

Factors Affecting Behavioral and Psychological Perspective of Young Vietnamese Customers in Buying Second-Hand Clothes



Dung Phuong Hoang¹, Vy Dang Huyen Nguyen², Quynh Thuy Chu³, Linh Bao Hoang⁴

¹Faculty of International Business Management, Banking Academy of Vietnam

^{2,3,4} International school of Banking Academy of Vietnam

ABSTRACT: Encouraging the purchase of second-hand clothes is a viable strategy to reduce the negative consequences of the fashion industry. The research examines the second-hand clothing behavior of Vietnamese young customers based on their behavioral and psychological perspectives. The novelty of the study is that it expands and compensates for the limitation of the theory of planned behavior when explaining the purchase intention of second-hand clothing. A conceptual model linking different types of attitudes, subjective norms, perceived behavioral control, personal norms, psychological consequence, and purchase intention were tested upon 341 Vietnamese young customers. The results indicate that attitude towards the environment, attitude towards the purchase of second-hand clothing, subjective norms, and psychological consequences are significant determinants of the purchase intention of second-hand clothing. Moreover, demographic characteristics such as age, gender, income, and experience in purchasing second-hand clothes also influence the purchase intention. These research findings provide valuable implications about useful marketing strategies to encourage second-hand clothing consumption – as a green behavior among young people.

KEYWORDS: second-hand clothing, green consumption, young customer, Vietnam, theory of planned behavior

1. INTRODUCTION

In terms of the disadvantage of the fashion industry to the environment, Theresa Winge identified that the fashion business is enormously costly and destructive not only to living creatures but also to the local and global ecology (2008, p. 513). There were approximately 18.6 million tons of clothing that ended up in landfills from the previous years to 2020 (Young, 2020). With the huge waste of the industry, the environment and eco-biological are affected significantly negatively. The advantages of purchasing second-hand clothes, by reducing the resources, water use, manufacturing costs, and landfill space of virgin clothes creation using second-hand clothing (SHC) brings more environmental and economic benefits (King and Wheeler, 2016). Through the research of Cervellon, Carey, and Harms, (2012) reusing clothes not only can decrease the lifespan of the product but also can minimize the waste of clothing. In the same way, (Farrant, Olsen, and Wang, 2010) discovered that purchasing 100 items of SHC can decrease from 60 to 85 new clothes based on the aim of reuse.

With such significant potential in the process of using second-hand clothing to be environmentally friendly, it is impossible not to mention the numerous benefits to individuals accessing or considering purchasing second-hand clothes. Purchasing used clothing or accessories fulfills socially responsible actions while remaining fashionable (Beard, 2008). Individuals can practice social responsibility by donating used clothing, adopting renewable and natural fibers, and lowering their greenhouse gas emissions (Rath et al., 2008). Besides, the change in second-hand consumption behavior mindset motivates the well-being of each individual. As a result, it helps customers to prevent themselves from purchasing new clothes and give the old clothes a second chance (Borusiak et al., 2020). In terms of the encouragement of purchasing second-hand clothes, the growing numbers of second-hand consumption behavior in many countries show that consumers are strongly encouraged in the advancement of reselling used clothes, or they already have many concerns about the environmental impact of the fashion industry (Katharina et al., 2018). Second-hand resale is anticipated to gain market share with an annual growth rate of 20 billion dollars in 2017 to 41 billion dollars

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in 2022. In Viet Nam, the second-hand product market had developed since 2016 and is growing stronger day by day with better quality clothing stores.

For the barriers to the behavior, although purchasing second-hand clothing should be appreciated, this habit will inevitably have certain drawbacks due to psychological barriers, and personal and social perspectives. As a previous study has shown, second-hand product consumption is associated with more risk and can also impact acts on the customer's social status such as having no warranty and after-sale service (Thomas, 2003). Additionally, some people are convinced that second-hand clothing seems of poor quality, raises health issues, and is a social taboo (Sandes & Leandro, 2016). Therefore, there are some important factors to motivate the second-hand clothes consumption behavior including environmental problems (Haraldsson & Peric, 2017), consumers' uniquely tailored style (Guiot & Roux, 2010), getting sentimental delight, and a deep connection among family members by swapping their used clothes rather than throwing them away (Guiot & Roux, 2010) and financial insecurity.

Study overview

The factors influencing the intention and behavior to purchase second-hand in general includes Economic reasons; Recreational reasons; Critical reasons; Convenience; Trust; Product information; Consumer beliefs about the environment, frugality, and Non-profit thrift store; Attitudes; Subjective norms; Perceived behavior control, Purchase intention, Subjective norms; Awareness of consequences; Ascription of responsibility for environment; Second-hand purchase intention and Intention to visit a second-hand shop. There are some models used to find out these factors such as the Conceptual framework in research by Jiao (2015), the other one by Seo, M. J., & Kim, M. (2019), and the third one by Borusiak et al., (2020)

In terms of factors that impact second-hand clothes purchasing behavior, there are Perceived value (Hedonic value; Economic value, Environmental value, Uniqueness); Perceived descriptive norms; Consumption intention of second-hand clothing (Shop at a thrift store, Adopt from family members and friends); Generational cohorts (post-60s, post-70s, post-80s, post-90s); Demographic information (Age, Gender, Income) and Customer preferences (Price, Risk, Value, Brand, Location). The used model consists of a Conceptual framework in research by Liang, J., & Xu, Y. (2017), a conceptual framework in research by Eunsuk Hur (2020), and a Conceptual framework in research by Te et al., (2021).

Research's objective and conceptual framework

The study's objective is to investigate the relationship between Vietnamese young customers' second-hand clothes purchasing behavior and their behavioral and psychological perspectives. Then, based on the behavioral and psychological perspectives of Vietnamese youth, evaluating the situation of second-hand clothing consumption behavior in Vietnam. As a result, it encourages younger Vietnamese customers to buy secondhand clothes by delivering effective marketing methods related to green consumption for each type of customer.

Research gap

It can be argued that although previous studies have considered factors related to customers' subjective judgments and evaluations (price, benefits, risks, costs, convenience, etc) impact on buying behavior, specifically, there have been studies using behavioral theory. However, the research review also shows that besides the cognitive factors, there are also emotional factors affecting second-hand buying behavior (psychological factors). In addition, the static explanatory nature of the TPB makes it difficult to comprehend the proven consequences of conduct on cognitions and future behavior (McEachan et al., 2011; Sutton, 1994). The measurement of TPB cannot present the majority of variability in observed behavior. This study will supplement and extend the theory of planned behavior by adding psychological variables to provide a more comprehensive view of second-hand buying behavior in general as well as their characteristics in particular: the age, the gender, the income level, and experience in purchasing second-hand clothes. Besides, with the characteristics of second-hand goods - both personal use and environmental impact, this study will add relevant variables to consider second-hand buying behavior from two angles: the behavior of buying a common product and the behavior of protecting the environment.

Methodology and main results

In the research, the time horizon is cross-sectional since it took seven months to do the research. With the objective of the research for millennials and Gen Z, the range of age is from 18 to 46. In addition, the data are collected through an online and offline questionnaire with the non-probability sampling method. Through the process of data analysis, there are two rejected negative factors including Perceived behavior control and Personal norms, which negatively influenced the behavioral intention of SHB.

