 was eliminated from the factor analysis as it presents issues with low factor loadings. The eigenvalue was 1.223, with a 2.79% variance explained. Furthermore, the Cronbach's alpha reached 0.829, indicating good internal consistency. The mean for *emotional value* was 3.291, indicating that the majority of the respondents agreed that they buy second-hand clothing due to the joy and happiness they derive from it when consuming it. Lastly, the standard deviation of 0.662 indicated moderate variation in the data.

### **Factor 11: Achievers**

The last factor that forms part of the lifestyle segments is *Achievers*. Scale items to measure this factor were derived from Strategic Business Insights (2022), Herrero *et al.* (2014) and Prasanna Mohan Raj *et al.* (2006) and adapted accordingly. Five items were included in the questionnaire and only two items were retained to measure this factor (Q7\_16 and Q7\_18). Items Q7\_17, Q7\_19 and Q7\_20 were problematic and removed from the factor analysis because of low factor loadings and high cross-loadings. The following two statements were measured for this factor: I like to lead others and I like being in charge of a group. This factor had the lowest eigenvalue of 1.032 and only explained 2.58% of the variance. For this factor, the Cronbach's alpha value could not be determined, due to the factor only having two items. Thus, the Spearman's rho correlation was performed on Q7\_16 and Q7\_18 and the result was significant with a correlation of 0.650 (correlation is significant at 0.01). The mean for this factor was 2.758, indicating a slight lean towards the agreement side, but not yet convincingly so. The standard deviation was 0.857, once again indicating moderate variation in the data.

To summarise, multiple EFAs were conducted until an EFA with no major factor loading issues was finalised, resulting in the abovementioned 11 factors being retained for further refinement. As part of the next step, confirmatory factor analyses (first- and second-order) were conducted on the derived results from the EFA which will be explained in the following section.

#### **4.3.2 Confirmatory factor analysis**

Confirmatory factor analysis (CFA) is conducted to allow researchers to either accept or reject the preconceived theories relating to the structure underlying a set of variables (Hair *et al.*, 2014; Mazzocchi, 2008; Pallant, 2011). It is a statistical technique that is implemented to confirm the factor structure of the set of observed variables for the study (Suhr, 2006). The researcher can also assess how well the scale items measure the concepts to ultimately confirm reliability (Hair *et al.*, 2014). For this study, first- and second-order CFA was performed on the dataset to explore the various avenues relating to the study's objectives as well as to achieve the best model fit.

##### **4.3.2.1 First-order CFA**

In this study, the scale items and variables which were included in the EFA were composed as an 11-factor confirmatory factor model using maximum likelihood estimation (MLE) in IBM SPSS Amos 28 software. After conducting the initial first-order CFA, the factor loadings, which could be used to assess construct validity, were presented. According to Hair *et al.* (2014), factor loadings should ideally be more than 0.5, but preferably higher than 0.7. The higher the loadings, the better the items relate to the associated constructs. For this study, items loading

lower than 0.7 were scrutinised to determine whether their deletion could potentially improve the overall model fit. In addition to that, modification indices were examined to identify all possible relationships not yet estimated in the model and indicate whether the model fit will increase if a suggested causal path gets added to the existing model (Hair *et al.*, 2014). Should an item pair have a value above 10 it is of relevance to investigate it to identify whether a covariance should be established or whether items should be considered for deletion. For this study, Q7\_25 and Q7\_22 collectively had a value of more than 10, which justified a covariance as these two items both still formed part of the same factor, namely, “*Strivers*”. Ultimately, the model fit improved after establishing the covariance.

Due to a large number of items in some of the factors and the average model fit, several CFA solutions were investigated in accordance with several criteria (i.e., factor loadings, modification indices, composite reliability and average variance extracted) to ultimately guarantee the best possible model fit. Eventually, after multiple attempts, the following items were excluded from the CFA to streamline and strengthen the overall model fit: Q7\_27 and Q7\_39 (from factor one – *Makers*), Q7\_7 and Q7\_8 (from factor two – *Believers*), Q7\_23 (from factor three – *Strivers*, Q7\_3, Q7\_1, Q7\_5, Q7\_2 and Q7\_4 (from factor four – *Innovative Thinkers*), Q7\_35 and Q7\_32 (from factor five – *Experiencers*) and Q4\_2 (from factor eight – second-hand buying). Initially, *Innovators* and *Thinkers* were labelled together as *Innovative Thinkers* due to the items measuring these factors merging and forming one factor. However, from here on, *Innovative Thinkers* were labelled as *Innovators2.0* as all items purely measuring *Thinkers* were eliminated due to low loadings. Despite the deletions, all the factors have more than three items (Hair *et al.*, 2014), except for factor 11, *Achievers*, which consisted of only two items since finalising the EFA. The elimination of these items was not purely done due to lower factor loadings but also to ensure ongoing refinement of the measurement model and overall good model fit. Additionally, a covariance was created between Q7\_25 and Q7\_22 (which remained acceptable as these two items still belonged to the same factor, namely *Strivers*). This was done to improve the overall fit of the model. Hair *et al.* (2014) and Kang and Johnson (2011) recommend deleting factor loadings less than 0.5 and retaining factors with loadings higher than 0.5, as they are considered relevant with practical significance. Eventually, all the variables had a factor loading higher than 0.5 and were thus retained, ranging from 0.656 – 0.910, as seen below in **Table 4.4**.

**Table 4.4** also indicates that all the Cronbach’s alpha values reached the minimum acceptable threshold of 0.7 to ensure internal reliability (Hair *et al.*, 2014). Additionally, most coefficients, and if rounded up, all of the factors reached values between 0.8 – 0.9, which according to Delport and Roestenburg (2011), is deemed highly reliable (Pietersen & Maree, 2019). The composite reliability (CR) is presented in **Table 4.4** and is similar to the Cronbach’s alphas as

it is a measure of internal consistency within the scale items (Netemeyer *et al.*, 2003). Internal consistency is achieved when the composite reliability is equal to or higher than 0.7, which is the case for all factors presented in the table above (Hair *et al.*, 2014).

**TABLE 4.4 STANDARDISED FACTOR LOADINGS AND RELIABILITY TABLE (FIRST-ORDER CFA)**

Factor and associated items	Factor Loading (Preferably $\geq 0.5$ ; Ideally $\geq 0.7$ )	*Cronbach's $\alpha$ ( $\geq 0.7$ )	*CR ( $\geq 0.7$ )	*AVE ( $\geq 0.5$ )
<b>Makers</b>		0.852	0.854	0.595
Q7_40	0.660			
Q7_28	0.804			
Q7_38	0.788			
Q7_37	0.823			
<b>Believers</b>		0.896	0.900	0.751
Q7_9	0.780			
Q7_6	0.910			
Q7_10	0.904			
<b>Strivers</b>		0.851	0.839	0.566
Q7_24	0.800			
Q7_21	0.685			
Q7_22	0.737			
Q7_25	0.782			
<b>Innovators2.0</b>		0.756	0.760	0.515
Q7_13	0.656			
Q7_12	0.711			
Q7_11	0.781			
<b>Experiencers</b>		0.841	0.842	0.639
Q7_31	0.773			
Q7_33	0.786			
Q7_34	0.838			
<b>Environmental value</b>		0.810	0.811	0.519
Q6_16	0.759			
Q6_15	0.732			
Q6_14	0.698			
Q6_13	0.689			
<b>Social value</b>		0.827	0.829	0.549
Q6_8	0.715			
Q6_7	0.800			
Q6_6	0.683			
Q6_5	0.761			
<b>Second-hand buying</b>		0.807	0.812	0.590
Q4_4	0.738			
Q4_3	0.820			
Q4_1	0.743			
<b>Functional value</b>		0.814	0.819	0.603
Q6_19	0.680			
Q6_18	0.804			
Q6_17	0.837			
<b>Emotional value</b>		0.829	0.830	0.619
Q6_4	0.766			
Q6_2	0.789			
Q6_1	0.804			
<b>Achievers</b>		0.787	0.799	0.669
Q7_18	0.910			
Q7_16	0.713			

Note: Cronbach's  $\alpha$  = Cronbach's alpha; CR = composite reliability; AVE = average variance extracted

The average variance extracted (AVE) is used to determine convergent validity and was calculated by using a plug-in option on IBM SPSS Amos 28. As presented above in **Table 4.4**,

all the factors exceeded the minimum threshold of 0.5, indicating adequate convergence on all factors (Hair *et al.*, 2014). Ultimately, convergent validity testing is done to confirm construct validity and is only present when there is a positive correlation between two constructs, meaning that they measure the same thing (Kang & Johnson, 2011). It is thus not ideal if the AVE is unsatisfactory with a result below 0.5, as it means that more error remains in the items than the variance explained by the relevant factor structure (Hair *et al.*, 2014). As a last validity test, discriminant validity is achieved when all the correlations are less than the square root of the corresponding AVE (Padmavathy *et al.*, 2019). In **Table 4.5** below, it can be seen that all the inter-construct correlations are less than the associated square roots of the AVE, indicating discriminant validity throughout all the factors.

