
Acceptance of Second-hand Clothing Online: How Cross-national Consumers Make Decisions in Bangladesh and China

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Abstract

This study examined the acceptance of online second-hand clothing (SHC) among consumers in Bangladesh and China using a comparative cross-sectional survey with closed- and open-ended questions. After data screening, 647 valid responses were retained (Bangladesh = 326; China = 321). The findings showed clear cross-national differences. Bangladesh respondents reported higher SHC acceptance, environmental awareness, and online trust, whereas Chinese respondents reported stronger cultural norms, perceived value, and social influence. Consumer attitudes emerged as a key mediating variable in both countries. In both purchase intention and SHC acceptance, consumer attitudes moderately mediated the effects of cultural norms, environmental awareness, perceived value, online trust, and social influence. The study provides comparative evidence from two Asian markets and offers practical implications for online resale platforms and sustainable fashion policy.

Keywords: secondhand clothing, re-commerce, online trust, perceived value, social influence, cultural norms, consumer attitudes, Bangladesh, China.

1. Introduction

Fast fashion has amplified the environmental impact of clothes with high levels of resource consumption, brief lives of the product, and increasing post-consumer textile waste. Recent evaluations highlight that the impacts on the sector go beyond the upstream water and energy consumption to downstream waste and emissions, which prompt an urgent action of consumption-side intervention which can lower the demand for new production [8,11].

As a viable path to circular fashion, second-hand clothing (SHC) is being increasingly presented based on the fact that it lengthens the life-cycle of products and enhances the use of the available ones. Digital platforms have increased this change of making used apparel easier to find, compare, and buy using mobile-first marketplaces [2]. Nevertheless, online SHC choices involve more unpredictability than purchasing new clothes: users will not be able to touch the product and will have to base their ideas of cleanliness, wear and tear, and authenticity on the information and social cues on the platform. This renders the acceptance of perceived risk and the infrastructure of trust [4,7].

Bangladesh and China provide a powerful comparative environment as both are significant economies in Asia where digitalization is actively developing, and the markets of the two countries are not equal in the development and cultural interpretation of the second-hand market. Online SHC activity in Bangladesh is commonly mediated by informal social commerce (peer-to-peer sales via social media), in which the factor of trust is predominantly inter-personal, and the safety of the consumer is weak [3]. Massive re-commerce ecosystems have institutionalized second-hand dealings to a wide group of urban users in China with more robust platform-level schemes standardized listing forms, consumer protection, and payments) and fresh sustainability discourses [4,5].

Such disparities are important to the sustainability prospect of online resale. Unless adoption is contextually contingent on other drivers, platform designs that rely on one set of features might not scale circular fashion markets. However, there is still little comparative evidence in culturally varied developing situations. Previous research has primarily focused on the single-country context or developed markets, with questions remaining unanswered as to whether the same drivers on which literature is typically based on environmental awareness, perceived value, trust, and social influence, apply in the same way across countries [5,6].

This paper incorporates a multi-theoretical perspective in its attempt to test a cross-national model whereby cultural norms, environmental consciousness, perceived value, online trust, and social influence the consumer attitude towards online SHC. In line with the rationale of planned behavior, such attitudes ought to be translated into purchase intention and the wider acceptance of online SHC [1,13]. We supplement this model by qualitative thematic analysis of open-ended answers to get culturally grounded reasoning (hygiene, stigma, and platform expectations) that cannot be entirely elucidated by the survey scales.

The research is of value in three aspects. First, it provides parallel empirical tests of Bangladesh and China on key SHC antecedents with similar regression models. Second, it explains the role of attitudes by estimating incremental variance explained by the inclusion of the attitudes in the models (offering evidence congruent with mediation). Third, it combines quantitative patterns and qualitative understanding into practical suggestions to the online platforms and policy-makers willing to facilitate a sustainable re-commerce.

2. Literature Review and Hypothesis Development

2.1 Online SHC and Sustainability

Second-hand consumption is utilitarian (saving money, getting hold of scarce things) and symbolic (identity expression, ethical self-presentation). Resale through the Internet also adds new information asymmetries: a buyer cannot look at clothes physically, and he or she must trust descriptions, pictures, ratings, and site guarantees presented by sellers. This raises the perceived risk and the emphasis on trust, transparency, and institutional protection [4,7]. Sustainability-wise, online SHC may minimize new production when it causes substitution (purchase used, not new) and when it causes the overall garment utilize to go up [8,11].

2.2 Cultural Norms and Consumer Attitudes

Consumer attitudes towards second-hand clothing online are supposed to be influenced by cultural norms since clothing is not simply the purchase that people make due to its necessity; it is a socially visible aspect of consumption that allows individuals to express their status, taste, and social affiliation [1,2]. When it comes to second-hand clothing, the purchaser does not solely judge the item of clothing, but his/her significance, history of use, possession, cleanliness, and social acceptability. Cultural interpretation is particularly important in this case. The Theory of Planned Behaviour, in its part, incorporates normative beliefs and socially shared expectations in an evaluation of behaviour, especially in those cases when the act under discussion is publicly decipherable and possibly sensitive [3]. Consumer attitudes will be more positive when they perceive second-hand clothing as a wise, eco-friendly, and trendy product. Nevertheless, in the cases when it is linked to low status, social disgrace, or poor hygiene, the attitudes will tend to be less favorable.

This expectation is supported in the empirical literature. Social image and symbolic meaning are significant social factors in how consumers evaluate used products according to their research on second-hand consumption [1,4]. Generational analysis in China has revealed that the younger generations and cohorts have higher value perceptions and a higher willingness to interact with second-hand clothing than the older ones, indicating that social meaning is not absolute but depends on cultural groups [5]. Likewise, studies on clothing swaps indicate that customers can value the second-hand exchange to enjoy and utilize without necessarily adopting it due to social and performance risks [6]. Sustainable-apparel research in Bangladesh shows that social values and normative power are still relevant in determining positive consumer judgments [7]. Given that both Bangladesh and China are socially relational contexts in which clothing has a symbolic connotation, there are cultural norms that will tend to have an overall positive effect on the attitudes of consumers towards online second-hand clothing.

H1: Cultural norms significantly influence consumer attitudes toward online second-hand clothing.

2.3 Environmental Awareness and Consumer Attitudes

The issue of environmental awareness should also have a positive impact on the attitudes of consumers since online second-hand clothing is being increasingly portrayed as a sustainable option to the wasteful rationale of fast fashion [8,9]. Consumers with the awareness of textile waste, environmental degradation, and over-consumption would be more inclined to use reuse and resale as a responsible practice. The Value-Belief-Norm perspective can also support this expectation because it suggests that individual norms can be influenced by environmental values and ecological beliefs and used to promote pro-environmental judgments and behaviour [10,11]. Awareness in this scheme does not perform the role of mere factual knowledge. Instead, it is a mental foundation by which consumers make their decisions on whether a behaviour is meaningful to the environment. By understanding that purchasing second-hand clothes can help minimize waste and increase the life of the garments, the respondents will be more apt to have a positive attitude towards online SHC.