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The new important factor which is psychological consequences (PC), significantly affects the behavior of the customer in buying second-hand clothes.

New contributions of research in theory and practice

The report provides a new interpretation of second-hand clothing buying as reasoned action, developed based on theories of TPB. In addition, the study distinguishes the factors affecting the second-hand clothing consumption behavior of each group of characteristics: age, gender, income, and the experience of buying second-hand clothes, besides, giving the suggested strategies to boost second-hand clothes consumption by the behavior of each group. This can help to reduce the consumption of fashion clothes as well as provide affordable products to customers, moreover, it is also useful for secondhand companies to grasp the behavior of the clients to increase the frequency of their second-hand purchases, dedicated to the solution of environmental protection.

The layout of the article

This study will begin with a theoretical background for the study and proposed hypotheses that will be tested. Next, upon primary quantitative data collected from the survey, an empirical test of the conceptual model based on the Hypothesis testing, EFA (exploratory factor analysis), and the SPSS was applied to calculate the index of Cronbach's Alpha coefficients will be introduced. The results will be then discussed so that some theoretical and managerial implications are proposed. Finally, the research will discuss some limitations and present suggestions for future research as a conclusion.

2. LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT Section 1: Determinants of second-hand purchase

In terms of the factor for second-hand purchase behavior, from the research of Jiao (2015), the study result of both qualitative data and quantitative data showed that there were six factors for second-hand product purchasing behavior on social media. There are economic reasons, recreational reasons, critical reasons, convenience, trust, and product information. In addition, in the research of Seo et al., (2019), with the theory of planned behavior, the researcher points out that consumer beliefs affect consumers' attitudes toward buying second-hand goods at non-profit thrift stores. The obtained results showed that environmental and consumer beliefs related to non-profit thrift stores influenced positive attitudes, having the most significant influence on purchase intention. Furthermore, the subjective norms (SN) factor also indirectly affects purchase intention through impact on attitude. Furthermore, the outcomes of this research by Borusiak et al., (2020) with extended TPB theory showed that the attitude about the favorable influence of SHB on sustainable consumption, as well as the perceived behavioral control over SHB and the personal norm on SHB, are all positively related to SHB intention. SHB intention is negatively correlated with subjective SHB norms. The personal norm towards SHB is positively associated with an awareness of the consequences of SHB and the attribution of responsibility for environmental concerns. The intention to buy second-hand items (SHP) is positively related to the intention to visit a second-hand shop.

Regarding the factor impact of second-hand clothing purchase behavior, beginning with the research of Liang et al., (2017) combining the theory of Generational Cohort Theory and Planned Behaviour (TPB) have found that consumer's purchase intention for second-hand clothes is influenced by their interests/values, concerns, and subjective norms. the benefits received include (a) the economic value gained from cheaper second-hand clothing; (b) the hedonistic value of treasure hunting; (c) uniqueness created by product attributes, and (d) environmental value achieved by reducing the consumption of new products. According to the research of Hur (2020) with the MEC model, the result showed that five factors including economic, self-expressive, hedonic, environmental, and social contribution values were identified as the top five values among used apparel buyers. Besides, non-second-hand clothing consumers were concerned about wearing used clothing because of perceived poor product quality and cleanliness, limitations in the degree of possible self-enhancement and self-expression, and a perceived social image of the clothes as low-class and having low social acceptance. Last but not least, the study of Te et al., (2021) with theories of the brand, price, risk, and seller location of Alam (2014) showed that there are seven factors including age, gender, income, price, risk, brand, and location that influenced the preference of customers in purchasing second-hand clothes.

Section 2: Theory of planned behavior and its application in the context of second-hand clothing purchase

A fundamental concept of the theory of planned behavior (TPB) is that there is a psychological procedure by which beliefs of individuals from performing an action that will ultimately set up their behavior. Where the intention is the central structure of

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these two theories and is a motivational variable, it directs an individual's proficiency to scheme and implant endeavor in pursuing a behavior.

The theory of reasoned action is the first version of psychological research on the relationship between attitudes and behavior. An attitude is defined as "a situation of eagerness to function." Fishbein and Ajzen (1975) discerned two types of attitudes toward the goal of what they perceive: (1) attitudes toward a non-behavioral as a common object, people, organization, or concept, and (2) attitudes toward a performing behavior.

In the late 1980s, when Ajzen (1985, 1991) discovered that behaviors might not be in the individual's complete control, he later extended the theory of reasoned action to include the third determinant of behavioral intention called "perceived behavioral control". Bandura, (1986) suggested that cognitive-behavioral control is similar to self-efficacy structure. In detail, this variable relates to the degree to which an individual perceives that he or she is capable of performing a particular behavior. This also represents another belief-based construct in which an individual's sense of competence is shaped by their beliefs about factors that facilitate or hinder the performance of a behavior. The addition of cognitive-behavioral control led to the development of the theory of planned behavior. According to this theory, behavioral intentions are rationally and directly motivated by three belief-based constructs namely attitude (attitudinal belief), subjective norms (normative belief), and behavioral control (control belief) that an individual holds about behavior and related situational factors.

The Theory of Planned Behavior (TPB) has been proven and trusted by numerous previous reliable scientific studies. Seo et al. (2019) focused on studying beliefs that contribute to second-hand fashion consumers' attitudes and applied the TPB to examine the relationships between attitude, subjective norms (SN), perceived behavioral control (PBC), and purchase intention at non-profit thrift stores. Another research from Borusiak et al., (2020) also used the TPB model to determine the factors affecting second-hand buying intentions including Attitude toward the positive impact of SHB on sustainable consumption, Subjective norms regarding SHB, perceived behavioral control over SHB, Personal norms regarding SHB, Awareness of consequences of SHB for the environment, Ascription of responsibility for the environmental issues, SHP purchase intention, and Intention to visit a second-hand shop.

Nevertheless, the theory of TPB still has some limitations. Firstly, four explanatory concepts (behavioral control, subjective norms, attitudes, and intention) only focusing on solely on rational reasoning and ignore unconscious behavioral influences (Sheeran, Gollwitzer & Bargh, 2013) as well as the importance of emotions beyond expected effective results (Conner, Gaston, Sheeran, & Germain, 2013). Moreover, the static explanatory nature of the TPB makes it difficult to comprehend the proven consequences of conduct on cognitions and future behavior (McEachan et al., 2011; Sutton, 1994). The final disadvantage of TPB is the "inclined abstainers" who have the intention to act and eventually quit to take action (Orbell & Sheeran, 1998). The TPB also does not provide meaningful explanatory hypotheses compared with other popular theories (Sutton, 2002). As a result, TPB has been worsened to perform comparative tests of two reasonably competing hypotheses against each other.