**TABLE 4.5 CORRELATION MATRIX (FIRST-ORDER CFA)**

	1	2	3	4	5	6	7	8	9	10	11
<b>1 Social value</b>	<b>0.741</b>										
<b>2 Environmental value</b>	0.326***	<b>0.720</b>									
<b>3 Emotional value</b>	0.547***	0.630***	<b>0.787</b>								
<b>4 Functional value</b>	0.168***	0.499***	0.345***	<b>0.776</b>							
<b>5 Makers</b>	0.176***	0.105*	0.183***	0.127*	<b>0.771</b>						
<b>6 Believers</b>	0.010	-0.090†	-0.154**	0.098†	-0.075	<b>0.867</b>					
<b>7 Strivers</b>	0.379***	0.209***	0.242***	0.071	0.056	0.123*	<b>0.752</b>				
<b>8 Innovators2.0</b>	0.182***	0.300***	0.284***	0.301***	0.232***	0.106*	0.205***	<b>0.718</b>			
<b>9 Experiencers</b>	0.240***	0.208***	0.251***	0.122*	0.322***	0.021	0.390***	0.556***	<b>0.800</b>		
<b>10 Second-hand buying</b>	0.372***	0.297***	0.490***	0.277***	0.197***	-0.182***	0.135*	0.127*	0.161**	<b>0.768</b>	
<b>11 Achievers</b>	0.186***	0.142***	0.097†	0.169**	0.146**	0.151**	0.362***	0.351***	0.404***	0.009	<b>0.818</b>

Significance of Correlations: †  $p < 0.100$ ; \*  $p < 0.050$ ; \*\*  $p < 0.010$ ; \*\*\*  $p < 0.001$

**TABLE 4.6 FIRST-ORDER CFA MODEL FIT INDICES**

Name	Abbreviation	Indices	Thresholds
<b>Chi-square</b>			
Chi-square ( $X^2$ )	CMIN	825.724	
Degrees of freedom (DF)	DF	538	
Significance	P	0.000	$p < 0.05$ (significant) *
Normed chi-square ( $X^2$ )	CMIN ( $X^2$ )/DF	1.535	2 < CMIN/DF < 5 (acceptable) */**/** 1 < CMIN/DF < 2 (excellent) */**
<b>Absolute Fit Measures</b>			
Goodness-of-fit index	GFI	0.921	GFI > 0.9 (acceptable) GFI ≥ 0.95 (excellent) **
Root mean square error of approximation	RMSEA	0.032	RMSEA < 0.08 (acceptable) ** RMSEA ≤ 0.07 (good) ** RMSEA < 0.06 (excellent) *** RMSEA ≤ 0.03 (excellent) **
Standardized root mean residual	SRMR	0.028	0.08 < SRMR < 0.1 (good/acceptable) */** SRMR < 0.08 (excellent) ***
<b>Incremental Fit Indices</b>			
Normed fit index	NFI	0.909	NFI > 0.9 (acceptable) ** NFI ≥ 0.95 (excellent) **
Comparative fit index	CFI	0.966	CFI > 0.9 (acceptable) */**/** CFI ≥ 0.95 (excellent) **/**
<b>Parsimony Fit Indices</b>			
Adjusted goodness-of-fit index	AGFI	0.902	AGFI > 0.9 (acceptable) */** AGFI ≥ 0.95 (excellent) **

\* Hair *et al.* (2014); \*\* Coughlan, Hooper and Mullen (2008); \*\*\* Hu and Bentler (1999)

In terms of the overall model, the normed chi-square ( $X^2$ ) had a value of 1.535, which is excellent. Additionally, the model fit indicates a significant  $p$ -value. Concerning the absolute fit measures, the GFI was 0.921, indicating an acceptable model fit, while the RMSEA was 0.032, indicating an almost excellent model fit as it is smaller than the 0.03 threshold, and lastly, the SRMR was 0.028, also indicating an excellent model fit (Coughlan *et al.*, 2008; Hair *et al.*, 2014; Hu & Bentler, 1999). Furthermore, the model fit was deemed acceptable (NFI = 0.909) and excellent (CFI = 0.966) due to the incremental fit indices exceeding the minimum threshold of 0.9. Lastly, the parsimony fit indices (i.e., AGFI = 0.902) reconfirmed the acceptable model fit by reaching the threshold of 0.9. A second-order CFA was subsequently conducted to determine whether the first-order constructs, namely, *Believers*, *Innovators2.0*, *Achievers*, *Strivers*, *Experiencers* and *Makers*, could be compounded into the higher-order construct, namely lifestyle segments and whether *Emotional* value, *Social* value, *Environmental* value and *Functional* value are true reflections of the higher-order construct consumption values.

#### 4.3.2.2 Second-order CFA (First attempt)

Two attempts of a second-order CFA were performed to validate the measurement model. For the first attempt, the constructs and variables that were retained in the first-order CFA were used to perform a second-order CFA to validate the scale items and to make sure that the first-order constructs are indeed true reflections of the higher-order constructs. **Table 4.7** below indicates all the standardised factor loadings of the items. It also presents the composite reliability and the average variance extracted relating to the higher-order constructs, namely the lifestyle segments, consumption values and second-hand buying. All the factor loadings did not reach the minimum threshold of 0.5 and ranged between 0.075 (*Survivors*) and 0.875 (*Emotional* value) (Hair *et al.*, 2014). In terms of the lifestyle segments, *Innovators2.0*, *Experiencers*, and *Achievers* presented higher factor loadings above 0.5, while *Makers*, *Believers* and *Strivers* presented very low factor loadings below the minimum threshold. Based on these results, *Innovators2.0*, *Experiencers* and *Achievers* greatly represent the lifestyle segments, while *Makers*, *Believers* and *Strivers* are not deemed significant. In terms of the consumption values, *Environmental* value, *Emotional* value and *Social* value presented high factor loadings above the minimum threshold of 0.5, while *Functional* value presented a factor loading that was not deemed significant. Lastly, in terms of second-hand buying, Q4\_1, Q4\_3 and Q4\_4 remained unchanged and presented high factor loadings above 0.74.

**TABLE 4.7 STANDARDISED FACTOR LOADINGS AND RELIABILITY TABLE (SECOND-ORDER CFA, FIRST ATTEMPT)**

	Factor loading (Preferably $\geq 0.5$ ; Ideally $\geq 0.7$ )	CR ( $\geq 0.7$ )	AVE ( $\geq 0.5$ )
<b>Lifestyle segments</b>		0.662	0.286
Makers	0.350		
Believers	0.075		
Strivers	0.477		
Innovators2.0	0.670		
Experiencers	0.800		
Achievers	0.521		
<b>Consumption values</b>		0.761	0.455
Environmental value	0.703		
Functional value	0.463		
Emotional value	0.875		
Social value	0.589		
<b>Second-hand buying</b>		0.811	0.590
I buy second-hand clothes.	0.738		
I buy more second-hand clothes than new clothes.	0.820		
I prefer buying second-hand clothes to buying new clothes.	0.743		

Note: CR = composite reliability; AVE = average variance extracted

Overall, the composite reliability (CR) and the average variance extracted (AVE) indicated poor to moderate results for the higher-order constructs. The lifestyle segments did not reach acceptable CR ( $\geq 0.7$ ) or AVE ( $\geq 0.5$ ) thresholds, with a CR of 0.662 and AVE of 0.286, indicating a lack of internal consistency and a lack of convergence. The consumption values achieved an acceptable CR (0.761); however, the AVE was calculated at 0.455, indicating a lack of convergence. As mentioned earlier, discriminant validity between factors is achieved when the correlations are less than the square roots of the associated AVE (Padmavathy *et al.*, 2019). As can be seen in **Table 4.8** below, discriminant validity is achieved for all the constructs as the inter-construct correlations are lower than the square roots of the AVE, indicating that the constructs are sufficiently different from one another and do not represent the same concept.

**TABLE 4.8 CORRELATION MATRIX (SECOND-ORDER CFA; FIRST ATTEMPT)**

	1	2	3
<b>1 Second-hand buying</b>	<b>0,768</b>		
<b>2 Lifestyle segments</b>	0,196**	<b>0,535</b>	
<b>3 Consumption values</b>	0,546***	0,448***	<b>0,675</b>

Significance of Correlations: \*  $p < 0.050$ ; \*\*  $p < 0.010$ ; \*\*\*  $p < 0.001$

In terms of the overall model, the normed chi-square ( $X^2$ ) had a value of 1.765, indicating a good fit, with a p-value that was deemed significant. Furthermore, the absolute fit measures

presented acceptable results, with the GFI calculated at 0.901 and the RMSEA calculated at 0.038 (Coughlan *et al.*, 2008; Hair *et al.*, 2014). The model presented some areas of concern with an NFI measure of 0.887 and an AGFI value of 0.886; this is below the acceptable threshold of 0.9, and therefore, alternative CFAs should be explored to improve not only the CR and AVEs but also the overall model fit of the second-order CFA.

**TABLE 4.9: COMPARISON OF THE FIRST- AND SECOND-ORDER CFA MODEL FIT SUMMARIES**

Model fit indices	CMIN	DF	P	CMIN/DF (X <sup>2</sup> )	GFI	AGFI	NFI	CFI	TLI	RMSEA
First-order CFA	825.724	538	0.000	1.535	0.921	0.902	0.909	0.966	0.960	0.032
Second-order CFA (First attempt)	1023.968	580	0.000	1.765	0.901	0.886	0.887	0.947	0.943	0.038

Based on the above-mentioned concerns, another second-order CFA was performed on a reduced number of constructs. The constructs (i.e., *Makers, Believers, Strivers and Functional value*) that were omitted were carefully scrutinised and based on their performance in the second-order CFA above, a decision was made to eliminate the lesser constructs one by one to determine whether the overall CR and AVEs and the model fit will improve.

#### 4.3.2.3 Second-order CFA (Final attempt)

After deleting the necessary factors (i.e., *Makers, Believers, Strivers and Functional value*) to potentially improve the CR, AVE and overall model fit, a final attempt at a second-order CFA was performed. **Table 4.11** below indicates all the standardised factor loadings of the items, the CR and the AVE values relating to the factors that form part of lifestyle segments, consumption values and second-hand buying. With the final attempt, the majority of the factor loadings were above the minimum threshold of 0.50 and ranged between 0.485 and 0.935 (Coughlan *et al.*, 2008; Hair *et al.*, 2014). *Achievers* were just below the threshold but would be deemed acceptable if it were rounded up. Based on this, a decision was made to retain the *Achievers* factor as it portrayed significant results in the EFA and did not negatively affect the model fit. Furthermore, the CR indicated internal consistency throughout, and the AVE was deemed acceptable for most of the constructs except for lifestyle segments, which were just below the threshold. It was still considered acceptable in the bigger picture as it would reach the acceptable threshold of 0.5 if rounded up to the closest decimal, and it can therefore be deduced that convergent validity was achieved.