This relationship is highly supported by empirical research conducted previously. Studies of the reuse of second-hand clothing revealed that sustainability value, responsibility, and environmental concern are positively correlated with reuse intention and better behavioural orientation [12]. Online fashion resale studies also suggest that pro-environmental beliefs aid stronger attitudes and continuance intention, particularly in younger consumers who are exposed to the circular-fashion narratives [13]. Sustainable apparel studies in Bangladesh also indicate that environmental concern and nature-oriented values are useful in forming positive attitudes towards more responsible fashion consumption [7]. These studies suggest that the role of environmental awareness is an attitudinal and not a behavioural driver. Thus, for the current research, the notion of environmental awareness will have a positive impact on consumer attitude, which in turn will boost the purchase intention and uptake of online second-hand clothing.

H2: Environmental awareness positively influences consumer attitudes toward online second-hand clothing.

2.4 Perceived Value and Consumer Attitudes

Perceived value is expected to positively influence consumer attitudes because second-hand clothing is often evaluated in terms of affordability, usefulness, uniqueness, and value for money [1,14]. Consumers rarely buy second-hand clothing solely because it is used; rather, they are attracted when they believe it offers meaningful benefits compared with purchasing new fashion items. In online contexts, this value may include lower prices, access to rare or distinctive pieces, and the possibility of obtaining higher-quality products at reduced cost. If consumers perceive that online SHC provides attractive economic and symbolic benefits, they are more likely to develop a favourable attitude toward this mode of consumption. By contrast, if perceived value is weak, the same consumers may view second-hand clothing as risky or not worth the effort.

This expectation is strongly supported in the literature. Foundational work on second-hand shopping demonstrates that consumer motivation is not limited to frugality; it also includes enjoyment, anti-consumption values, and the search for special or different products [1]. Research on online second-hand shopping likewise shows that value-based motives remain central, especially where affordability and convenience interact with the appeal of uniqueness [14]. Evidence from China indicates that young consumers are drawn to second-hand clothing because of treasure-hunting, fun, and value-related benefits, even when barriers such as hygiene and stigma are present [4]. More recent research on online fashion resale among Generation Z shows that perceived value significantly contributes to participation and continuance intention [13]. Taken together, these studies suggest that perceived value is a major cognitive basis through which consumers decide whether online SHC is worthwhile. Therefore, perceived value is expected to positively influence consumer attitudes in both Bangladesh and China.

H3: Perceived value positively influences consumer attitudes toward online second-hand clothing.

2.5 Online Trust and Consumer Attitudes

Trust online is supposed to considerably and positively affect consumer attitudes since second-hand electronic exchanges have high levels of uncertainty about the quality of the products, authenticity, cleanliness, and reliability of the seller [15,16]. Unlike most new retail purchases, second-hand clothes cannot always be physically examined and delivered to customers, so they have to rely on platform cues, descriptions, ratings, and seller history. Trust in online SHC contexts goes beyond general confidence in e-commerce, and it involves the belief in the validity of product information, equity of transaction, safety of payment, reliability of delivery, and credibility of the seller. Consumers will evaluate second-hand clothing in a positive way if the online environment is perceived as trustworthy. On the other hand, mistrust may put off interest despite price or sustainability appeal.

The key point that the literature substantiates is the centrality of trust. Research conducted via platforms in China demonstrates that e-commerce quality and community quality have significant impacts on the enhancement of trust in second-hand platforms, and that trust further increases the intention to make transactions [15]. The retrospective studies on circular-fashion retail services also reveal that information about the history of the product enhances the trust, perceived benefits, and attitude towards online second-hand clothing [16]. Other more recent studies have also indicated that information transparency, reputation of the seller as well as cues that decrease information asymmetry are very critical to trust in second-hand fashion [17]. Since the current research involves a comparison of two online resale scenarios, trust is of particular concern in this situation: in both nations, people have to determine whether online platforms are capable of trusting the second-hand clothes deals. Thus, online trust is supposed to serve as a good positive antecedent of consumer attitudes towards online SHC.

H4: Online trust positively influences consumer attitudes toward online second-hand clothing.

2.6 Social Influence and Consumer Attitudes

The social influence should have a positive influence on consumer attitudes due to online second-hand clothing choices being rooted in a broader social context (peers, family, online communities, reviews, and exposure to social media) [3,7]. Clothing consumption is very conspicuous and second hand fashion is very susceptible to social judgment since it might be viewed as trendy and environmentally friendly in one group and unpleasant in the other. The Theory of Planned Behaviour states that subjective norms assist in enabling people to consider whether a behaviour is endorsed or not by significant individuals [3]. In online environments, these normative cues are further enhanced by influencer posts, community on platforms, word-of-mouth communications, and online reviews. When consumers believe that their social setting approves of second-hand clothes, they will develop a positive attitude towards them.

This is expected to be the case in previous studies. Online shopping and sustainable apparel studies in Bangladesh indicate the presence of social-media cues, reviews, and social influence as important factors influencing consumer response [7,18]. Second-hand platform analysis has shown that in China, community characteristics and social-capital processes are associated with trust and participation [15]. Although social influence is not the most imperative or foremost predictor in all studies, it remains valuable since it assists in the development of the social legitimacy of second-hand consumption [9]. This is especially true in collectivistic cultures where family and peer pressure tend to influence the consumer's judgment. Thus, the current research assumes that the social influence will have a positive effect on consumer attitudes, and more favourable social cues will result in more positive judgements of online second-hand clothes.

H5: Social influence positively affects consumer attitudes toward online second-hand clothing.

2.7 Consumer Attitudes and Purchase Intention

The attitudes of the consumer will have a great impact on the purchase intention since attitude is the general positive or negative assessment of the behaviour under consideration [3]. Under the Theory of Planned Behaviour, one of the primary antecedents of intention is the attitude, and this implies that consumers tend to plan a behaviour when they perceive it to be beneficial, acceptable, and worth the action. When applied to online second-hand clothing, a positive attitude has the manifestation of an understanding that SHC is practical, convenient, acceptable by society, reliable, and even sustainable. Provided that online SHC is rated positively by the consumers, a tangible intention to buy it will be created. Provided that their attitudes are still negative or ambivalent, purchase intention can develop even in the case when some practical benefits are recognized.