It can be argued below that although previous studies have considered factors related to customers' subjective judgments and evaluations (price, benefits, risks, costs, convenience, etc.) impact on buying behavior, specifically there have been studies using behavioral theory. However, the research review also shows that besides the cognitive factors, there are also emotional factors affecting second-hand buying behavior (psychological factors). Moreover, the previous research conducted the data in developed countries which have higher living standards, therefore, it is a big difference from the study which was conducted in Vietnam- a developing nation. Generally, the objective of the research is to investigate the relationship between the second-hand clothing behavior of Vietnamese young customers and their behavioral and psychological perspectives. Thence, evaluating the situation of second-hand clothes consumption behavior in Viet Nam based on a behavioral and psychological perspective of Vietnamese youngsters. And encouraging the behavior of using second-hand clothes for younger Vietnamese customers as well as providing useful marketing strategies related to green consumption for each type of customer.

Section 3: Hypothesis development

Attitude towards behavior is a person's positive or negative evaluation of his or her performance in a specific behavior. The notion refers to the degree to which a behavior's performance is positively or negatively valued. In the articles about Second-Hand Buying Intentions by Barbara et al. (2020), researchers also use attitude toward behavior to find out the positive attitude of consumers toward purchasing second-hand clothing. In second-hand clothing purchasing behavior, attitude towards behavior is considered in two related aspects: attitude towards second-hand clothing purchase related to the environment (ATE) and attitude towards

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second-hand purchase related to the individual (ATI). Attitude toward second-hand clothing purchase related to the environment (ATE) means that environmental factors and problems affect second-hand clothing purchasing attitude. Besides, attitude toward the second-hand purchase related to the individual (ATI) is considered as second-hand clothing purchasing attitude is influenced by personal factors such as emotion, financial problems, and so on. The relationship between attitudes and behavior was affirmed in the research of Ajzen in 1991. As a result, there are two hypotheses of attitude toward second-hand clothing purchases:

Hypothesis 1 (H1). Attitude toward second-hand clothing purchases related to the environment (ATE) positively affects customers' second-hand clothes purchasing behavior.

Hypothesis 2 (H2). Attitude towards the second-hand purchase related to the individual (ATI) positively affects customers' second-hand clothes purchasing behavior.

In terms of the Subjective norm which is the perceived social pressure to influence behavior. In other words, it is the individual's perspective of what others think about certain conduct (Ajzen, 1991). According to TPB, people are more motivated to acquire used goods if they believe that their friends would expect and/or approve of them. It is important to mention that these perceptions may not reflect others' true feelings. However, a person's opinions may influence how she or he views another's subjective standards. In our study, we assume that the second-hand clothing behavior of Vietnamese millennials and Gen Z are partly affected by others' perceptions. Therefore, we have the third hypothesis as follows:

Hypothesis 3 (H3). Subjective norms (SN) positively affect customers' second-hand clothes purchasing behavior.

Besides the two factors mentioned above, in the theoretical model of planned behavior, Ajzen, (2002) supposed that perceived behavioral control (PBC) illustrates not only an individual's perception of how easy or difficult it is to perform any given behavior but also reflects a person's perception of how likely they are to access the resources or opportunities needed for certain behavior, such as their access to time, money, etc., or their confidence in performing the behavior (Ajzen, 1991; Taylor and Todd, 1995). Thus, controlling consumers' perceived behavior toward buying second-hand clothes will also positively affect their purchase intention (Borusiak et al., 2020). PBC is not only an important factor influencing the change of attitude or behavior, but it is also related to beliefs, which are considered a core resource to make decisions (Armitage and Talibudeen, 2010; Ajzen and Madden, 1986). Hence, this research persists to assemble a fourth hypothesis that is:

Hypothesis 4 (H4). Perceived behavioral control over second-hand clothing purchases (PBC) negatively affects customers' second-hand clothes purchasing behavior.

Besides TPB, another integrated model, Norm Activation Model (NAM), will provide more clarity on the consumption behavior of second-hand clothes of young consumers. According to Lindenberg and Steg (2007), while undertaking environmental protection, the mindset of each individual is encouraged to practice moral conduct and is guided by judgments about the right or wrong opinions depending on personal thoughts or other people. Moral obligation is defined as a personal norm that an individual is willing to perform a certain action based on his or her responsibility or obligation, self-expectations, sanctions, and obligations stemming from the intrinsic values of the Normative Activation Model (NAM). Therefore, starting with the NAM, this study also uses the concept of the personal norm as the fifth hypothesis as follows:

Hypothesis 5 (H5). Personal norms regarding second-hand clothing purchase (PN) negatively affect customers' second-hand clothes purchasing behavior.

The psychological consequence also significantly affects the behavior of customers. It is significantly necessary to understand and predict behavior, particularly the change of behavior by psychological factors. As an example, in the planned behavior (TPB), some psychological factors mentioned were the intention, attitude, norm, and perceived behavioral control (Neighbor, 2013). In addition, with the theory of the MEC model (Olson & Reynolds, 1983), psychological factors determine the direct impact on the value of the customer when they purchase something. According to the research of Overby et al., (2005), the psychological consequence (PC) is determined as the customer's self-image power with symbolic significance. In addition, the psychological consequences can show the feeling of a product's characteristics and quality on both two sides: benefits and drawbacks (Haghighi, M. and Jusan, 2011). In addition, the factor also contributes to the behavior of customers in purchasing second-hand clothes. One

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clear example is that customers can feel unique for wearing the clothes, or satisfied with the good financial decision of buying second-hand clothes. While some customers can feel happy to help the environment by buying second-hand clothes, others feel unpleasant because of poor and unclear second-hand clothes (Hur, 2020). The relationship between psychological consequences and consumption behavior has been affirmed by a previous study, namely, people with a favorite creative characteristic and the oneness of products tend to buy second-hand goods instead of new products ubiquitous (Roberts et al., 2015). Consequently, with the above-discussed ideas, the next formulated hypothesis is

Hypothesis 6 (H6). Psychological consequences (PC) affects positively customers' second-hand clothes purchasing behavior negatively affects customers' second-hand clothes purchasing behavior.

With the theory of planned behavior TPB, (Fishbein and Ajzen, 1975; Ajzen, 1985, 1991) human behavior is positively influenced by the intention factor. To be more specific, the more intention performance of the behavior, the more potential for behavior performance (Bock et al, 2005). Moreover, for the second-hand consumption behavior of the customer, the intention also plays an important role in the behavior of the customer. As an example, the customer will likely buy second-hand clothing in the future, they also can consider buying the clothes in the following time or buying second-hand clothing. Hur (2020), has considered the relationship between the purchasing intention of customers for second-hand clothing with their consumption behavior for the clothes. For this reason, the last hypothesis of the study will be composed as follow:

Hypothesis 7 (H7). Purchase intention to buy (PITB) affects customers' second-hand clothes purchasing behavior.