**TABLE 4.10 STANDARDISED FACTOR LOADINGS, VALIDITY AND RELIABILITY TABLE  
(SECOND-ORDER CFA, FINAL ATTEMPT)**

	Factor Loading (Preferably $\geq 0.5$ ; Ideally $\geq 0.7$ )	CR ( $\geq 0.7$ )	AVE ( $\geq 0.5$ )
<b>Lifestyle segments</b>		0.707	0.454
Innovators2.0	0.727		
Experiencers	0.775		
Achievers	0.485		
<b>Consumption values</b>		0.779	0.551
Environmental value	0.656		
Social value	0.589		
Emotional value	0.935		
<b>Second-hand buying</b>		0.811	0.589
I buy second-hand clothes.	0.745		
I buy more second-hand clothes than new clothes.	0.814		
I prefer buying second-hand clothes to buying new clothes.	0.741		

Note: CR = composite reliability; AVE = average variance extracted

Discriminant validity was also achieved in the sense that the inter-construct correlations were significantly lower than the square roots of the AVEs, reiterating that lifestyle segments, consumption values and second-hand buying differ significantly from one another.

**TABLE 4.11 CORRELATION MATRIX (SECOND-ORDER CFA; FINAL ATTEMPT)**

	1	2	3
<b>1 Second-hand buying</b>	<b>0,768</b>		
<b>2 Lifestyle segments</b>	0,172**	<b>0,674</b>	
<b>3 Consumption values</b>	0,532***	0,389***	<b>0,742</b>

Significance of Correlations: † p < 0.100; \* p < 0.050; \*\* p < 0.010; \*\*\* p < 0.001

Lastly, the fit indices for the final attempt, second-order CFA were included as part of a comparison table in which all the CFA model fit indices are portrayed to determine whether the model fit improved as the CFAs evolved. Ultimately, the final second-order CFA presented the best model fit, with all indices reaching acceptable to excellent thresholds: CMIN/DF = 1.592, P < 0.05, GFI = 0.947, AGFI = 0.933, NFI = 0.933, TLI = 0.970, CFI = 0.974 and RMSEA = 0.034. It is, therefore, evident that improvements have been made from the first-order CFA to the second-order CFAs. The reason, as mentioned previously, for another second-order CFA with a reduction of variables was done to explore all the potential outcomes and to ensure improved and acceptable reliability, validity, and model fit to conduct a structural equation model.

**TABLE 4.12: COMPARISON OF THE FIRST- AND SECOND-ORDER CFA MODEL FIT SUMMARIES**

Model fit indices	CMIN	DF	P	CMIN/DF (X <sup>2</sup> )	GFI	AGFI	NFI	CFI	TLI	RMSEA
First-order CFA	825.724	538	0.000	1.535	0.921	0.902	0.909	0.966	0.960	0.032
Second-order CFA (First attempt)	1023.968	580	0.000	1.765	0.901	0.886	0.887	0.947	0.943	0.038
Second-order CFA (Final attempt)	318.313	200	0.000	1.592	0.947	0.933	0.933	0.974	0.970	0.034

In conclusion, second-order Structural Equation Modelling (SEM) will be done on the three first-order constructs that make up the higher-order lifestyle segments construct, the three first-order constructs that form part of the higher-order consumption values construct and second-hand buying in general.

### 4.3.3 Second-order structural equation model (SEM)

Following the initial analyses (i.e., EFA and first- and second-order CFAs) relating to objectives two and three, the final stage of data analysis for this study involves second-order structural equation modelling (SEM). The purpose of SEM is to estimate and examine relationships between several variables (Mazzocchi, 2008). For this study, the SEM analysis was performed on the factors that were retained in the final second-order CFA to determine which higher-order constructs influence one another and ultimately influence the buying behaviour of consumers who purchase second-hand clothing. The overarching focus was on understanding the influence of a person's lifestyle (i.e., *Innovators2.0*, *Experiencers*, *Achievers*) on their consumption values (i.e., *Emotional*, *Social*, *Environmental*) to ultimately determine the influence thereof second-hand clothing buying at offline buying settings in the South African context. The reason why a decision was made to put lifestyles before consumption values and then lead towards buying behaviour is that there seems to be a gap in existing research collectively exploring the above-mentioned in such a manner. Previous research also mainly focused on the direct effect of consumption values on second-hand clothing buying behaviour but does not consider consumers' preceding lifestyle. Furthermore, it is of significance that a person's consumption values are influenced by their lifestyle, with both factors influencing a person's buying behaviour (Ahmadimanesh & Helaliyan, 2022; Rath, 2008; Solomon & Rabolt, 2004). In addition, after performing the SEM analysis, the decision to restructure the initially developed conceptual framework according to the structural equation model (**Figure 4.3** below) was justified even more as it provided the most sufficient model fit. This is further examined and explained using a model fit and hypothesis testing.

Based on the aforementioned, the following hypotheses were developed:

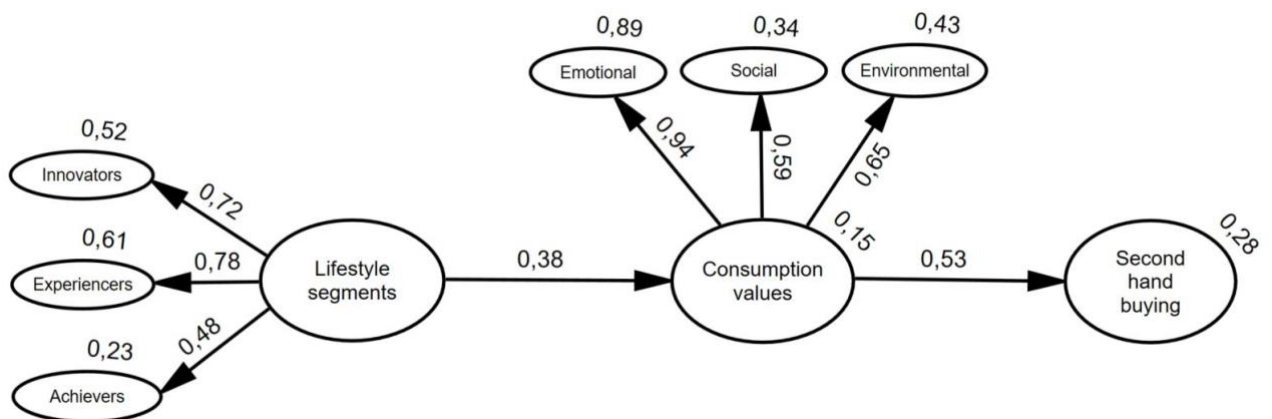
**H1:** There is a significant positive relationship between lifestyle segments and consumption values.

**H2:** There is a significant positive relationship between consumption values and second-hand buying (relating to second-hand clothing stores and thrift markets).

Since no items or constructs were eliminated between the final second-order CFA and the SEM, the model fit remained unchanged with a few very minor variations. The model fit remained good and could almost be deemed excellent, with fit indices indicating the following results: CMIN/DF = 1.586, GFI = 0.947, AGFI = 0.934, NFI = 0.933, CFI = 0.974, TLI = 0.970 and lastly RMSEA = 0.033. The CFAs were predominantly conducted to confirm the significant constructs and to test the measurement model, while the SEM was conducted to explain the relationships between the constructs (Pallant, 2011). Details regarding the model fit indices for the final second-order CFA and the SEM can be seen in **Table 4.13** below.

**TABLE 4.13: SECOND-ORDER CFA & SEM MODEL FIT SUMMARY**

Model fit indices	CMIN	DF	P	CMIN/DF (X <sup>2</sup> )	GFI	AGFI	NFI	CFI	TLI	RMSEA
Second-order CFA (Final attempt)	318.313	200	0.000	1.592	0.947	0.933	0.933	0.974	0.970	0.034
SEM	318.738	201	0.000	1.586	0.947	0.934	0.933	0.974	0.970	0.033



**FIGURE 4.3 STRUCTURAL EQUATION MODEL**

As seen above in the SEM analysis in **Figure 4.3**, the higher-order construct 'lifestyle segments' with the three most significant first-order constructs (i.e., *Innovators2.0*, *Experiences* and *Achievers*) explained only 15% of consumption values. Additionally, the variance explained for the first-order lifestyle segments is 52% for *Innovators2.0*, 61% for *Experiences*, and 23% for *Achievers*. Lifestyle segments and consumption values (with the

three most significant first-order constructs, i.e., *Emotional*, *Social* and *Environmental* values) explained 28% of second-hand clothing buying behaviour. Moreover, the variance explained for the first-order consumption values is as follows: 89% for *Emotional*, 34% for *Social*, and 43% for *Environmental* values. These values are referred to as the  $R^2$  and are essentially a measure of the model's predictive accuracy (Hair *et al.*, 2014). According to Hair *et al.* (2014), the  $R^2$  values measure the construct variance explained by the model and can be categorised as either substantial (0.75), moderate (0.50) or weak (0.25) levels of predictive accuracy. These ratios indicate that *Achievers* fell within the weak category, and *Innovators2.0* and *Experiencers* indicated moderate levels of predictive accuracy. The  $R^2$  values associated with *Social* (34%) and *Environmental* (43%) values fell within the weak category, and *emotional* value (89%) indicated substantial levels of predictive accuracy. Lastly, the  $R^2$  values linked to the higher-order construct, consumption values fell within a weak category, while second-hand clothing buying behaviour was categorised as moderate in terms of predictive accuracy. Thus, based on the result from the SEM model, it can be assumed that consumers' second-hand clothing buying behaviour is predominantly influenced by the consumer's *emotional* value when it comes to consumption values and that *Innovators2.0* and *Experiencers* are the most influential lifestyle segments when it comes to consumers' consumption values and why they buy second-hand clothing.