This trend is always supported by the SHC literature. Studies on second-hand shopping via the online platform reveal that convenience, value, and sustainability motivations can aid the process of conversion of positive appraisals into a more potent behavioural intention [14]. There is also Chinese evidence that attitude is a powerful predictor of second-hand clothing purchase intention that was tested within behavioural models, although it took into consideration social image factors and other context effects [19]. Positive attitudinal judgment has likewise been observed to be strongly correlated with continuance intention in studies of online resale, an element which proposes that attitudes do not fade to a secondary position during initial acceptance but rather are focal to recurring usage [13]. Therefore, attitudes play the key psychological role of connecting what is believed and the willingness to act. Consumer attitudes in the current research are thus likely to have a positive impact on purchase intention in Bangladesh and China, which are very high.

H6: Consumer attitudes positively influence purchase intention toward online second-hand clothing.

2.8 Purchase Intention and SHC Acceptance

The purchase intention is anticipated to be a positive predictor of SHC acceptance since intention tends to be the closest antecedent of behaviour or behavioural adoption [3]. In the current analysis SHC acceptance is the wider acceptance of online second-hand clothes as a form of valid consumption. This renders purchase intention an especially significant step between assessment and behavioural result. Having developed a definite desire to purchase second-hand clothes at an Internet store, the consumers have already transcended the realm of general opinion and entered the more functional levels of behavioural commitment. Consequently, the purchase intention should be stronger, which, in its turn, should be followed by a higher chance of wider acceptance.

This expectation is theorized in direct relation to the Theory of Planned Behavior, which does place intention as the proximate determinant of action [3]. The second-hand clothing research can also be provided with empirical support, as the stronger reuse or resale intention has been related to an increased involvement in the process and reality [12,13]. These works indicate that the intention is not an abstracted preference; it is a valuable sign of the readiness to action. That is, when consumers report their desire to purchase second-hand clothes online, it is more likely to accept it as a proper and personally feasible way of consumption. Since acceptance is extended to the wider behavioural end result in this dissertation, purchase intention is likely to be the ultimate attitudinal-behavioural contact point in the model. Therefore, purchase intention is postulated to have a positive predictive power on online SHC acceptance in the two countries.

H7: Purchase intention positively influences acceptance of online second-hand clothing.

2.9 Cross-National Differences

The last hypothesis is that the level of the structural connection in the conceptual model will be different in Bangladesh and China. This assumption is based on the fact that the two nations are incomparable in terms of platform maturity, demographic makeup, and socialization of second-hand clothes. According to cross-cultural theory, there exist differences in values, norms, and uncertainty management among different societies, and thus these differences can lead to changes in the manner in which consumers perceive the same behaviour [20]. Practically, when both groups of respondents assess sustainability, trust, value, and social influence, the relative weight of each of them can be different depending on the local digital ecosystem and social sense of second-hand fashion.

The literature is in favor of anticipated cross-national variation. China possesses more concrete research related to SHC, such as studies on trust in the platform, second-hand shopping motivation, resale intention, and clothing swaps [4,6,15]. Bangladesh, in comparison is more likely to be reflected in sustainable-apparel and general online-shopping research as compared to highly platform-specific SHC studies [7,18]. This indicates that the conceptual model can work differently in the two situations. Indicatively, online trust can act in a different way where the resale websites are more advanced and cultural values can be more limiting or more favorable basing on the local tendencies towards previous ownership and social status. This is not a descriptive comparison but theoretically meaningful. Since the two markets are characterized by social framing and digital preparedness the two markets, the study anticipates that the strength of the relationship between the independent variables, attitudes, purchase intention, and SHC acceptance will differ significantly.

H8: The strength of the proposed relationships differs between Bangladesh and China.

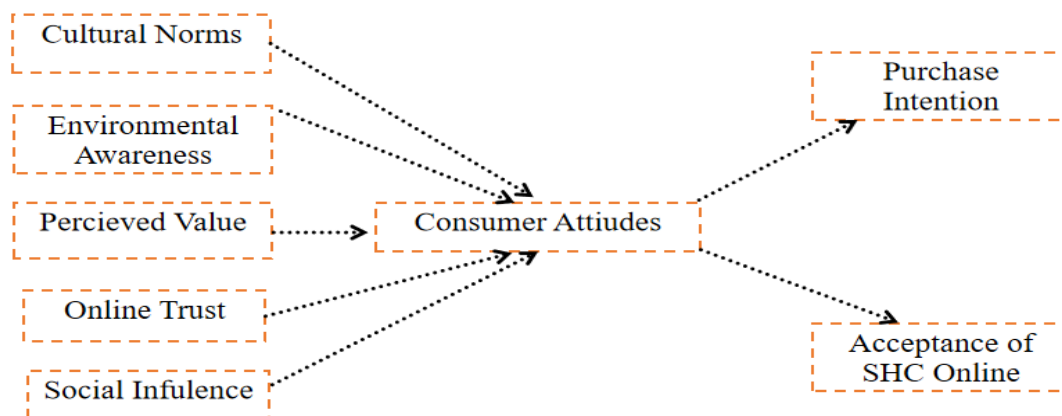


Figure 1. Theoretical Framework: Cross-National Online Acceptance of SHC (Bangladesh vs. China)

3. Materials and Methods

3.1. Research Design

The study adopted a comparative cross-sectional design. The hypotheses were tested using quantitative survey data through country-specific analyses. Open-ended questions (Q44–Q48) were also included to capture respondents' own descriptions of purchase decision factors, trust, cultural meanings, platform expectations, and long-term adoption motives. These qualitative responses were used to triangulate and interpret the quantitative findings.

3.2 Participants, Sampling, and Data Screening

A non-probability sampling method, which combined purposive and convenience sampling approaches, was used in this study since it focused on including respondents who were conversant with online shopping and would offer appropriate opinions on online second-hand clothing. Online questionnaires were used to collect data in China and Bangladesh. When it came to China, 336 responses at first were received; and after the process of data screening, 15 cases were pre-screened out, so there were 321 valid responses. In Bangladesh, 334 questionnaires were gathered, and 8 cases were eliminated, thus leaving 326 valid responses to analyse. The cases that were excluded were removed due to methodological reasons, largely due to having a large amount of missing data on the key variables of the study or due to low quality of responses. Poor quality responses were incomplete scales, repetitive response patterns, and inconsistent responses within themselves, and this may undermine reliability, composite score distortions, and lower validity of correlation, t-test, and mediation tests. Thus, only full and analytically sound cases were maintained to enhance the accuracy, internal consistency, and credibility of the ultimate statistical findings.

3.3. Measures

Multi-item scales were used to measure all constructs in order to score on a five-point Likert scale (1 = strongly disagree; 5 = strongly agree). Approval or stigma towards wearing used clothes was defined through cultural norms that perceived the approval or disapproval of society. Environmental awareness was a rating of how important fashion waste and sustainability are. Perceived value determined value-for-money and perceived benefits (including uniqueness). Trust online attracted credibility in the reliability of the sellers, security of payment, and credibility of the platform. The social influence was a measure of peer and social media encouragement. The overall consumer attitudes toward the purchase of online SHC were taken. Purchase intention was an evaluation of the possible intention to buy online SHC, and SHC acceptance was an evaluation of the desire to adopt and keep using online SHC platforms. Mean values of items were computed to get composite scores.