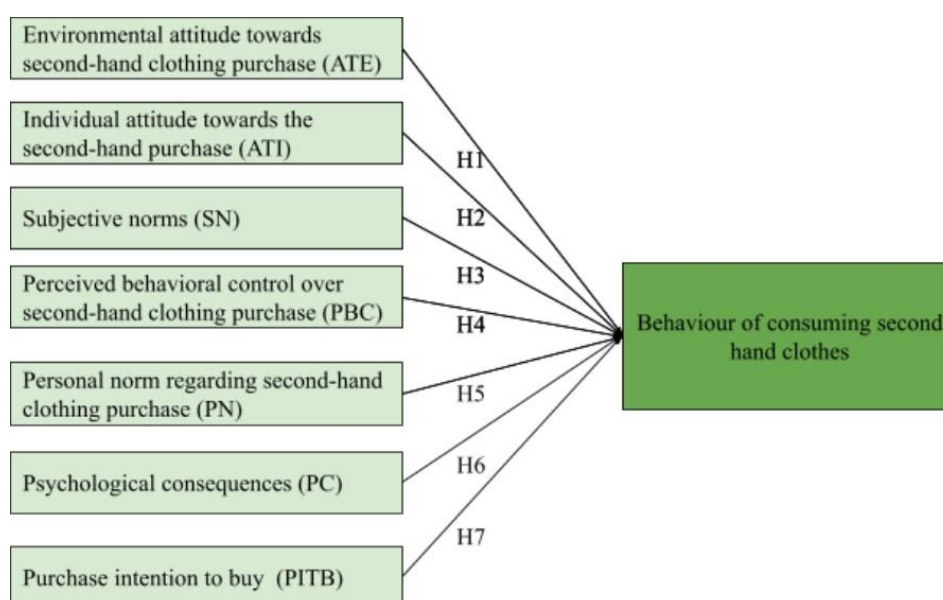


Figure 1: Conceptual model of the research

3. RESEARCH METHOD Phase 1

For collecting the data for the research, a quantitative survey was used to find out the data and examine the conceptual model. In addition, the survey was inspired by the “Flowerpot” format approach of Shiu et al. (2009). The frame of the questionnaire includes two parts: general questions and specific questions about using second-hand clothes behavior. First of all, to collect the background information, the demographic questions were applied to gather information on the gender, age, and income level of respondents. After that, multiple-choice questions were employed to investigate the experience and frequency of using as well as buying second-hand clothes of participants. Finally, matrix questions ranging from 1- “Strongly Disagree” to 5- “Strongly Agree” were used to determine the respondents’ agreement for the opinions of their attitude; subjective norms; perceived behavioral control; personal norms; psychological consequences; ascription of responsibility and intention to buy second-hand apparels.

With the specific variables presented previously in Hypothesis development, the scales of Vietnamese youth's second-hand clothing consumption behavior and intention to purchase have been investigated by previous studies. Specifically, with the first two attitude-related variables, the first is about environmental attitudes (ATE) and the second is about the attitude of individuals (ATI) with each of them including three sub-categories (Valle, Rebelo, Reis & Menezes, 2016). In addition, subjective norms (SN) include five small variables: friends, family, important people, and positive and negative impacts from society on buying behavior of second-hand clothing (Joshi & Rahman, 2017; Vermeir & Verbeke, 2008; Sandes & Leandro, 2016). The perceived behavior control (PBC) and personal norms (PN) variables were both studied by Shin et al. (2018) including three (location, self-

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determination, time) and four (obligations, moral principles, personal values, the individual perspective of wealth or poverty) sub-categories respectively. Interestingly, there is a new variable that has been proposed a lot in previous research papers, which will be researched in this study, which is psychological consequences (PC) formed from originality, satisfaction/dissatisfaction, and happiness. (Jägel et al., (2012); Stern et al., (1995), Bly et al., 2015; Overby et al., (2005). This was finally measured by the Purchase intention to buy (PITB) variable investigated by Putrevu & Lord, (1994).

Phase 2

In the research, the time horizon is cross-sectional because it took seven months (October 2021 - April 2022) to do the research, additionally, the data was collected in March of 2022. With the objective of the research for millennials and gen Z as well as ethic issues, the range of age that researchers conducted in the study are from 18 to 46. In addition, all of the data collecting processes are based on an online and offline questionnaire with the non-probability sampling method. Although the non-sampling method cannot guarantee the selectivity of probability, it helps researchers prevent the high bias results that lead to the equal opportunity for every probability (Cho, Dutta, and Shim, 2017).

In the process of collecting data, both online and offline surveys are used for the thesis. With the offline survey, the participant will get an introduction to the research before doing the survey and it is a voluntary contribution of respondents. Regarding sampling for the survey research, all of the online-based questionnaires were launched via social media such as Facebook, Zalo, Weverse, and Instagram, thus, it is extremely convenient for participants because they can complete and submit the survey in any kind of situation via their internet devices. Since this study focuses on the behavior of consuming second-hand garments, the expected sampling target of the thesis is Vietnamese who are Gen Z and millennials who are clients that purchase second-hand clothes, and others who have not bought these kinds of clothes before. The population is all Vietnamese who live in every city and province of Vietnam.

In our study, the non-probability sampling method seems to be the most reasonable due to budget and time constraints as well as the infinite population (Etikan et al., 2016). The offline questionnaires were randomly distributed to the most potential subjects, including millennials or Gen Z who are Vietnamese and are living in Vietnam. During the analysis of the structural equation model and exploratory factors, the sample size of the survey will reach at least 200 respondents, if possible, ten times the total number of sub-categories in the measurement variables (Hair et al., 2006). Since the number of sub-categories in the measurement variable for this study is 26, we aim for a minimum sample size of 260. Thus, the initial sample size for the study was 520. This number is calculated based on predicting response rates in the 50-60% range and other necessary criteria for quantitative data analysis. However, during the data collecting process, some participants did not answer all questions in paper-based surveys which lead to the reduction of the valid survey results. Generally, the sample size of the researcher is 341.

Table 1: Measurement items that were used in the questionnaire

Constructs	Variable items and codes	Sources
Attitude towards second-hand clothing purchase (related to the environment) (<i>ATE</i>)	ATE.1 Second-hand clothing purchase helps reduce pollution.	Valle et al., (2016)
	ATE.2 Second-hand clothing purchases can slow down the tempo of exhaustion of natural resources.	
	ATE.3 Second-hand clothing purchase helps minimize environmental degradation.	
Attitude towards the second-hand purchase (related to the individual) (<i>ATI</i>)	ATI.1 Second-hand clothing purchase helps me save a lot of money	Valle et al., (2016)
	ATI.2 Using second-hand clothing still makes me confident	
	ATI.3 Using second-hand clothing is still fashionable	
Subjective norms (<i>SN</i>)	SN.1 Many of my friends wear second-hand clothing	Joshi et al., (2017) ; Vermeir et al., (2008) ; Sandes et al., (2016)
	SN.2 My family expects me to use second-hand clothing	
	SN.3 Most people who are important to me think that I should buy second-hand clothing	