**TABLE 4.14: SUMMARY OF THE STRUCTURAL MODEL**

Hypotheses	Hypotheses paths		Standardised path coefficients ( $\beta$ )	p	SE	Supported
H1	Lifestyle segments → Consumption values		0.382	***	0.059	Yes
H2	Consumption values → Second-hand buying		0.527	***	0.097	Yes

Note: \*\*\* $p \leq 0.001$ ; \*\* $p \leq 0.01$ ; \* $p \leq 0.05$

The standardised path coefficient relating to H1, indicating the relationship between lifestyle segments and consumption values, is positive and statistically significant ( $p \leq 0.001$ ), thus supporting H1. It can, therefore, be deduced that lifestyle segments have a moderately positive influence on consumption values ( $\beta = 0.382$ ;  $p \leq 0.001$ ). H2 indicates the relationship between consumption values and second-hand buying. The standardised path coefficient relating to H2 is positive and statistically significant ( $p \leq 0.001$ ), thus supporting H2. It can, therefore, be deduced that consumption values have a relatively strong, positive influence on the second-hand buying of clothing ( $\beta = 0.527$ ;  $p \leq 0.001$ ). In summary, H1 and H2 are significant, positive and supported. These results could be used for future research purposes to investigate the relationship between lifestyle segments, consumption values and second-hand clothing buying behaviour.

#### **4.4 CONCLUSION**

Chapter four presented the results and interpretations pertaining to this study. To meet all the set objectives, the results were presented by means of descriptive and inferential data analysis. The demographic profile of the entire sample (N = 524) was discussed in terms of gender, age, population group, education level, income and geographic location. A brief discussion of the participation in buying second-hand clothing and preferred buying settings was also included and presented by means of descriptive statistics. Thereafter an EFA and first- and second-order CFA were performed to refine the scale and ensure a good model fit before conducting second-order SEM analysis. Throughout chapter four, charts, graphs and tables were used to support and summarise the results. The last chapter provides an overview of the findings, conclusions and implications for future research together with the limitations and recommendations of this study.

# CHAPTER 5: CONCLUSION

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*Based on the results from chapter four, this chapter discusses the key findings of the study. Conclusive remarks that were formulated according to the problem statement and objectives are presented. Thereafter, detailed discussions of the practical implications, theoretical contributions and limitations of this study are outlined. Lastly, recommendations for future research are discussed.*

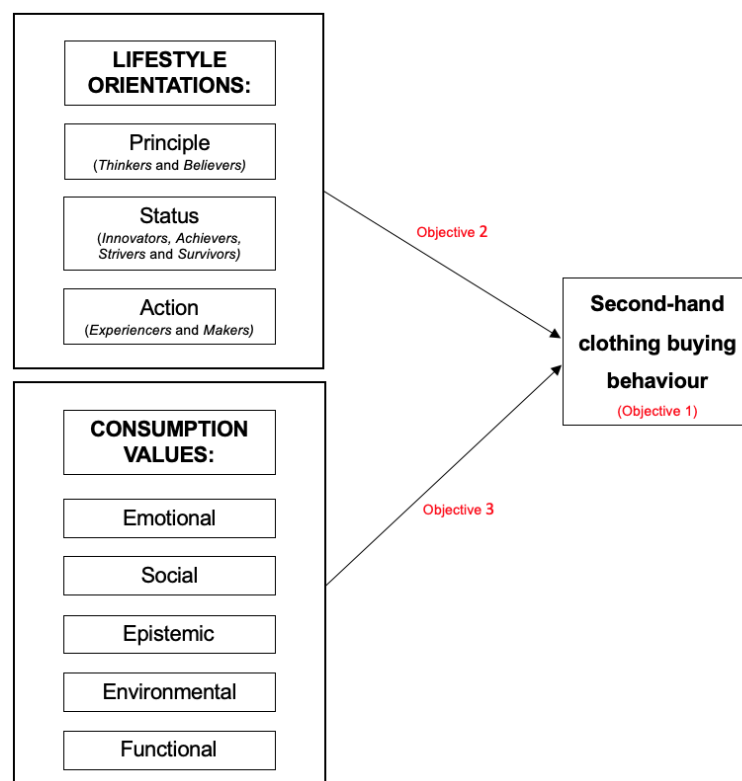
## 5.1 REFLECTION OF THE STUDY

The overall aim of this study was to explore and describe the lifestyle and consumption values of consumers who buy second-hand clothing in offline buying settings (i.e., stores and thrift markets) in South Africa. In order to reflect on this study, a proper overview is crucial to determine whether the objectives, as set out at the beginning of this study, were achieved. Firstly, a thorough literature review relating to the main concepts, i.e., second-hand buying, lifestyle, lifestyle orientations, and consumption values was compiled, which provided context for the generation of a conceptual framework and a questionnaire. Thereafter, an overview of the research methodology, and subsequently the results were presented to showcase how the collected data were analysed, and what it resulted in.

In conclusion, the problem remains that the clothing industry is very detrimental to the environment because of overproduction, overconsumption and fast fashion. Thus, a need for alternative buying behaviour arises to reduce environmental and social issues originating from fast fashion (Norum, 2015). One way of attempting to curb this is by buying second-hand clothing as it is regarded as a sustainable consumption tendency where consumers don't consume new fashion products, but rather make use of garments that have already been used (Becker-Leifhold & Iran, 2018; Iran *et al.*, 2019). Furthermore, one of the best solutions could be more mindful consumption notions among consumers. One way to apply mindful consumption is by buying of second-hand clothing rather than buying fast fashion every few weeks. Not only will it cause circularity in the lower section of the supply chain, but it will also ultimately lead to reducing and delaying clothing waste as the lifecycle of clothing items is extended. Furthermore, the notion of buying second-hand clothing will encourage consumers to be more mindful when it comes to their consumption behaviour and consequently encourage them not to over consume. Thus, second-hand store/ thrift market owners can ultimately assist in curbing fast fashion, overconsumption and hopefully overproduction of new clothes, by

informing consumers and making them more aware of the benefits of buying second-hand clothing as part of a recycling and/or circular economy.

With that being said, second-hand buying is no longer a foreign concept, but for many consumers, the practice of rather buying second-hand clothing than new clothing is still a relatively new experience (Brand *et al.*, 2023). From a research point of view, there is very limited research regarding consumers' second-hand clothing buying behaviour in the South African context (Brand *et al.*, 2023; Velia, Valodia & Amisi, 2006), and even less, if any, relating to the specific lifestyle and/or lifestyle segments and consumption values, and how these concepts collectively affect second-hand clothing buying behaviour. Identifying the lifestyle and consumption values that influence the buying of second-hand clothing could lead to development strategies to reach consumer lifestyle segments that do not currently participate in the buying of second-hand clothing at offline buying settings to minimise the overconsumption of new clothing and the detrimental effect of the clothing and textile industry on the environment and society. Furthermore, it could provide insight into the most prominent consumption values relating to second-hand buying, which could assist second-hand store/thrift market owners in promoting their products in such a way that consumers feel like they are obtaining certain values from purchasing and using second-hand clothes. Based on the overview above, the conceptual framework was presented as follows:



**FIGURE 5.1: CONCEPTUAL FRAMEWORK**

Once the literature review had been completed, the details surrounding the research methodology were explained. A survey research design was employed in the form of a structured, online questionnaire that was distributed via Qualtrics; thus, making use of a quantitative approach to explore the topic at hand and to gain information to describe the second-hand clothing buying behaviour of South African consumers, based on their lifestyle and consumption values. The questionnaire was preceded by a consent form (see **Addendum B**) to explain the purpose and use of the study to the respondents, ensure confidentiality and anonymity, and allow respondents to choose whether they would like to continue or not. Upon completion of the data collection process, the gathered data underwent analysis in alignment with the study's objectives and hypotheses. Statistical procedures included descriptive and inferential statistics (i.e., exploratory- and confirmatory factor analyses, as well as structural equation modelling).

A final sample of 524 responses was used to conduct further analysis. Exploratory factor analysis (EFA) was performed to identify the factor structure and to confirm its internal reliability. Afterwards, multiple confirmatory factor analyses (CFA) were performed to first verify the relationship between the observed variables/constructs as extracted from the EFA and then to verify whether these constructs collectively form part of the higher-order constructs under which they are classified and what the relationships are between the higher-order constructs. Lastly, a second-order structural equation modelling (SEM) was performed to reconfirm the factor structure fit by checking the goodness-of-fit statistics, which all indicated satisfactory fit indices. Throughout the study reliability and validity were carefully maintained to ensure that the overall aim and objectives were successfully addressed. The following section will present the findings of the study together with the conclusions.

## **5.2 KEY FINDINGS AND CONCLUSIONS**

The main focus of this study was to explore the lifestyle orientations and consumption values that might influence consumers' buying behaviour of second-hand clothing at offline buying settings in South Africa. In addition, the sample demographics were mostly made up of females, between the ages of 19 and 25. Most respondents had a Tertiary degree or Diploma and earned less than R5000 per month. The majority of the respondents were classified as White according to the Employment Equity Act, with the vast majority residing in Gauteng. In conclusion, it should be noted that the intention of this study was not to generalise the findings but rather to discover whether any lifestyle orientations and/or consumption values influence consumers' second-hand clothing buying behaviour at offline buying settings.