3.4. Quantitative Analysis Strategy

Quantitative analysis was conducted in several stages. First, descriptive statistics were calculated for all study variables. Second, measurement quality was assessed through reliability and

factorability tests, including Cronbach's alpha, the Kaiser–Meyer–Olkin (KMO) measure, and Bartlett's test of sphericity. Third, independent-samples t-tests and correlation analysis were used to examine cross-national mean differences and associations among variables. Finally, hierarchical multiple regression models were estimated separately for each country and each outcome variable to determine the incremental contribution of consumer attitudes. Model 1 included cultural norms, environmental awareness, perceived value, online trust, and social influence, while consumer attitudes were added in Model 2. Standardized beta coefficients (β) and changes in explained variance (ΔR^2) were interpreted, and mediation analysis was used to examine the indirect effects of the predictors through consumer attitudes. Because the study relied on self-reported data, the findings were interpreted cautiously in relation to common method bias and socially desirable responding; anonymity and clear item wording were used to reduce these risks [20].

3.5. Qualitative Analysis

Thematic analysis in NVivo was used to analyse open-ended answers based on qualitative content. The coding of responses was performed in an iterative manner in order to highlight themes and sub-themes. Sub-theme frequencies were summed up as a percentage of mentions in each nation. The percentages represent salience (what the respondents discuss the most) and not the causal effects. Patterns, barriers, and expectations of the platform, which can be used to make managerial suggestions, are then explained using the qualitative component.

3.6. Ethical Considerations

The research adhered to the principles of standard research ethics: voluntary participation, informed consent, anonymity, and confidentiality in the usage of data for academic purposes.

4. Results

4.1. Sample Characteristics

Table 4.1 demonstrates that there are significant demographic differences between the two samples in Bangladesh and China. The gender and occupational account of Bangladesh was more balanced, and China was more female as well as highly concentrated among younger student respondents. The highest income group was less than 200 in both countries, but in Bangladesh, the percentage was more than in China.

Table 4.1: Demographic Characteristics of Respondents by Country

Variable	Category	Bangladesh n	Bangladesh %	China n	China %
Gender	Male	166	50.9	102	31.8
	Female	160	49.1	219	68.2
Age	16–22	61	18.7	196	61.1
	23–28	172	52.8	101	31.5
	29–35	80	24.5	9	2.8
	More than 35	13	4.0	15	4.7
Occupation	Student	143	43.9	278	86.6
	Employee	117	35.9	31	9.7
	Business	47	14.4	12	3.7
	Unemployed	19	5.8	0	0.0
Monthly income	Below \$200	192	58.9	162	50.5
	\$200–\$500	69	21.2	107	33.3
	\$600–\$1000	39	12.0	27	8.4
	Above \$1000	26	8.0	25	7.8

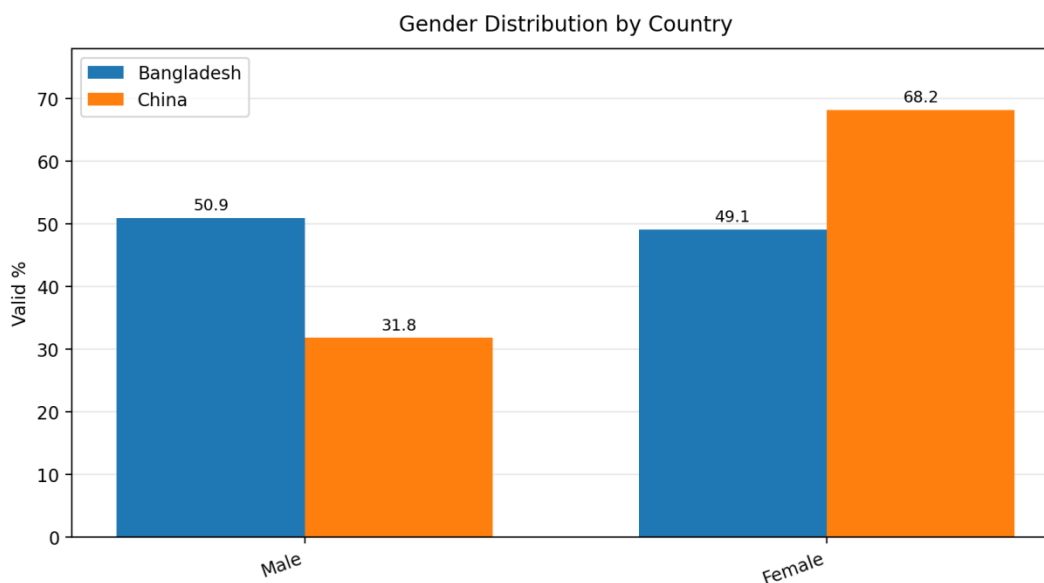


Figure 2. Gender distribution by country.

This can be seen in the graph that the percentage of genders in Bangladesh was almost the same, with 50.9% male respondents and 49.1% female respondents. On the contrary, the China sample

was distinctly female-dominated with 68.2 percent female respondents as opposed to 31.8 percent male respondents, meaning that more women participated in the Chinese sample.

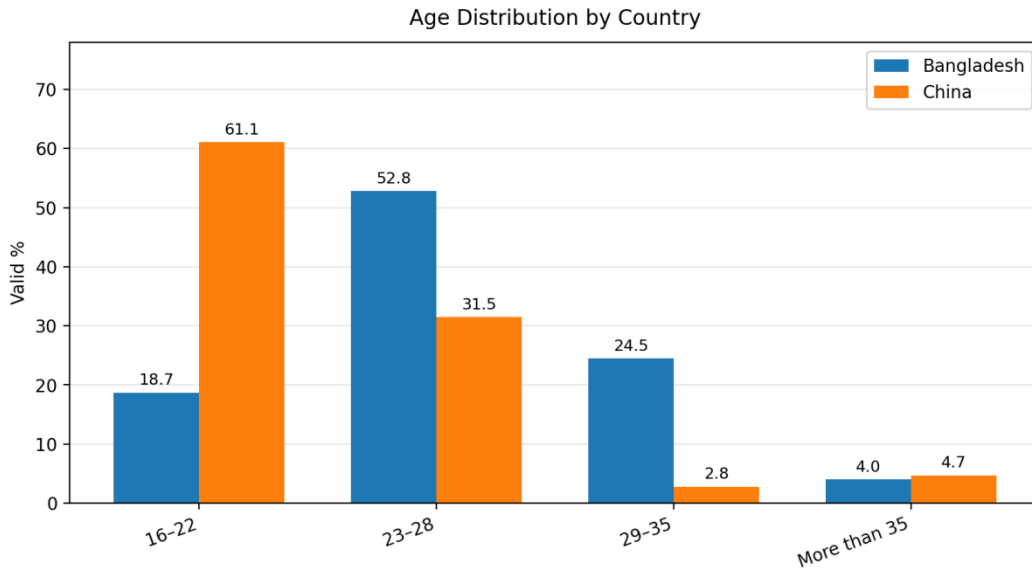


Figure 3. Age distribution by country.