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	SN.4 Using second-hand clothing is encouraged in the society	
	SN.5 Many people consider that using second-hand clothing is taboo in society.	
Perceived behavioral control over second-hand clothing purchase (<i>PBC</i>)	PBC.1 I know where I can buy second-hand clothes	Shin et al. (2018)
	PBC.2 I am capable of buying second-hand clothes.	
	PBC.3 I have enough time to choose second-hand clothes when I have to buy clothes.	
Personal norm regarding second-hand clothing purchase (<i>PN</i>)	PN.1 I believe I have a moral obligation to choose second-hand clothes when I have to buy something.	Shin et al. (2018)
	PN.2 Choosing second-hand clothes are consistent with my moral principles.	
	PN.3 My personal values encourage me to choose second-hand clothes when I have to buy something.	
Psychological consequences (<i>PC</i>)	PC.1 I would feel unique and creative when I wear second-hand clothing	Jägel et al., (2012); Stern et al., (1995), Bly et al. (2015), Overby et al., (2005)
	PC.2 I would feel satisfied with my good financial decision when I buy second-hand clothing.	
	PC.3 Second-hand clothing purchase makes me happy for my support of the environment.	
	PC.4 I would feel unpleasant due to poor product quality and cleanliness of second-hand clothing.	
	PC.5 I think of myself as poor and cheap and I use second-hand clothing	
Purchase intention to buy (<i>PITB</i>)	PITB.1 I will likely buy second-hand clothing in the future.	Putrevu & Lord, (1994)
	PITB.2 I would consider buying second-hand clothing in the next purchase	
	PITB.3 Certainly, I will buy second-hand clothes.	

4. RESULTS

4.1. Sampling structure

There were 500 sampling units with the employment of both online and offline questionnaires, 341 surveys were filled and valid. As shown in Chart 1, the sample includes 80.65% females, 17.89% males, and 1.47% others. This proportion is reasonable since female customers represent the majority of those buying second-hand clothes. The age range among respondents is distributed quite evenly in which the larger age groups are from 18 and above, in which the highest proportion is people from 46 and above. In terms of income, the percentage of customers who have income from 10 to 15 million VND accounts for 43.11%, which is the highest compared to four income levels. The frequency of buying second-hand clothing from customers is various. Nearly a half of them have not bought second-hand clothing yet and only 0.88% of people buy second-hand clothing more than four times per month. Therefore, it is clear that buying second-hand clothing has not been common in Vietnam yet.

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Chart 1: Gender structure

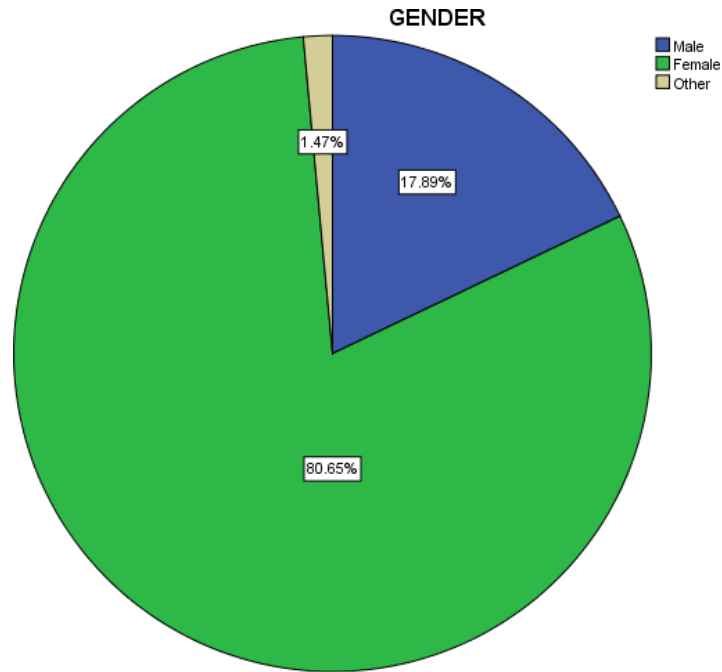
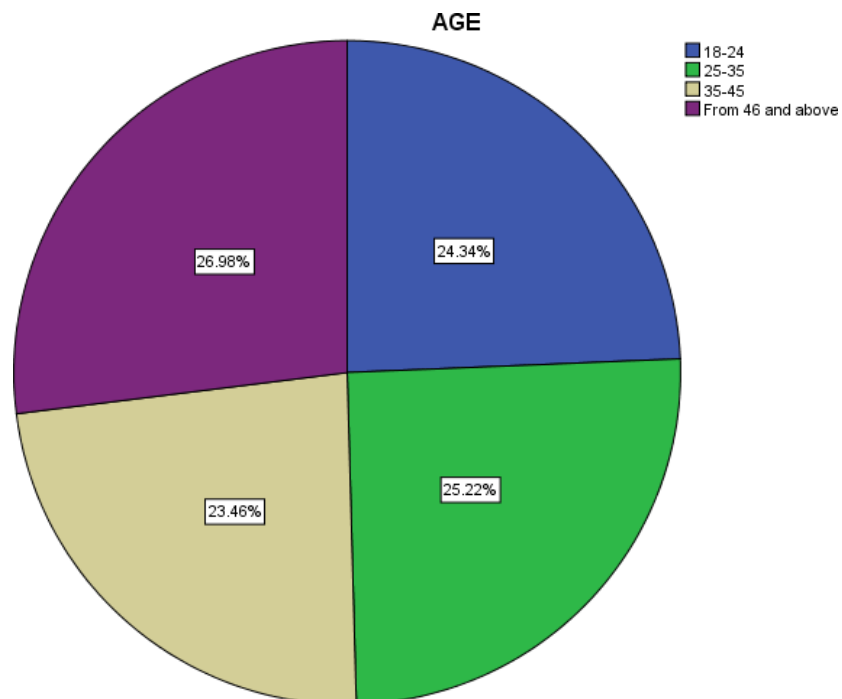