### 5.2.1 Participation in the buying of second-hand clothing

Findings suggest that a very selective group of respondents (42%) buy second-hand clothing or are partial to it. Whereas more than half (58%) of the respondents indicated that they do not buy or are not partial to buying second-hand clothing. This split in responses is not surprising, as the stigma around second-hand clothing, for example, that it is for the poor and that clothing items are dirty and not durable, might be reasons for the high percentage of respondents who do not participate (Valor, Ronda & Abril, 2022). However, according to Ronobir, Curran, Kaushal and Yazdani (2020), the stigma around the buying of second-hand clothing is slowly fading as more upper-class consumers are enjoying the thrill of searching and buying second-hand items. This aligns with the findings from this study indicating that the significant lifestyle segments, *Innovators2.0*, *Experiencers* and *Achievers* buy second-hand clothing due to being aspirational individuals who enjoy the experience of searching for and buying second-hand clothing. These consumers also buy second-hand clothing due to emotional, social and environmental reasons, and therefore do not care whether it might be dirty, not durable or regarded to be for the poor. However, with a large consumer market indicating that they do not participate in second-hand buying, it is becoming increasingly important to inform consumers about the influence of the clothing industry on the environment and the options to buy more sustainable clothing, such as second-hand clothing that extends the lifecycle of existing garments and ultimately reduces the amount of waste that ends up in landfills. Especially now that the stigma around second-hand clothing is vanishing and the popularity of buying second-hand clothing is increasing, marketers and owners of second-hand stores/ thrift markets need to use mindful consumption as a marketing pitch to convince more consumers to rather opt for second-hand clothing, as it involves the recycling of garments in the lower sections of the supply chain, aiding in the reduction of clothing waste. By pitching it to consumers in this manner, the buying of second-hand clothing will hopefully encourage consumers to be more mindful when it comes to their consumption patterns and thus not overconsume, as they will be better informed about recycling and the circular economy.

According to Strähle and Klatt (2017), the setting in which consumers decide to participate in the buying of second-hand clothing can ultimately influence their level and frequency of participating. Therefore, the setting in which consumers most often buy second-hand clothing was also explored. Respondents could select one out of three possible options, namely second-hand stores (32.42%), thrift markets (35.81%) or online second-hand stores (31.77%). Ultimately, the results show that the settings in which consumers purchase second-hand clothing most often are divided quite equally among the three options. The results do however confirm that respondents prefer offline buying settings (i.e., second-hand stores/ thrift markers)

when buying second-hand clothing. Similar to the findings of previous studies, thrift markets are growing in popularity (Machado *et al.*, 2019), with the majority of respondents preferring offline buying settings as it allows them to first evaluate the product and its quality before buying it (Iran *et al.*, 2019). In addition, results from this study coincide with previous studies indicating that *Innovators2.0*, *Experiencers* and *Achievers* engage in offline buying of second-hand clothing because they enjoy the experience thereof, which includes the wide variety of products they experience during the process of searching and buying second-hand clothing products (Iran *et al.*, 2019; Machado *et al.*, 2019).

### **5.2.2 Lifestyle and consumption values influencing consumers' second-hand clothing purchases**

To effectively explore and describe the topic of interest and provide context in terms of objectives two and three, multiple EFAs were conducted in which items were selectively deleted based on poor factor loadings and/or cross-loadings, resulting in 11 factors which were ultimately labelled as *Makers*, *Believers*, *Strivers*, *Innovative Thinkers*, *Experiencers*, *Environmental* value, *Social* value, second-hand buying, *Functional* value, *Emotional* value and *Achievers*. All 11 factors had factor loadings ranging between 0.477 to 0.877. In addition, the Cronbach's alpha values were all high and ranged from 0.808 (factor 4 – *Innovative Thinkers*) to 0.878 (factor 2 – *Believers*), indicating high reliability for every factor. The Cronbach's alpha for factor 11 (*Achievers*) could not be determined because the factor only had two items. Thus, the Spearman's rho correlation was performed on Q7\_16 and Q7\_18. The result was significant, with a correlation of 0.650 (correlation is significant at 0.01). Based on this result, the factor (*Achievers*) was retained and used for further analysis.

Thereafter, a first-order CFA was performed on the scale items that were retained from the final EFA to verify the factor structure of the observed variables. Just like in the EFA, items were scrutinised, and problematic items (i.e., those with low factor loadings or high modification indices) were eliminated to improve the overall model fit. The 36 items that were retained during the first-order CFA had factor loadings ranging from 0.656 – 0.910. In terms of the overall model, the normed chi-square ( $X^2$ ) had a value of 1.535, which is excellent. Additionally, the model fit indicates a significant p-value. Concerning the absolute fit measures, the GFI was 0.921, indicating an acceptable model fit, while the RMSEA was 0.032, indicating an almost excellent model fit as it is smaller than the 0.03 threshold, and lastly, the SRMR was 0.028, also indicating an excellent model fit (Coughlan *et al.*, 2008; Hair *et al.*, 2014; Hu & Bentler, 1999). Furthermore, the model fit was deemed acceptable (NFI = 0.909) and excellent (CFI = 0.966) due to the incremental fit indices exceeding the minimum threshold of 0.9. Lastly, the parsimony fit indices (i.e., AGFI = 0.902) reconfirmed the acceptable model fit by reaching the

threshold of 0.9. Although achieving a good model fit, two attempts of a second-order CFA were further performed to validate the measurement model. For the first attempt, the constructs and variables that were retained in the first-order CFA were used to perform a second-order CFA to validate the scale items and to make sure that the first-order constructs are indeed a true reflection of the higher-order construct. After performing the first attempt and deleting the necessary four factors (i.e., *Makers*, *Survivors*, *Strivers*, and *Functional value*) due to having low loadings and to ultimately achieve a sufficient model fit, a final second-order CFA was performed. Ultimately, the final second-order CFA presented the best model fit, with all indices reaching acceptable to excellent thresholds: CMIN/DF = 1.592,  $P < 0.05$ , GFI = 0.947, AGFI = 0.933, NFI = 0.933, TLI = 0.970, CFI = 0.974 and RMSEA = 0.034. It is, therefore, evident that improvements have been made from the first-order CFA to the second-order CFAs. The reason for another second-order CFA with a reduction of variables was to explore all the potential outcomes and to ensure improved and acceptable reliability, validity, and model fit to conduct a structural equation model. The following factors showed significance and were therefore retained. In terms of the lifestyle segments, *Innovators2.0*, *Experiencers* and *Achievers* all presented sufficient factor loadings. Additionally, in terms of the consumption values, *Environmental value*, *Emotional value* and *Social value* all presented sufficient factor loadings above the minimum threshold of 0.5.

Following the EFA and first- and second-order CFAs, the final stage of data analysis for this study involved structural equation modelling (SEM). This involved examining and explaining the influence of lifestyle and consumption values on second-hand clothing buying behaviour. Multiple attempts were performed in which the higher-order constructs were placed in either direct or indirect relation to second-hand clothing buying behaviour. One included consumption values and lifestyles as direct influencers of second-hand buying. Another included consumption values influencing lifestyles, which then influenced second-hand buying. Ultimately, the second-order SEM analysis that made the most sense and presented the best results included lifestyles influencing consumption values, which in turn influences second-hand clothing buying behaviour. Based on this, the following hypotheses were formulated:

**H1:** There is a significant positive relationship between lifestyle segments and consumption values.

**H2:** There is a significant positive relationship between consumption values and second-hand buying (relating to second-hand clothing stores and thrift markets).

The second-order SEM model indicated a moderate (38%) yet significant relationship between lifestyle segments and consumption values and a moderate to strong (52%), once again significant relationship between consumption values and second-hand buying behaviour. The

standardised path coefficient relating to H1, indicating the relationship between lifestyle segments and consumption values, is positive and statistically significant ( $p \leq 0.001$ ), thus supporting H1. Therefore, lifestyle segments have a moderately positive influence on consumption values ( $\beta = 0.382$ ;  $p \leq 0.001$ ). Additionally, H2 indicates the relationship between consumption values and second-hand buying. The standardised path coefficient relating to H2 is positive and statistically significant ( $p \leq 0.001$ ), thus supporting H2. Therefore, consumption values have a relatively strong, positive influence on the second-hand buying of clothing ( $\beta = 0.527$ ;  $p \leq 0.001$ ). In summary, H1 and H2 are significant, positive and supported.

In terms of predictive capabilities, the higher-order construct 'lifestyle segments' with the three most significant first-order constructs (i.e., *Innovators2.0*, *Experiences* and *Achievers*) explained only 15% of consumption values, while lifestyle segments and consumption values (with the three most significant first-order constructs, i.e., *Emotional*, *Social* and *Environmental* values) explained 28% of second-hand clothing buying behaviour. More specifically, the variance explained for the first-order lifestyle segments is 52% for *Innovators2.0*, 61% for *Experiences*, and 23% for *Achievers* and the variance explained for the first-order consumption values is as follows: 89% for *Emotional*, 34% for *Social*, and 43% for *Environmental* values. Based on the aforementioned and the results as can be seen in chapter four, consumers that buy second-hand clothing at offline buying settings are predominantly *Innovators2.0*, *Experiencers* and *Achievers* (coinciding and contradicting with a study done by Cannazza (2023)) who derive *Emotional* value, and to some extent *Environmental* and *Social* value from purchasing and consuming second-hand clothing (coinciding with a study done by Kim *et al.* (2021) and Hur (2020)).

A person's lifestyle shapes their buying behaviour and ultimately determines what they decide to buy (Salah, 2022; Solomon & Rabolt, 2004). In addition, the theory of consumption values aims to explain why consumers either buy or don't buy a product by looking at the value that they will obtain from consuming that product (Sheth *et al.*, 1991). Therefore, collectively exploring lifestyle orientations, consumption values and buying behaviour of second-hand clothing is of significance as there is no research available which collectively explores the above-mentioned. This highlights the relevance and significance of collectively investigating how a person's lifestyle influences their consumption values of second-hand clothing and ultimately how these consumption values influence these consumers' (i.e., *Innovators2.0*, *Experiences* and *Achievers*) buying behaviour of second-hand clothing at offline buying settings.