As indicated in the graph, there was a difference in the age profile in the two countries. The narrow age range between 23 and 28 made up of 52.8% Bangladesh, with a much younger sample mainly comprised of respondents in the 16-22 age bracket (61.1%).

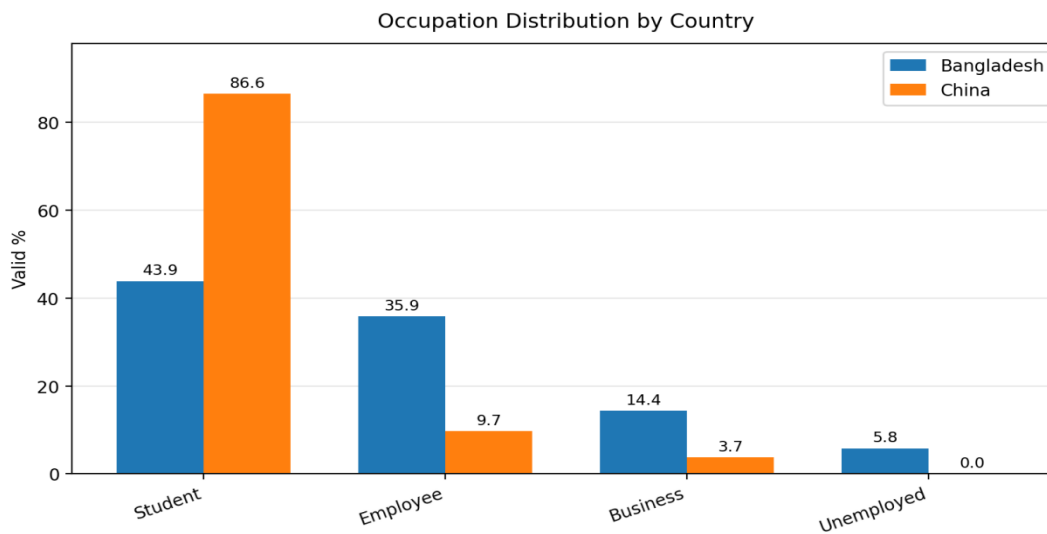


Figure 4. Occupation distribution by country.

The graph indicates that there was a clear difference in the age profile of the two countries. Bangladesh was predominantly between 23-28 (52.8%), but China had much younger respondents, with most representing the 16-22 age group (61.1).

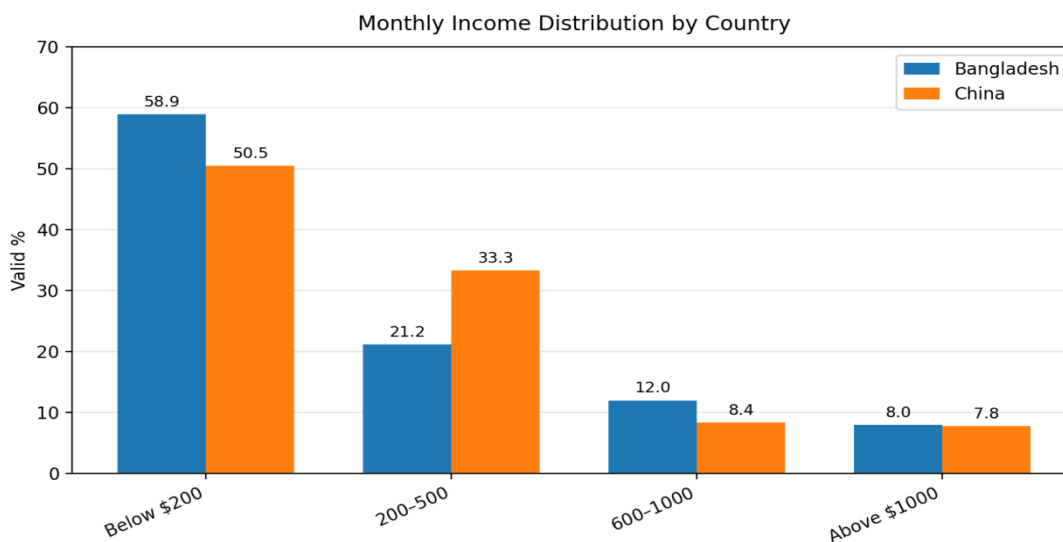


Figure 5. Monthly income distribution by country.

According to the graph, the greatest percentage of the respondents in both countries was in the category of less than 200 incomes, but in Bangladesh this percentage was more (58.9) compared to China (50.5). The respondents in the higher income brackets were relatively few in both samples (China 33.3% and Bangladesh, 21.2%). The percentage of the higher income brackets in China (from 200-500) was relatively higher (33.3%) as compared to the Bangladesh sample (21.2%). In general, this number indicates that the two datasets predominantly consisted of low-income respondents, though the proportion of the lowest income bracket is higher in Bangladesh.

4.2. Descriptive Statistics

Table 2 indicates descriptive statistics of the key variables of the study in both Bangladesh and China. Both samples showed almost the same consumer attitudes, which indicates that the overall evaluation of online second-hand clothing was similar in the respondents (in both countries). The minimum and maximum values also reveal that both countries had a wide range of the response scale used by the respondents, and this shows that there was enough variation in perceptions and behavioural tendencies. The broader score ranges of some of the variables in Bangladesh would imply a slightly broader dispersion of respondents, and in China, the sample seems to be concentrated more around the mean. On the whole, the table suggests that despite the fact that both groups were moderately accepting of online SHC, the dimensions that influence it varied somewhat, with Bangladesh being stronger on trust and environmental awareness, and China being comparatively stronger on social and value-related ones.