Chart 2: Age structure



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Chart 3: Income

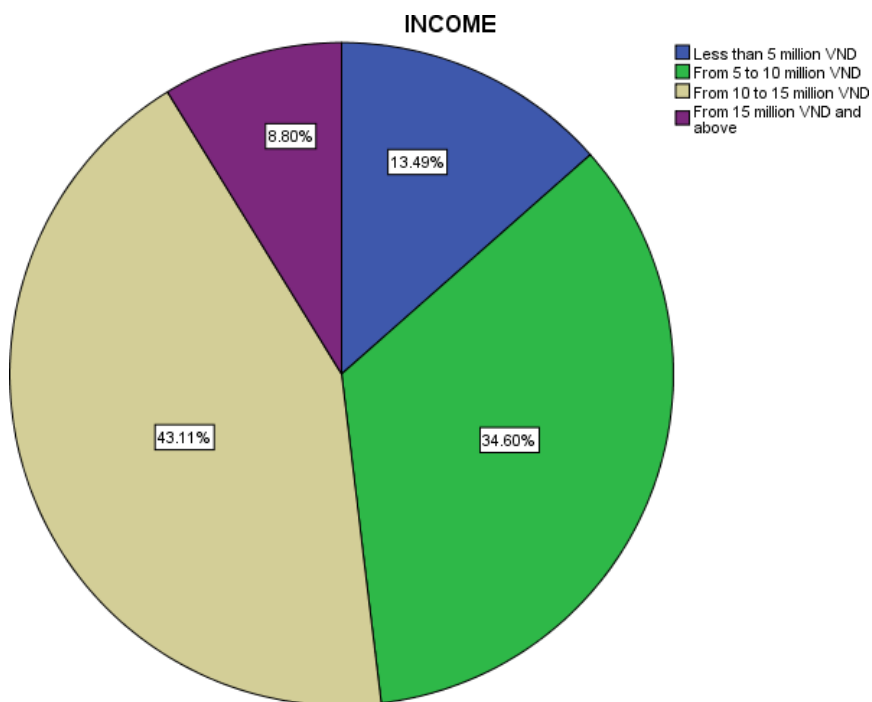
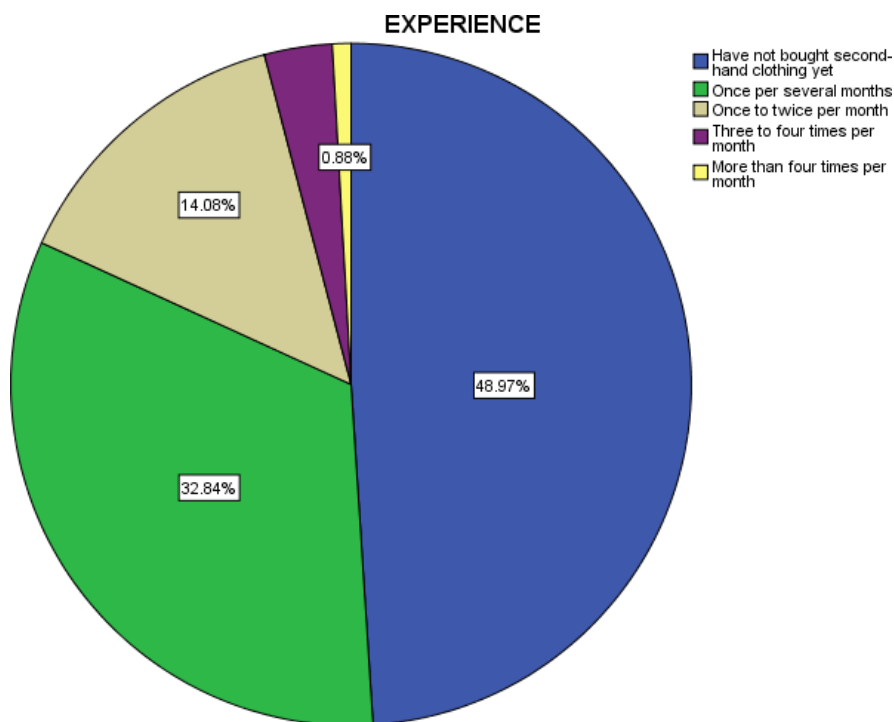


Chart 4: Frequency to buy second-hand clothing



4.2. Assessment of the measurements

In the research, the validity and reliability of the scales of variable measurement were examined before testing the hypothesis. To be more specific, the SPSS was applied to calculate the index of Cronbach's Alpha coefficients of all variables as presented in table 1. According to the result of SPSS shown in table 2 below, the Cronbach's coefficients of seven variables were over 0.6 which means the reliability of these constructs was acceptable.

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Table 2: Reliability test

Variables	Number of items	Cronbach's Alpha coefficients
Attitude towards second-hand clothing purchase (related to the environment) (ATE)	3	0.650
Attitude towards the second-hand purchase (related to the individual) (ATI)	3	0.810
Subjective norms (SN)	5	0.904
Perceived behavioral control over second-hand clothing purchase (PBC)	3	0.709
Personal norms regarding second-hand clothing purchase (PN)	3	0.647
Psychological consequences (PC)	6	0.818
Purchase intention to buy (PITB)	3	0.705

In addition, the validity of 26 variable items used in the measurement scale of the variable for the research model was examined by analyzing exploratory factors in SPSS, which mainly depend on the extraction method and are assisted by a varimax rotation. Though table 3 represented the result of EFA (exploratory factor analysis), it can be seen clearly that the KMO indicator was much more than the inception of 0.5 recommended by Garson (2003). Whereas, the result of the p-value was significantly less than 0.05 according to Barlett's Test. As a result, the EFA's condition is fulfilled. Moreover, the value of 26 items of seven variables is presented in Table 4 showing that they were more than the cut-off value of 0.5, therefore, the condition of these items was acceptable. Combining the mentioned idea with the validity of the seven variables measured above, it can be seen that the measurement's validity for these variables has verified that offered by Anderson & Gerbing (1988).

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.835
Bartlett's Test of Sphericity Approx. Chi-Square	3434.137
df	325
Sig.	<0.001

Table 4: Rotated component matrix

Items	Component						
	1	2	3	4	5	6	7
SN5	0.872						
SN4	0.862						
SN1	0.792						
SN2	0.777						
SN3	0.772						
PC5		0.742					
PC2		0.734					
PC6		0.729					
PC3		0.672					
PC4		0.647					
PC1		0.614					
ATI3			0.831				
ATI1			0.825				
ATI2			0.803				
INT2				0.827			

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INT3				0.79			
INT1				0.686			
PBC2					0.838		
PBC1					0.727		
PBC3					0.693		
PN2						0.714	
PN3						0.714	
PN1						0.688	
ATE2							0.809
ATE3							0.691
ATE1							0.608

According to the reliability and EFA results, all measurement items of seven variables as shown in table 4 were retained to conduct further descriptive and statistical analysis.

4.3. Hypothesis testing for the whole sample

Based on the research hypotheses, the following linear regression model was tested using SPSS:

$$Pli = \beta_0 + \beta_1ATE_i + \beta_2ATI_i + \beta_3SN_i + \beta_4PBC_i + \beta_5PC_i + \beta_6PN_i + \epsilon_i$$

Where Pli = Purchased intention of SHB; ATE = attitudes toward second-hand clothing purchase (related to the environment); ATI = attitude towards the second-hand purchase (related to the individual); SN = subjective norms; PBC = Perceived behavioral control; PC = Psychological consequences; and PN = personal norms; β_i = regression coefficient (parameter) i ($i = 1$ to 6); and ϵ_i = the error term.

The VIF indicator (i.e., Variance Inflation Factor, which analyses how much the variance of an estimated regression coefficient expands if predictors are associated) for each dependent variable is less than the suggested cut-off value of 5 for the entire sample, as indicated in Table 4. As a consequence, multicollinearity among independent variables does not affect the regression findings. The statistical results of the following tables indicate that among six dimensions of relationship second-hand clothes purchasing behavior, in which there were four variables have a relationship with the second-hand cloth purchasing behavior of customers involve attitude to the environment (ATE), attitude to the individual (ATI); subjective norms (SN) and psychological consequences (PC) that will be specified in detail as follow.

In terms of table 5, the regression result presented for the statistical index of the whole samples, while the VIF indicator of the total samples was significantly less than 5 which is the cut-off value, therefore, there is no Multicollinearity danger of these independent variables. Regarding the standardized coefficient of the whole variables, it can be seen clearly that there were just four variables involved: ATE, ATI, SN, and PC that can be accepted as the factor influencing second-hand clothes consumption behavior because these values significantly have 95% confidence interval.