It is thus of significance that the *Innovator2.0*, *Achiever* and *Experiencer* lifestyle segments were considered as the top three segments for this study as findings show that they will not

really consider the price of second-hand clothing when buying and will purely opt for high quality and trending products that will express their personal taste and showcase exclusivity to their peers. This goes to show that these three lifestyle segments highly consider the influence of *Emotional* and *Social* values when buying second-hand clothing. The findings of this study are generally of significance as no previous research has been conducted on lifestyle segments, consumption values and the buying of second-hand clothing collectively. In addition, the results of this study are of significance as the lifestyle segments grouped in a different manner than the original VALS framework, with only three major lifestyle segments showing significance (i.e., *Innovator2.0*, *Achiever* and *Experiencer*). In terms of the second-hand clothing market, these lifestyle segments are more prone to participate in the buying of second-hand clothing at offline buying settings as they are characterised as being aspirational individuals who enjoy an experience and want to make a change in the world around them.

Findings also show that consumers obtain high *Emotional* value when they experience a feeling of entertainment, pleasure and joy while buying second-hand clothing (Kim *et al.*, 2021; Medalla *et al.*, 2020). This aligns with the findings from this study indicating that *Innovators2.0*, *Achievers* and *Experiencers* are confident and extroverted individuals who seek a memorable and fun shopping experience when buying second-hand clothes at offline buying settings. Additionally, consumers who have positive emotions towards second-hand clothing items are more likely to showcase positive intentions to purchase it (Koay *et al.*, 2022). Similar to the findings of this study, nostalgia (*Emotional* value) and the buying of second-hand clothing also go hand-in-hand as *Innovators2.0*, *Achievers* and *Experiencers* mostly buy these items to evoke old emotions and escape from the present (Medalla *et al.*, 2020). The above-mentioned findings could therefore justify why *Emotional* value was the most significant consumption value for these consumer lifestyle segments (i.e., *Innovators2.0*, *Achievers* and *Experiencers*).

Similar to the findings obtained from the study by Kim *et al.* (2021), this study can confirm that the influence of *Emotional* value obtained from buying second-hand clothing is the greatest, with *Functional* value, relating to price, not showing significant effects on consumers' attitude towards second-hand clothing. Additionally, findings obtained by a study from Kim *et al.* (2021) found that high anxiety about price and durability does not negatively influence consumers' buying behaviour of second-hand clothing. Aligning with the findings obtained in this study for *Innovators2.0*, *Achievers* and *Experiencers* as they have sufficient resources at their disposal and rather seek a memorable experience when engaging in the buying of second-hand clothing due to their lifestyles. Therefore, findings indicate that *Innovators2.0*, *Achievers* and *Experiencers* are those consumers who are most willing to shop at offline buying settings for the experience thereof and are willing to pay high prices for second-hand clothing items, like

an old-school patterned sweater not readily available in fast-fashion outlets to stand out from their peers.

Similar to this study, Kim *et al.* (2021) found that *Social* value has a positive influence on consumers' second-hand clothing buying behaviour. Findings show that people obtain high social value from second-hand clothing products that they feel will make a good impression on the people around them; maybe because it is perceived as sustainable, environmentally friendly and scarce (Kim *et al.*, 2021). It is therefore of significance that the findings of this study show that *Innovators2.0*, *Achievers* and *Experiencers* obtain high *Environmental* value when they decide to buy second-hand clothing to sustain the earth and support sustainable practices. Supporting the findings of this study, previous studies also show that consumers who obtain high *Environmental* value will consume more second-hand clothing as it is regarded to be more environmentally friendly (Kim *et al.*, 2021; Strähle & Matthaei, 2017). In addition, previous studies indicate that a vast majority of consumers consider participating in the buying of second-hand clothing due to its ability to counter the negative impact of the textile and clothing industry on the environment (Ciechelska, Kusterka-Jefmańska & Zaremba-Warnke, 2024; Kim & Kim, 2022; Silva, Santos, Duarte & Vlačić, 2021). Therefore, findings from this study align with that of previous studies, as *Innovators2.0*, *Achievers* and *Experiencers* show agreement with the *Environmental* consumption value and thus highly consider the environment when deciding to buy second-hand clothing at offline buying settings.

Furthermore, *Environmental* and *Emotional* values were both highly significant, which shows that *Innovators2.0*, *Achievers* and *Experiencers*' emotions play a big role in whether they decide to engage in sustainable behaviour like the buying of second-hand clothing. Similar to a study conducted by Grund, Singer-Brodowski and Büssing (2024), *Innovators2.0*, *Achievers* and *Experiencers* in this context also experience positive emotions such as pride, awe and hope when deciding to engage in sustainable consumption practices, due to it being better for the environment.

Lastly, the findings of this study are contrary to previous studies (Lang & Armstrong, 2018; McNeill & Venter, 2019), where they identified that consumer's need for uniqueness is closely related to their buying behaviour of second-hand clothing, as *Epistemic* value was not significant in this study. Therefore, the uniqueness of second-hand clothing items, more specifically *Epistemic* value is insignificant for *Innovators2.0*, *Achievers* and *Experiencers* and therefore does not influence their buying of second-hand clothing, especially if their goal is to express individuality and stand out from the rest.

Therefore, the above-mentioned justifies why the three significant lifestyle segments (i.e. *Innovators2.0*, *Achievers* and *Experiencers*) consider the following values (i.e. *Emotional*, *Social* and *Environmental* values) as significant and thus influential on their buying behaviour of second-hand clothing.

### 5.3 IMPLICATIONS FOR INDUSTRY AND BUSINESSES

This study provides insight into South African consumers' participation in buying second-hand clothing, the buying setting they make use of most often to engage in second-hand clothing buying practices, consumers' reasoning behind why they consume second-hand clothing (i.e., consumption values), and the consumer segments who would be most prone to engage in the buying of second-hand clothing (i.e., lifestyle).

The findings of this study can give second-hand store/ thrift market owners an indication of the current consumer lifestyle segment (i.e. *Innovators2.0*, *Achievers* and *Experiencers*) who are most prone to participating in the buying of second-hand clothing. From the results, it is clear that there is still scope to attract more consumer lifestyle segments to buy second-hand clothing. Therefore, by utilising the results obtained from this study, targeting the correct lifestyle segments, and ensuring to provide the desired consumption values consumers would perhaps like to obtain from the second-hand clothing products they buy, second-hand store/ thrift market owners can encourage more consumer lifestyle segment to participate in the buying of second-hand clothing.

Furthermore, this study provides a thorough breakdown of the most popular buying settings, which could be used to navigate which platform could be most profitable to reach the customers who already participate in the buying of second-hand clothing. Second-hand store/ thrift market owners can reach potential consumers through communication and advertising via social media platforms which appeals to their target market. For example, the Vintage Thrift Fair which is held every first Saturday of the month share weekly content on their Instagram and Facebook profiles to inform potential consumers about the event. They also create Facebook events where users can respond to the event by either indicating that they are interested in going or that they are attending the event. This creates a lot of awareness around the event as when the user indicates their interest, this information is shared with their fellow friends, which might also spark their interest in attending. Furthermore, to reach more consumer markets, second-hand store/ thrift market owner can organise 'pop-up' shops within close proximity of shopping centres with fast fashion outlets. By doing so, consumers who intended to only shop for new clothing might stumble upon these second-hand 'pop-up' stores

and realise that they can get something just as nice, for probably half the price when they buy second-hand. Lastly, second-hand store/ thrift market owners can sponsor local concerts, fashion shows, art shows and other community events which appeal to their target market to gain exposure.

As mentioned above this study provides second-hand store/ thrift market owners and marketers with information on the three most significant lifestyle segments (i.e. *Innovators2.0*, *Achievers* and *Experiencers*) that already participate in the buying of second-hand clothing together with what consumption values they derive from buying it. Therefore, by using the results from this study, they can better understand why these consumers' lifestyle segments buy second-hand clothing and ultimately make sure that they market it in a way to retain loyal customers. In addition, results from this study provide them with information on the other lifestyle segments that do not yet buy second-hand clothing. With this information, second-hand store/ thrift market owners and marketers could determine why these consumer lifestyle segments do not buy second-hand clothing and potentially persuade and target them to ultimately broaden their target market.

Lastly, this study indicates to second-hand store/ thrift market owners and marketers which consumption values are most relevant among the top lifestyle segments as mentioned above. Knowing this could potentially help them to strengthen their customer relationships, guide them in terms of what information to distribute and guide them in how they can encourage sustainable practices. Ultimately assisting second-hand store/ thrift market owners to sustain their businesses and thrive without encouraging overconsumption. Therefore, the findings of this study will be used practically to benefit second-hand store/ thrift market owners and marketers in segmenting their markets and better identifying their target market needs and wants, to at the end of the day better promote their second-hand clothing products and encourage the notion of being more sustainable.

#### **5.4 THEORETICAL CONTRIBUTIONS**

Research related to the VALS framework includes studies conducted by Ahmadimanesh and Helaliyan (2022); Kahle *et al.* (1986); Mathews and Nagaraj (2011); Prasanna Mohan Raj *et al.* (2006); Salah (2022), with very few researchers who have investigated the VALS framework in the local SA context (Rousseau & Kruger, 1990; Strähle & Klatt, 2017), and even less, if any exploring the VALS framework in the clothing domain. In addition, consumption values have been researched quite significantly within the sustainability field (Gonçalves *et al.*, 2015; Lee *et al.*, 2015; Lee, 2021; Lin & Huang, 2012; Rana & Solaiman, 2023; Talwar *et al.*, 2020), but

rarely concerning second-hand clothing purchases (Hur, 2020; Kim *et al.*, 2021), or together with lifestyles. Therefore, this study addresses a gap in literature, as it aims to collectively explore the influence of lifestyle orientations and consumption values on consumers' second-hand clothing buying behaviour, which to date has not been collectively explored.