Table 2: Descriptive Statistics by Country

Variable	Bangladesh N, M (SD)	China N, M (SD)	Bangladesh Min–Max	China Min–Max
Purchase Intention	326, 11.36 (3.81)	321, 11.12 (3.08)	5.00–25.00	4.00–20.00
SHC Acceptance	326, 11.34 (3.71)	321, 10.17 (2.82)	5.00–23.00	4.00–20.00
Cultural Norms	326, 10.34 (2.66)	321, 11.10 (2.42)	4.00–18.00	4.00–16.00
Environmental Awareness	326, 10.37 (3.28)	321, 8.81 (2.50)	5.00–23.00	4.00–15.00
Perceived Value	326, 8.22 (2.69)	321, 8.75 (2.76)	4.00–17.00	4.00–16.00
Online Trust	326, 11.95 (3.63)	321, 10.93 (2.79)	5.00–25.00	4.00–20.00
Social Influence	326, 9.50 (3.01)	321, 10.35 (2.56)	4.00–18.00	4.00–20.00
Consumer Attitudes	326, 11.74 (3.84)	321, 11.71 (3.18)	5.00–25.00	4.00–20.00

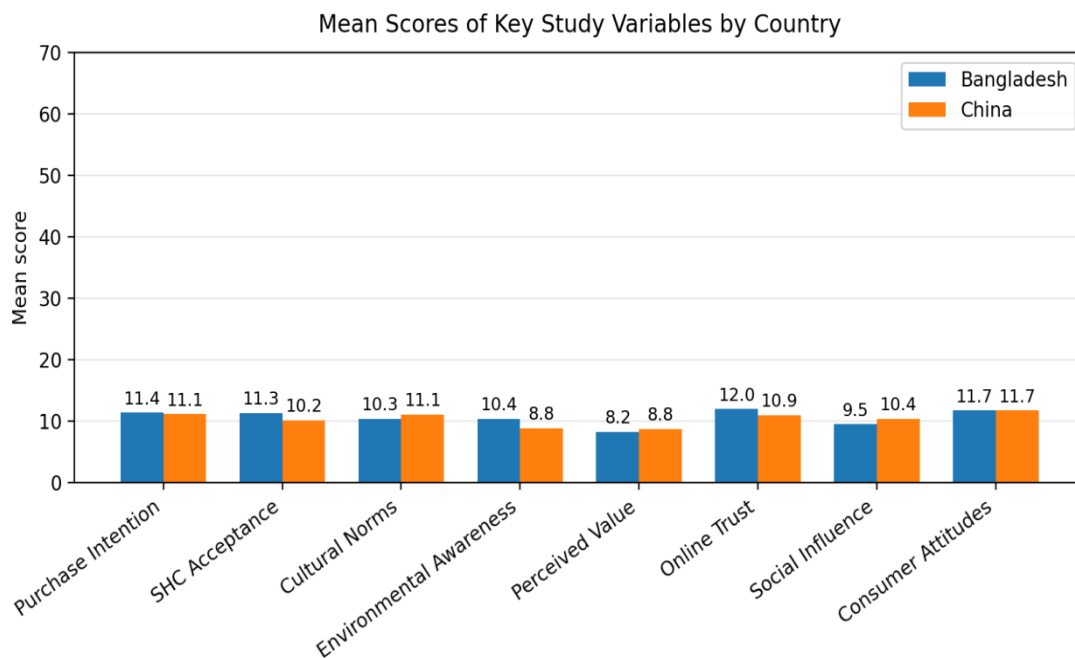


Figure 6. Mean scores of key study variables by country.

The graph draws parallels between the mean scores of the major variables of the study in Bangladesh and China and presents similarities and differences between the two samples. The mean scores of Bangladesh were somewhat higher in purchase intention, SHC acceptance, environmental awareness, and online trust, which indicates a rather strong response on the basis of trust and sustainability. On the other hand, the Chinese reported greater means of cultural norms, perceived value, and social influence, which implies that the social and value-related factors were marginally more intense in the Chinese sample. The attitude of the consumer in the two countries was remarkably similar, as the answer revealed that the overall assessment of online second-hand clothing was very similar in both settings.

4.3. Cross-National Mean Differences (Independent Samples t-Tests)

Table 3 represents the findings of the independent-samples t-test between Bangladesh and China in the study variables. The results show that the two countries were not significantly different in terms of purchase intention ($p = .377$) and consumer attitudes ($p = .917$), including the fact that the respondents in the two countries had generally similar purchase intention and consumer attitudes with regard to online second-hand clothes. But, it was also found that there were significant differences in SHC acceptance, cultural norms, environmental awareness, perceived value and online trust, as well as, social influence ($p < .05$). The mean score of SHC acceptance, environmental awareness and online trust was much higher in Bangladesh respondents, and much higher in Chinese respondents on cultural norms, perceived value, and social influence. In general, the table indicates that despite the fact that both samples had the same general attitudes and purchase intention, the factors building online second-hand clothing behaviour were quite different in Bangladesh and China.

Table 3: Independent-Samples t-Test Comparing Bangladesh and China

Variable	Bangladesh M (SD)	China M (SD)	t	df	p
Purchase Intention	11.36 (3.81)	11.12 (3.08)	0.88	621.78	0.377
SHC Acceptance	11.34 (3.71)	10.17 (2.82)	4.51	606.68	< .001
Cultural Norms	10.34 (2.66)	11.10 (2.42)	-3.81	640.93	< .001
Environmental Awareness	10.37 (3.28)	8.81 (2.50)	6.85	607.68	< .001
Perceived Value	8.22 (2.69)	8.75 (2.76)	-2.49	643.84	0.013
Online Trust	11.95 (3.63)	10.93 (2.79)	4.00	609.22	< .001
Social Influence	9.50 (3.01)	10.35 (2.56)	-3.88	631.53	< .001
Consumer Attitudes	11.74 (3.84)	11.71 (3.18)	0.10	626.68	0.917

4.4. Measurement Quality (Reliability and Factorability)

The internal consistency in both samples was acceptable, with Cronbach's alpha of 0.931 in Bangladesh and 0.856 in China. This also provided sampling adequacy of the exploratory factor analysis (Bangladesh KMO = 0.930; China KMO = 0.837), and the Bartlett test of sphericity was significant in both states ($p < 0.001$). A summary of these diagnostics is in Table 3.

Table 4: Reliability and Factorability Diagnostics for Bangladesh and China

Country	Cronbach's α	KMO	Bartlett χ^2 (df)	Variance explained (%)	Components
Bangladesh	0.931	0.930	1787.595 (28)	67.753	8
China	0.856	0.837	1153.636 (28)	66.109	8

4.5. Mediation Analysis

Table 5 indicates that consumer attitudes intervened in the association among the independent variables and purchase intention, and SHC acceptance in both Bangladesh and China. The results indicated that all five predictors, such as cultural norms, environmental awareness, perceived value, online trust, and social influence, produced significant indirect effects on the two dependent variables since all the confidence intervals were not at zero. The majority of these relations were partially mediated, which implied that the predictors had a direct and an indirect impact on purchase intention and SHC acceptance through consumer attitudes. Among them, online trust and social influence were found to have a relatively stronger indirect impact, which indicates that trust of online platforms and social influence had a significant effect on positive attitudes and, consequently, the behavioural outcomes in Bangladesh. The same was found in the sample of China, with the consumer attitudes also playing a significant role in mediating the similar five predictors on both purchase intention and SHC acceptance. Nevertheless, cultural norms remained incongruent, since the mediation effect was positive and the direct effect was also negative for the two dependent variables in China. This implies that cultural norms can have more complicated effects on Chinese consumers, directly diluting behaviour results and indirectly enhancing them via more positive attitudes. Altogether, mediation findings prove that consumer attitudes were one of the main explanatory factors in both countries, which connected cultural, environmental, value-based, trust-related, and social factors with online second-hand clothing behaviour.