From the data after applying statistical methods, it is shown that, according to the adopted hypotheses, not all the independent variables developed in the study have a positive relationship with dependent variables. The best evidence is illustrated based on the results, firstly, from two variables attitude toward second-hand buying which is related to both environmental issues and individuals have a positive influence on second-hand clothing consumption behavior, respectively ($\beta = 0.152$, $p < 0.05$), and ($\beta = 0.123$, $p < 0.05$). In addition, subjective norm variables with ($\beta = 0.176$, $p < 0.01$) and Psychological Consequences ($\beta = 0.155$, $p < 0.05$) also have a positive correlation with SHB. However, through our analysis, we also found only two variables, Perceived behavior control ($\beta = 0.058$, $p > 0.05$), as well as Personal Norms ($\beta < 0.001$, $p > 0.05$), hurt the behavioral intention of SHB.

Table 5: Regression analysis results (applied for the whole sample)

Variables	Standardized coefficients	t-value	Sig. (p_value)	VIF	Hypothesis testing
	β				
(Constant)		2.387	0.018		
ATE	0.152*	2.602	0.01	1.294	Accept H1
ATI	0.123*	2.184	0.03	1.196	Accept H2

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SN	0.176*	3.034	0.003	1.273	Accept H3
PBC	0.058	1.005	0.316	1.248	Reject H4
PC	0.155*	2.548	0.011	1.399	Accept H5
PN	<0.001	0.008	0.994	1.35	Reject H6

Dependent Variable: Customers' second-hand clothes consumption behavior

**Significant at 95% confidence interval*

From the regression outcomes demonstrated in table 6 of Gender, the VIF indicator for each dependent variable is smaller than 5, in detail, they are significantly smaller than 2, which is the cut-off value, thus, the VIF of the independent variables has the least risk to cause the Multicollinearity.

Statistics indicate that male consumers are influenced by two variables ATE and PC when buying second-hand clothes in which there was more impact of the psychological consequence (PC) on the behavior of male customers which accounted for 95% of the confidence interval. That means men often choose and shop based on concerns, perceived benefits related to the environment, being dominated by emotions, and not being affected by what others say about their behavior. In contrast, female consumers are influenced by many factors, besides two factors similar to men, ATE, and PC, women are also affected by variables including ATI, SN, and PBC. It can be seen that female consumers buy second-hand clothes for more reasons than men, there are the SN, ATI, and PCB factors, which are associated with society's comments on them, their attitude, and their beliefs when buying second-hand apparel.

Table 6: Regression analysis results (applied for gender groups)

Variables	Male		Female	
	Standardized coefficients	VIF	Standardized coefficients	VIF
ATE	0.261*	1.439	0.131**	1.29
ATI	0.137	1.361	0.117*	1.191
SN	0.14	1.297	0.159**	1.288
PBC	-0.184	1.326	0.113*	1.243
PC	0.329**	1.603	0.127*	1.396
PN	0.038	1.471	0.017	1.333

Dependent Variable: Customer's second-hand clothes consumption behavior

**Significant at 90% confidence interval*

***significant at 95% confidence interval*

Regression results shown in table 7 for two groups of age indicate that the VIF indicator (i.e., Variance Inflation Factor which assesses how much the variance of an estimated regression coefficient increases if predictors are correlated) for each dependent variable is smaller than the recommended cut-off value of 5. Therefore, multicollinearity among independent variables is not significant enough to affect the regression results for the two samples.

The results of statistics showed that the group from the ages of 18 to 35 is affected by the subjective norm (SN) and psychological consequence (PC) variables, which corresponds to the influence of relatives, friends, family, significant others, and then psychological influence, with a significant confidence interval of 95%. Besides, the age group of 36 and above is mainly affected by the attitude to environment (ATE) variable, which means they are also more aware of how the use of second-hand clothes can contribute to environmental protection benefits. In addition, they were also affected by the subjective norm (SN) variable, which was similar to the 18-35 age group, with the confidence interval at 95%. In addition, the variable of attitude to the individual (ATI) also influenced this group's decision to use second-hand clothing with a 90% confidence interval.

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Table 7: Regression analysis results (applied for age groups)

Variables	Aged from 18-35		Aged from 36 and above	
	Standardized coefficients	VIF	Standardized coefficients	VIF
ATE	0.122	1.352	0.202**	1.303
ATI	0.108	1.176	0.156*	1.366
SN	0.157**	1.229	0.225**	1.404
PBC	0.085	1.322	0.028	1.239
PC	0.225**	1.489	0.047	1.408
PN	-0.077	1.416	0.087	1.301

Dependent Variable: Customers' second-hand clothes consumption behavior

**Significant at 90% confidence interval*

***significant at 95% confidence interval*

From the regression outcomes demonstrated in table 8 of income groups, the VIF indicator for each dependent variable is smaller than 5, in detail, they are significantly smaller than 2, which is the cut-off value, thus, the VIF of the independent variables has the least risk to cause the Multicollinearity. On the other hand, table 8 also reflected the high rate of the confidence interval of the following independent variables: ATE, ATI, SN, and PC. There are two groups of people, firstly, those who have an income of less than VND 10 million, are the first group, and the other with an income of over VND 10 million, will be the second. In more detail, those from group two will tend to consider consuming second-hand clothes due to their attitudes towards environmental issues (ATE) which is significant at 90% of the confidence interval. In addition, with an accepted confidence interval level, both two groups are affected by the attitude of individuals (ATI), while there were 95% of the confidential interval of customers who had an income of more than 10 million. Besides that, the last factor that significantly affected the behavior of respondents in the first group was the psychological consequence (PC). Nevertheless, the final influence factor on the second group was the subjective norm (SN).

Table 8: Regression analysis results (applied for income groups)

Variables	Less than 10 million VND per month		From 10 million VND per month and above	
	Standardized coefficients	VIF	Standardized coefficients	VIF
ATE	0.106	1.207	0.187**	1.207
ATI	0.146*	1.25	0.197**	1.25
SN	0.209	1.222	0.149*	1.222
PBC	-0.001	1.233	0.089	1.233
PC	0.303**	1.288	0.008	1.288
PN	-0.137	1.302	0.148	1.302

Dependent Variable: Customers' second-hand clothes consumption behavior

**Significant at 90% confidence interval*

***significant at 95% confidence interval*

From the regression outcomes demonstrated in table 9 of the group that has not experienced or has purchased and used second-hand clothing, the VIF indicator for each dependent variable is smaller than 5. In detail, they are significantly smaller than 2, which is the cut-off value, thus, the VIF of the independent variables has the least risk to cause the Multicollinearity. Statistics presented in table 9 illustrate that the group with no experience in purchasing second-hand clothing was only influenced by the subjective

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norm (SN) which had a 95% of confidence interval. In contrast, the reasons for buying second-hand clothes of people who have experience in the area were extremely different from the last-mentioned group. In detail, they were strongly influenced by three variables namely attitude to the environment (ATE), attitude to the individual (ATI), and psychological consequence (PC), respectively, with a confidence interval of 95%.