From the abovementioned, the theoretical contribution of this study is of significance as this study combines lifestyle orientation and consumption value research to ultimately establish which and why specific consumer lifestyle segments purchase second-hand clothing at offline buying settings within the South African context.

In addition, the scale items have been adapted, adopted, and tested by undergoing extensive data analyses including multiple EFAs and first- and second-order CFAs to finalise the items. Therefore, these scale items are of significance and can be used by other researchers who would like to further explore this topic of interest. Thus, with the scale items already being tested in this study, it can potentially be used by future researchers who would like to explore this topic in different geographic locations and/or with different demographic characteristics.

Lastly, the findings of this study provides a good foundation for future research to build on, as future researchers can use the framework set out for this study and build on it.

## **5.5 LIMITATIONS AND FUTURE RESEARCH RECOMMENDATIONS**

Although measures were taken to ensure the study's reliability, validity and ethicality, the results should be viewed from an exploratory perspective. Thus, no generalisation should be made and some limitations need to be recognised in both the data collection process and the interpretation of the results. The details surrounding the limitations together with suggested recommendations could be very valuable to researchers who would like to explore this topic further.

Due to non-probability sampling, more specifically convenience and snowball sampling techniques, the sample ended up not being representative of the larger South African population. This limitation could be due to the demographic profile of the majority of the fieldworkers who shared the questionnaire with family and friends who most likely have similar demographic characteristics. This led to the vast majority of the data being collected from the upper-class consumer segments in South Africa. This also coincides with the three lifestyle segments (i.e., *Innovators2.0*, *Achievers* and *Experiencers*) that were most significant in this study, as they are all characterised by having high resource availability. With that being said,

these respondents were also the ones who indicated their current participation in buying second-hand clothing, which could have influenced the demographic characteristics as well. Future researchers could ensure that the questionnaire is distributed to a more representative sample of the South African population, by enforcing and adhering to certain quota sampling criteria. It is advised to continue with data collection until a more demographically representative sample is achieved. Therefore, future research should be conducted to better understand the buying behaviour, lifestyle and consumption values of second-hand clothing among a more diverse and representative population, which could lead to more robust insights and could potentially determine whether the buying of second-hand clothing is localised to a specific group (such as this one) or whether it is practised among all consumers of varying demographic characteristics.

Another limitation pertaining to data collection was that the questionnaire was only distributed via online platforms which could be accessed through smart electronic devices. Thus, excluding possible respondents from lower income groups to participate in this study as they do not have access to these devices. Future researchers may want to include alternative data collection methods, like physical paper questionnaires, to ensure a better representation of the lower income groups, which make up a big portion of the South African population. The reliance on survey-based data collection may impact the accuracy of self-reported information as it may potentially introduce response bias and social desirability effects. Therefore, future research might explore alternative data collection methods, such as capturing real-time consumer behaviours and attitudes in more authentic settings through observation. Future scholars can overcome the limitations present with any single approach, by combining diverse research methodologies and potentially fostering a richer understanding of the influence of consumers' lifestyle orientations and consumption values on their buying behaviour of second-hand clothing.

This study employed a quantitative research approach to identify measurable findings from the data collected, enabling the identification of trends and patterns. However, limitations are present when employing this method, as quantitative data provides a broad comprehension of results and thus lacks in-depth analysis as it requires a great degree of simplification to make sense of it (Rahman, 2020). Thus, future researchers are advised to consider either a mixed-method or qualitative approach, by including qualitative methods in the data collection and analysis phases to ultimately assist with the interpretation of quantitative data. This can be done by conducting interviews with respondents to gain better insight into South African consumers' second-hand clothing buying behaviour, lifestyles and consumption values.

This study only focused on second-hand stores/ thrift markets (offline buying settings). There is thus an opportunity for future researchers to delve into the topic surrounding consumers' online buying behaviour of second-hand clothing, through online websites and social media pages. In addition, other factors such as materialism, environmental consciousness and environmental concern can also play a role in consumers' second-hand clothing buying behaviour. Thus, future researchers can consider studying these factors as well.

Lastly, the items relating to this study, specifically, those relating to the lifestyle orientations and segments, were complex and often challenging to answer, especially the constructs relating to religion and beliefs. This could have led to a lot of deviation in the answering of these questions, and thus the premature elimination of items which could potentially be improved through further item refinement and testing on different demographic and psychographic profiles. Future researchers are advised to rephrase and change the items relating to religion and beliefs and/or include a good introduction to describe what the study is all about and what it intends to measure/find out. This will allow for a better structured questionnaire with no ambiguous questions as well as ensure that respondents are aware of what the study is all about before starting with the questionnaire, which could perhaps lead to more consistent answers, which would improve the internal reliability. Future researchers can also consider including negatively stated items in the questionnaire, to help decrease potential response bias and ensure that respondents read the questions before answering. Additionally, further scale development could be done on the items relating to epistemic value, as this construct also presented poor results during the EFA and presented a Cronbach's alpha which was below the minimum threshold of 0.7. In addition, the majority of the scale items measuring the *Functional* value construct were made up of financial questions, with initial items relating to durability being eliminated during the EFA. Therefore, future researchers could consider further scale development for the *Functional* value construct, to ensure that the items measuring the construct are indeed a true reflection of what the construct entails.

## 5.6 CONCLUSION

This chapter included a reflection, after which the key findings and conclusions were discussed based on the research objectives. Furthermore, the various implications for industry and businesses relating to this study and theoretical contributions were included in this chapter. Lastly, limitations and recommendations for future research were stipulated. In conclusion, the three most significant lifestyle segments included *Innovators2.0*, *Achievers* and *Experiencers* who do not consider the price of second-hand clothing when buying and opt for higher quality and trending products that will express their personal taste. Furthermore, results showed that

these consumers value their emotions, the environment and social aspects (i.e., being part of a group) when buying second-hand clothing. It was thus beneficial to collectively explore consumers' lifestyle orientations which shape their buying behaviour and consumers' consumption values of second-hand clothing which gives an understanding as to why they buy second-hand clothing. This study, in turn, highlighted the fact that consumers who buy second-hand clothing do consider the environment when making purchases and are emotionally involved in the decision-making process. Additionally, they value the social aspects of feeling part of a community or group of like-minded individuals who share their values. By making people aware of second-hand clothing and the part it could play in reducing waste, and by promoting it in such a way that an emotional connection is made between the clothing and the consumer, this notion of buying second-hand clothing to become even more popular and consumers could be swayed to buy second-hand clothing rather than purchasing new clothing, which could indirectly have an influence on the production of new clothing, and potentially reduce the amount of fast fashion that is produced and consumed. Thus, encouraging more mindfulness, could lead to circularity in the lower section of the supply chain and could ultimately lead to delaying and reducing clothing waste as the lifecycle of clothing items is extended and the need for new clothing or fast fashion is reduced.

“The first step to slow fashion is asking why before you buy.” – Elizabeth Joy

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## ADDENDUM A: ETHICS APPROVAL



UNIVERSITEIT VAN PRETORIA  
UNIVERSITY OF PRETORIA  
YUNIBESITHI YA PRETORIA

Faculty of Natural and Agricultural Sciences  
Ethics Committee  
E-mail: ethics.nas@up.ac.za

15 November 2022

### ETHICS SUBMISSION: LETTER OF APPROVAL

Dr H Taljaard-Swart  
Department of Consumer and Food Sciences  
Faculty of Natural and Agricultural Science  
University of Pretoria

**Reference number: NAS320/2022**

**Project title: The influence of consumption values and lifestyle orientations on consumers' second-hand clothing buying behaviour in South Africa**

Dear Dr H Taljaard-Swart,

We are pleased to inform you that your submission conforms to the requirements of the Faculty of Natural and Agricultural Sciences Research Ethics Committee.

Please note the following about your ethics approval:

- Please use your reference number (NAS320/2022) on any documents or correspondence with the Research Ethics Committee regarding your research.
- Please note that the Research Ethics Committee may ask further questions, seek additional information, require further modification, monitor the conduct of your research, or suspend or withdraw ethics approval.
- Please note that ethical approval is granted for the duration of the research (e.g. Honours studies: 1 year, Masters studies: two years, and PhD studies: three years) and should be extended when the approval period lapses.
- The digital archiving of data is a requirement of the University of Pretoria. The data should be accessible in the event of an enquiry or further analysis of the data.

Ethics approval is subject to the following:

- The ethics approval is conditional on the research being conducted as stipulated by the details of all documents submitted to the Committee. In the event that a further need arises to change who the investigators are, the methods or any other aspect, such changes must be submitted as an Amendment for approval by the Committee.
- **If Applications using GM permits: If the GM permit expires before the end of the study, please make an amendment to the application with the new GM permit before the old one expires**
- **If Applications using Animals: NAS ethics recommendation does not imply that Animal Ethics Committee (AEC) approval is granted. The application has been pre-screened and recommended for review by the AEC. Research may not proceed until AEC approval is granted.**

Post approval submissions including application for ethics extension and amendments to the approved application should be submitted online via the Ethics work centre.

We wish you the best with your research.

Yours sincerely,



**Prof VJ Maharaj**  
Chairperson: NAS Ethics Committee

## ADDENDUM B: CONSENT FORM



UNIVERSITEIT VAN PRETORIA  
UNIVERSITY OF PRETORIA  
YUNIBESITHI YA PRETORIA

Faculty of Natural and Agricultural Sciences  
Department of Consumer and Food Sciences

Dear Participant,

This research project forms part of the 2023 B Consumer Science Clothing Retail Management final year project and a Masters study. The purpose of this research project is to explore the consumption values and lifestyle orientations of consumers' second-hand clothing buying behaviour within the South African market.

**Second-hand clothing** is used clothing that has been pre-owned and worn by one person and passed on (bought, rented, swapped or donated) to be reused by the next. For the purpose of this research project specific focus will be placed on the buying of second-hand clothing at either one of the following settings: Second-hand stores, thrift markets or online second-hand stores.