Table 5: Mediation Analysis for Bangladesh and China

Country	Dependent variable	Mediator	Predictor	a	b	c'	c	Indirect effect	95% CI	Result
Bangladesh	Purchase Intention	Consumer Attitudes	Cultural Norms	0.630	0.829	-0.036	0.487	0.522	[0.380, 0.702]	Significant indirect effect
Bangladesh	Purchase Intention	Consumer Attitudes	Environmental Awareness	0.753	0.695	0.222	0.745	0.523	[0.409, 0.635]	Partial mediation
Bangladesh	Purchase Intention	Consumer Attitudes	Perceived Value	0.832	0.660	0.245	0.795	0.549	[0.434, 0.658]	Partial mediation
Bangladesh	Purchase Intention	Consumer Attitudes	Online Trust	0.809	0.714	0.146	0.724	0.578	[0.485, 0.701]	Partial mediation
Bangladesh	Purchase Intention	Consumer Attitudes	Social Influence	0.817	0.713	0.210	0.793	0.583	[0.455, 0.707]	Partial mediation
Bangladesh	SHC Acceptance	Consumer Attitudes	Cultural Norms	0.630	0.728	0.069	0.528	0.459	[0.345, 0.581]	Partial mediation
Bangladesh	SHC Acceptance	Consumer Attitudes	Environmental Awareness	0.753	0.644	0.184	0.669	0.485	[0.391, 0.567]	Partial mediation
Bangladesh	SHC Acceptance	Consumer Attitudes	Perceived Value	0.832	0.559	0.290	0.755	0.466	[0.375, 0.562]	Partial mediation
Bangladesh	SHC Acceptance	Consumer Attitudes	Online Trust	0.809	0.603	0.202	0.690	0.488	[0.373, 0.585]	Partial mediation
Bangladesh	SHC Acceptance	Consumer Attitudes	Social Influence	0.817	0.681	0.132	0.688	0.556	[0.446, 0.676]	Partial mediation
China	Purchase Intention	Consumer Attitudes	Cultural Norms	0.275	0.839	-0.260	-0.029	0.231	[0.054, 0.427]	Inconsistent mediation
China	Purchase Intention	Consumer Attitudes	Environmental Awareness	0.672	0.767	0.092	0.608	0.515	[0.404, 0.618]	Partial mediation
China	Purchase Intention	Consumer Attitudes	Perceived Value	0.612	0.772	0.087	0.559	0.473	[0.355, 0.596]	Partial mediation
China	Purchase Intention	Consumer Attitudes	Online Trust	0.759	0.721	0.163	0.710	0.547	[0.446, 0.669]	Partial mediation
China	Purchase Intention	Consumer Attitudes	Social Influence	0.631	0.774	0.126	0.614	0.488	[0.345, 0.621]	Partial mediation
China	SHC Acceptance	Consumer Attitudes	Cultural Norms	0.275	0.687	-0.360	-0.171	0.189	[0.045, 0.338]	Inconsistent mediation
China	SHC Acceptance	Consumer Attitudes	Environmental Awareness	0.672	0.627	0.044	0.465	0.421	[0.321, 0.513]	Partial mediation
China	SHC Acceptance	Consumer Attitudes	Perceived Value	0.612	0.565	0.183	0.530	0.346	[0.263, 0.436]	Partial mediation
China	SHC Acceptance	Consumer Attitudes	Online Trust	0.759	0.575	0.132	0.568	0.436	[0.356, 0.527]	Partial mediation
China	SHC Acceptance	Consumer Attitudes	Social Influence	0.631	0.632	0.054	0.453	0.398	[0.290, 0.519]	Partial mediation

Note: a = effect of predictor on mediator; b = effect of mediator on dependent variable; c' = direct effect; c = total effect. Confidence intervals not crossing zero indicate a significant indirect effect.

4.6. Qualitative Results: Themes and Cross-National Differences

Table 6 compares the qualitative themes identified based on the open-ended responses in the two countries of Bangladesh and China and presents common patterns as well as significant differences between the two countries. In Bangladesh, the respondents placed more importance on affordability, reduction of waste, and savings, which implied that realistic and economic gains were core to their perception of online second-hand clothes. Chinese respondents, on the other hand, ranked higher in the sensitivity of prices, sustainability/uniqueness/style, quality and hygiene issues, information and transparency, institutional trust mechanics, payment security, and search and findability. This means that the Chinese customers had a stronger interest in the quality of the platform, assurance of the product, and value attributed to style. As it is indicated by the table, the environmental motivations were also identified in both countries, yet the respondents of Bangladesh were comparatively more inclined to associate SHC with waste minimization and monetary savings, whereas Chinese respondents were more inclined to link it to the eco-cultural identity and platform-related issues of trust. The consistency of quality as one of the negative themes was observed in both groups, but it was mentioned a little more frequently in China. In general, the qualitative results indicate that the online SHC was perceived more by the customers of Bangladesh as the benefits of affordability and sustainability, whereas the customers of China were more concerned with the benefits of trust, product state, and fashion or lifestyle value of second-hand apparel.

Table 6: Qualitative Themes from Open-Ended Responses by Country

Question	Theme / Sub-theme	Bangladesh	China
Q44	Price sensitivity	30.8%	58.9%
	Environmental motivation	42.2%	40.2%
	Sustainability/uniqueness/style	39.5%	68.2%
	Quality/hygiene concerns	34.1%	74.1%
Q45	Detailed information & transparency	41.6%	69.0%
	Institutional trust mechanisms	38.3%	62.5%
Q46	Affordability	64.1%	33.0%
	Eco-cultural identity	41.0%	64.0%
Q47	Payment security	49.4%	69.3%
	Search & discoverability	41.3%	66.7%
Q48 (Yes)	Reduces waste	60.8%	39.3%
	Cost savings	58.7%	32.7%
Q48 (No)	Inconsistent quality	10.5%	15.8%
	Negative social judgement	6.6%	5.4%