### RESEARCH PROCEDURE

No prior preparation is needed to complete the questionnaire. Participation is completely voluntary with no penalty or loss of benefit if you decide not to take part. The completion of the questionnaire takes approximately **10 minutes**. The procedure is completed by a word of appreciation for your time and effort.

### PRIVACY AND CONFIDENTIALITY

Participants' responses are strictly confidential, and only members of the research team will have access to the information. Your response will be bulked with those obtained from other participants and appropriate statistical analysis will be performed on the bulked data. At no time will personal opinions be linked to specific individuals. Data will also be safely and securely stored and will not be accessible from the public domain. The privacy and anonymity of your participation are therefore ensured.

### WITHDRAWAL CLAUSE AND RIGHTS OF ACCESS TO DATA

Participants may withdraw at any stage of the research without having to explain why. By no means will your withdrawal be held against you. You, as a participant, have the opportunity to ask questions about the proposed study before signing consent. As a participant, you also have the right of access to your data.

### POTENTIAL BENEFITS AND FORESEEABLE RISKS OF THE STUDY

Findings from this research project could shed light on the influence of consumption values and lifestyle orientations on consumers' second-hand clothing buying behaviour in South Africa. This study will assist second-hand store/thrift market owners and marketers in identifying why consumers buy second-hand clothing, what the value is they want to obtain from the second-hand clothing they buy, and how their lifestyle encourages their buying behaviour,

to ultimately encourage sustainable consumption amongst more consumer segments. The risks associated with this research project are low.

#### **ADDITIONAL INFORMATION**

Dr Hanri Taljaard-Swart and Dr Bertha Jacobs can be contacted at [hanri.taljaard@up.ac.za](mailto:hanri.taljaard@up.ac.za) and [bertha.jacobs@up.ac.za](mailto:bertha.jacobs@up.ac.za) or at (012) 420 4310 / 2615 for further information about the research project.

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#### **CONSENT**

I have read the above information relating to the research project and declare that I understand it. I have been afforded the opportunity to contact and discuss relevant aspects of the project with the project leaders and hereby declare that I voluntarily agree to participate in the project.

I indemnify the university and any employee or student of the university against any liability that I may incur during the project.

I agree to the terms and conditions as stated above.

- Yes, I agree (1)
- No, I do not agree (2)

*Skip To: End of Survey If I agree to the terms and conditions as stated above: = No*

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## ADDENDUM C: QUESTIONNAIRE

### **SECTION A – SCREENING QUESTIONS**

Q1 Before we continue, we just want to ensure that you are who we are looking for: Are you older than 18?

Yes (1)

No (2)

*Skip To: End of Survey If Q1 = 2*

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Q2 Do you currently reside in South Africa?

Yes (1)

No (2)

*Skip To: End of Survey If Q2 = 2*

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### **SECTION B - FIELDWORKERS**

Q3 Please select the person that distributed the questionnaire to you:

▼ Jessica Abbott (1) ... Other (34)

\* Note: The names listed above are the prospective 2023 final year B Consumer Science Clothing Retail Management students, one Masters in Consumer Science Clothing Management student and the two project leaders, who are all part of this research project.

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**SECTION C – BUYING OF SECOND-HAND CLOTHING**

Q4 The buying of second-hand clothing is regarded as a sustainable consumption tendency where consumers don't consume new fashion products, but rather make use of garments that have already been used.

Please indicate the level of frequency regarding **your second-hand clothing buying behaviour:**

	Never (1)	Sometimes (2)	Most of the time (3)	Always (4)
I buy second-hand clothes. (Q4_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying second-hand clothes is better than buying new clothes. (Q4_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Never (1)	Sometimes (2)	Most of the time (3)	Always (4)
I buy more second-hand clothes than new clothes. (Q4_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer buying second-hand clothes to buying new clothes. (Q4_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*Skip To: End of Survey If Never is selected*

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**SECTION D – SECOND-HAND BUYING SETTING**

Q5 Where do you mostly buy second-hand clothing?

- thrift markets (1)
- second-hand stores (2)
- online second-hand stores (3)

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## SECTION E - CONSUMPTION VALUES

Q6 The following questions relate to your consumption values. Please indicate your level of agreement when buying second-hand clothing at \${Q6/ChoiceGroup/SelectedChoices}:

	Mostly disagree (1)	Somewhat disagree (2)	Somewhat agree (3)	Mostly agree (4)
I feel happy when I buy second-hand clothing. (Q6_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchasing second-hand clothing makes me feel good. (Q6_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My stress is relieved when I purchase second-hand clothing. (Q6_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying second-hand clothing provides joy and pleasure. (Q6_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchasing second-hand clothing gives me social approval. (Q6_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying second-hand clothing makes a good impression on other people. (Q6_6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Second-hand clothing improves the way I am perceived by my friends. (Q6_7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying second-hand clothing makes me fit into a social group. (Q6_8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Second-hand clothing offers uniqueness. (Q6_9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Second-hand clothing is more novel than new clothing. (Q6_10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Mostly disagree (1)	Somewhat disagree (2)	Somewhat agree (3)	Mostly agree (4)
I buy second-hand clothing to find one-of-a-kind items. (Q6_11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I buy second-hand clothing out of curiosity. (Q6_12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying second-hand clothing helps to save resources. (Q6_13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Second-hand clothing has a positive impact on the environment in that it extends the life of discarded materials. (Q6_14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchasing second-hand clothing is environmentally friendly. (Q6_15)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Second-hand clothing has more environmental benefits than other clothing. (Q6_16)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I buy second-hand clothing, it saves me money. (Q6_17)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchasing second-hand clothing benefits me financially. (Q6_18)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Second-hand clothes are good products for the price you pay. (Q6_19)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My second-hand clothing lasts longer than my new clothing. (Q6_20)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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**SECTION F – VALS LIFESTYLES**

Q7 The following questions relate to your specific lifestyle orientation. Please indicate your level of agreement with the following statements:

	Mostly disagree (1)	Somewhat disagree (2)	Somewhat agree (3)	Mostly agree (4)
I am often interested in theories. (Q7_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to learn about art, culture and history. (Q7_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to understand more about how the universe works. (Q7_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In general, I am interested in everything related to science. (Q7_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to learn more about the world. (Q7_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Just as my religion says, the world was created by a God/s. (Q7_6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The government should promote the study of religion/s in public schools. (Q7_7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is too much sex on television today. (Q7_8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Religion is the most important way to know what's morally correct. (Q7_9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No matter how much evil I see in the world, my faith in a God/s is strong. (Q7_10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like trying new things. (Q7_11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like the challenge of doing something I have never done before. (Q7_12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like doing things that are new/unique or different. (Q7_13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to learn about things even when they do not have any practical usefulness. (Q7_14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Mostly disagree (1)	Somewhat disagree (2)	Somewhat agree (3)	Mostly agree (4)
I have more ability than most people. (Q7_15)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like being in charge of a group. (Q7_16)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider myself an intellectual. (Q7_17)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to lead others. (Q7_18)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I must admit I like to show off/to be the centre of attention. (Q7_19)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A good negotiator doesn't just get the food in the bowl, but the bowl itself. (Q7_20)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I follow the latest trends and fashions. (Q7_21)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I dress more fashionably than most people. (Q7_22)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to dress in the latest fashions. (Q7_23)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to be considered fashionable. (Q7_24)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think everybody else considers me a fashionable person. (Q7_25)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am really interested in only a few things. (Q7_26)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like making things of wood, metal, or other such materials. (Q7_27)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	Mostly disagree (1)	Somewhat disagree (2)	Somewhat agree (3)	Mostly agree (4)
I would rather make something than buy it. (Q7_28)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Only a fool gives more than they get. (Q7_29)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People who think too much annoy me. (Q7_30)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often crave excitement. (Q7_31)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In my life, I would like to do different things from one week to another. (Q7_32)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like a lot of excitement in my life. (Q7_33)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am always looking for a thrill / exciting things. (Q7_34)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to try new things every day. (Q7_35)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am very interested in how mechanical things, such as engines, work. (Q7_36)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to do/make things with my own hands. (Q7_37)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like handcrafts and do-it-yourself. (Q7_38)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to look through hardware or automotive stores / do-it-yourself shops. (Q7_39)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I love to make things I can use every day. (Q7_40)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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## **SECTION G - DEMOGRAPHICS**

Q8 Please indicate your gender.

- Male (1)
  - Female (2)
  - Other (3)
  - I prefer not to say (4)
- 

Q9 In which age category do you belong?

- 19 - 25 (1)
  - 26 - 41 (2)
  - 42 - 57 (3)
  - 58 - 67 (4)
  - 67 and older (5)
- 

Q10 What is your highest level of education?

- Lower than Grade 12 (1)
  - Grade 12 (2)
  - Tertiary degree/diploma (3)
  - Postgraduate (4)
-

Q11 What is your approximate individual income per month (after tax deductions)?

- Less than R 5 000 (1)
  - Between R 5 001 and R 15 000 (2)
  - Between R 15 001 and R 25 000 (3)
  - Between 25 001 and R 35 000 (4)
  - Between R 35 001 and R 45 000 (5)
  - More than R 45 000 (6)
- 

Q12 According to the Employment Equity Act - how would you classify yourself?

- Black (1)
  - Coloured (2)
  - Indian / Asian (3)
  - White (4)
  - I prefer not to say (5)
- 

Q13 Please select the province you currently reside in.

▼ Eastern Cape (1) ... Western Cape (9)

- Eastern Cape (1)
- Free State (2)
- Gauteng (3)
- Kwazulu Natal (4)
- Limpopo (5)
- Mpumalanga (6)
- North West (7)
- Northern Cape (8)
- Western Cape (9)

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We thank you for your time spent taking this survey.  
Your response has been recorded.

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