5. Discussion

5.1. Theoretical Interpretation

The results of this paper indicate that acceptance of online second-hand clothing (SHC) in Bangladesh and China can be best conceived as an attitudinal process. Though the two samples of countries differed on a number of mean scores, the general tendency can be considered as consumers not progressing through cultural, environment-related, value-related, and trust-related perceptions to final acceptance. Rather, consumer attitudes, first influenced by these factors, in turn affect purchase intention and SHC acceptance. This meaning is in great agreement with the Theory of Planned Behavior, which explains that attitudes have been central in the translation of beliefs into behavioural intention. That is, consumers will have higher intentions to behave when they have an overall positive rating of the behaviour, and when they think that it is meaningful or valuable. The country comparison introduces necessary theoretical importance. Independent-samples t-test indicated that Bangladesh respondents were better in SHC acceptance, environmental awareness, and online trust, but the Chinese respondents were better in cultural

norms, perceived value, and social influence. Purchase intention and consumer attitudes, however, were not significantly different between the two countries. This implies that the two samples attained an overall similarity in attitudinal and intentional position to a large extent, but via slightly different mechanisms of explications. The attachment to acceptance in Bangladesh seems to be more related to trust and environmental logic, whereas the acceptance process in China seems to be more related to social norms, value perception, and socially mediated evaluation. Consumer attitudes in both countries were very important mediators in the relationship between the independent variables and the two dependent variables. It implies that the features of environmental awareness, perceived value, online trust, and social influence had an impact that determined the degree of outcomes greatly, based on how respondents perceived online SHC. This also correlates with environmental-behaviour theory at large. The framework on environmentally significant behaviour by Stern exhibits that values and beliefs influence behaviour as a result of cognitive and evaluative processes rather than acting as a direct cause in isolation. In the current research, environmental awareness was not a phenomenon that worked as pure knowledge; rather, it played a role when it led to a more favorable tendency to second-hand clothes. The importance of online trust is particularly crucial as a theoretical aspect. The indirect effects of trust in both Bangladesh and China were the strongest via attitudes. This result is strongly aligned with the research on digital-resale that indicates that the second-hand platform consumers are sensitive to uncertainty about the product quality, seller integrity, product history, and platform dependability. The studies on Xianyu show that community quality and e-commerce quality co-enhance the level of trustworthiness, and the studies on circular fashion services reveal that information about the product-history enhances trust, perceived benefits, attitudes, and the intention to behave. These research works give a clue as to why trust has become such a force within the given Analysis. A very valuable theoretical conclusion is on cultural norms. The attitude of cultural norms in Bangladesh played a positive indirect role. The mediation of culture in China, however, was inconsistent; that is, the indirect effect via attitudes was positive, whereas the direct effect was negative. This implies that cultural norms in China can have a more complicated effect: they can continue to underlie positive attitudinal assessment in certain settings, but can directly inhibit behaviour due to the social judgement, status, or quality stigma. This is one of the reasons why the Chinese market might seem more receptive to second-hand fashion at the scale of style and inimitable, yet still, the direct cultural reluctance to actual acceptance.

5.2. Managerial and Platform Implications

The results are useful in a number of practical implications for resale websites and online fashion companies. To begin with, the mechanisms of trust-building must be regarded as a platform strategy but not as supplementary design characteristics. As it was revealed that online trust had significant indirect impacts in both countries, websites would need proper product descriptions, transparent rating of conditions, seller's ratings, returns policy, and safe payment systems. The literature that exists on platforms indicates that product-history information and good community cues mitigate uncertainty and consumer response, which qualifies this recommendation. Second, the findings indicate that platforms cannot apply one generalized message in both nations. The

focus of marketing communication in Bangladesh is to focus on affordability, waste minimization, and trustworthiness, since both the quantitative and qualitative findings indicate that these elements are particularly applicable there. In China, the platforms must give more emphasis on the issues of style, uniqueness, transparency, payment security, and quality assurance, as these issues were emphasized more by the Chinese respondents. It implies that country-specific localization is the key to platform development. Third, the fact that consumer attitudes are the most important psychological bridge of the model should be listened to by the managers. The design of platforms, content strategy, and communication must therefore not only focus on informing, since it would boost the overall rating of online SHC by the users. It may be achieved by improved visual display, edited collections, authenticity indicators, sustainability narrative, and more robust user experience design. With improvement of attitudes, the intention and acceptance are likely to follow.

5.3. Policy and Sustainability Implications

The implications of the results on policy are that encouragement of online SHC can not be handled by general environmental awareness campaigns. Although the concept of sustainability was essential, it was not enough by itself. Trust and social legitimacy, as well as value justifications, were required by the consumers. Thus, governments, industry associations, and sustainability groups should promote second-hand fashion by quality standards, consumer protection, more explicit resale policies, and popularizing the use of reuse through social and educational campaigns. Already, research on the second-hand online platforms demonstrates that the second-hand online platforms can help achieve sustainable consumption and resource efficiency, but only under the condition that uncertainty and perceived risk are mitigated. There is also a slight difference between the policy implications in the two countries. Bangladesh might require more institutional backing to scale up confidence in digital resale settings, as well as decrease the reluctance related to quality uncertainty. In China, where the market seems to be more advanced, the policy activity can be more successful when it concentrates on the hygiene guarantee, transparency, and sustainable platform control. Second-hand fashion, in both situations, can help achieve the goals of the circular economy by lengthening the life of clothes and decreasing the needless new production, yet such an opportunity requires building credible and socially permissible work environments.

6. Conclusions

This research arrives at the conclusion that the acceptance of online second-hand clothing is influenced by both a set of cultural, environmental, value-based, trust-based, and social factors in Bangladesh and China, with the consumer attitude serving as the key mediating factor. Despite the fact that the two countries differed on numerous explanatory variables, they did not differ in terms of the overall purchase intention or consumer attitudes, which indicates that similar behavioural results can be attained due to varying causal pathways. Bangladesh respondents were more accepting of SHC, environmentally aware, and more online trust, whereas Chinese respondents are more culturally oriented, have a high perceived value, and social influence. The

mediation analysis also indicated that purchasing intention and SHC acceptance in the two countries had a significant linkage with the independent variables through consumer attitudes. This proves that online SHC is not merely a question of price or sustainability consciousness; on the contrary, it is only acceptable when consumers rate it positively as a family, that is, as something reliable, helpful, and with social significance.

Comprehensively, the research provides comparative evidence on two Asian markets and demonstrates that the adoption of online SHC is not the subject of sustainability logic only, but it is also determined by the quality of online platforms, the believability of online exchange, and the culture that frames second-hand consumption.

7. Limitations and Future Research

This study has several limitations. The cross-sectional design does not show changes in attitudes and adoption over time. The analysis is based on self-report survey measures and may contain social desirability bias and common method bias [10]. In addition, the regression models establish associations rather than cause-and-effect relationships. Future research may use longitudinal designs, platform-specific comparisons (for example, social commerce versus large re-commerce platforms), and formal mediation tests. Experimental studies that evaluate the effects of hygiene assurance, transparency features, and trust signals would help identify which platform design options are most effective in each context. Larger and more diverse samples, including more rural and less digitally engaged consumers, would also improve generalizability.

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