Table 9: Regression analysis results (applied for experience groups)

Variables	Have not bought second-hand clothing before		Have bought second-hand clothing before	
	Standardized coefficients	VIF	Standardized coefficients	VIF
ATE	0.107	1.39	0.17**	1.27
ATI	0.087	1.219	0.173**	1.181
SN	0.258**	1.388	0.097	1.229
PBC	0.053	1.298	0.021	1.239
PC	0.071	1.486	0.238**	1.362
PN	0.078	1.405	-0.097	1.342

Dependent Variable: Customers' second-hand clothes consumption behavior

**Significant at 95% confidence interval*

4.4. Discussion

According to the quantitative data collected from 341 usable responses and the measurable scale of variables including 26 items, the results obtained after testing the data show that the use of the Theory of Planned Behavior model to research young people's second-hand consumption behavior is completely valid. Because it has been identified that there are the following four independent variables that primarily influence the consumption behavior of purchasing second-hand clothes likely: attitude to the environment (ATE), attitude to the individual (ATI), subjective norm (SN), and psychological consequences (PC). Which, two independent variables in the theory include subjective norms and attitudes that contribute to the consumption behavior of purchasing second-hand clothes among Vietnamese young customers. However, through the collected data and analyzing process, the behavior of the customer is also affected by the psychological consequences (PC) that are the added variable for the PBT. To be more specific, we have expanded and developed the limitations of TPB explained in Theoretical Background with more potential strengths. As evidence, the limitation of the influence of unconscious behavior (Sheeran, Gollwitzer & Bargh, 2013) and the importance of emotional factors affecting the behavior (Conner, Gaston, Sheeran, & Germain, 2013) are the angle that TPB has not presented and constructed in the theoretical framework. Therefore, to have a more comprehensive view of the factors affecting second-hand clothing consumption behavior, our research has further exploited it by developing a new important factor in terms of emotions, mental or human feelings, which is psychological consequences (PC). In detail, the PC has a 95% confidence interval for the whole sample in the result. Besides that, PC has an essential impact on all of the categories like age, gender income, and experience of using second-hand clothes. For example, the respondents have answered that they have the feeling of uniqueness when they use second-hand clothes; pleasure with their financial decision when they buy the clothes, or feeling happy when they can protect the environment when wearing the clothes. Some respondents have a prejudice against second-hand clothes, they said that wearing the clothes makes them unsatisfied with the unclean and bad quality or feel poor. Accordingly, the psychological consequences play an important role in the behaviour of the customer in buying second-hand clothes.

Through the process of data analysis shown above, although we can find out the potential impacts on the dependent variable, there are two rejected negative factors which will be analyzed below due to their negative effect on the dependent variables. Moreover, there were differences in the impact of four independent variables on each category: age, gender, income, and purchasing second-hand clothes experiences.

As mentioned earlier, in this study, the results show that there are only two independent variables, Perceived behavior control and Personal norms that negatively influenced the behavioral intention of SHB. This result is in sharp contrast to an earlier study

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by Borusiak et al., (2020) which found that new social norms cause an unhealthy relationship for SHB. According to Cialdini (2007), the Subjective Norm variable refers to the social pressure exerted on consumers to make them consider whether the behavior of buying second-hand goods in general or second-hand clothes, in particular, is appropriate. The results we got in the study strongly emphasize that there is a negative relationship between Perceived behavior control and buying intention because Perceived Behavioral Control can be understood as an individual's belief in performing a particular expected behavior. Perceived Behavioral Control is the faith to accomplish or not to accomplish something. These beliefs not only can arrive from the past but they can even be derived from other individuals' views. The construction of Perceived Behavioral Control must be based on the benefits of perceptions with factors that sustain or interfere with the individual's intended behavior (Armitage & Conner, 2001). Thus, a large number of people participating in the survey found that they reacted quite negatively to their ability to control their behavior when they purchase second-hand clothing consumption. The main reason for this result is that consumers have no control over their behavior and this affects their preferences or habits of second-hand clothing. Our results have also been tested and proven by another study by Vinzi et al., (2011) on the variable that perceived behavior control negatively affects purchase intention, with only small differences between online purchases and second-hand clothes.

Besides the variable PBC and the Personal norm (PN) also negatively affects the consumption behavior of second-hand clothes of the participants in the survey. In previous studies, such as Borusiak, (2020), Personal norms have a positive influence on consumer behavior, which had a different result compared to ours. This difference may come from a few main reasons such as different research subjects, if in the previous study, they focused on exploiting 333 participants in Poland, in our article, we only study consumers from Vietnam. Vietnam is a developing country with low income, so most people are only interested in the practical benefits of products and clothes with reasonable prices and good quality to use instead of setting its principles in choosing clothes, such as one's morals when consuming. For example, the H&M brand was once condemned in Vietnam for referring to the issue of sovereignty over seas and islands, but after only a short time, with the right strategy of suitable prices and high-quality clothing products, Vietnamese consumers continue to support and consume this brand's clothes even though there has never been an apology published by the H&M brand to Vietnamese customers.

In terms of the genders, ATE and PC are the same factors that affect both male and female customers buying second-hand clothes. However, the particular behavior of female customers also is influenced by three more factors including ATI, SN, and PBC. By observing the behavior of females, it can be seen that females almost could be affected by the judgment of other people around them which is significantly higher than males so Social Norm is the impact an important factor in the purchasing clothes behavior of customers. For the PBC, the girl virtually has more tendency of using social media such as Facebook, Instagram, e-commerce exchange likely Shoppe, Lazada, and Amazon, and surfing the Internet than boys, therefore, they can easier approach the information of second-hand good in common and second-hand clothes individual that led to the higher frequency of buying second-hand clothes in female. Besides that, girls often tend to do many things at the same time, so even when shopping, or buying an item, they will consider whether the item satisfies their set goals. For example, buying second-hand goods can help them save money, relieve stress when looking for unique items, and keep up with fashion trends at the same time.

In terms of the subject of age, people from the ages of 18 to 35 were affected by the subjective norm (SN) and psychological consequence (PC); while the age group of 36 and above had more reason for their consuming second-hand behavior namely affected by the attitude to the environment (ATE); attitude to the individual (ATI); and subjective norm (SN). Accordingly, the subjective norm is the common factor influencing second-hand apparel for both two types of age groups. The main reason that the 18-35 age group, which can be considered as GenZ and Millennials, are influenced by SN and PC is that they are a generation of young people who like to show off and assert themselves through social networks, so they are especially interested in what other people think of them, about their fashion style, and they are influenced to a certain extent by the shopping behavior of famous people.

The group with an income of less than 10 million, they are influenced by psychological control (PC), according to Pesce, (2021), there is a survey collected by American and Singaporean researchers that has been conducted with 1.6 million people in 162 nations worldwide with diverse sources of income they earn. The results show that individuals with higher incomes will often feel more positive emotions, for example, confidence, pride, and determination. On the other hand, people with lower incomes tend to have rather negative psychology including shame, fear, or sadness. Thus, for each different psychology, there will be a different impact on consumer needs, and their shopping behavior, but this is not complete proof, just a suggestion of previous research that there is a correlation and connection between income and emotions or shopping psychology. Applying this in our research, it can be seen that a group of people with an income below 10 million, lower than the group with an income over 10 million, are influenced by psychological factors for shopping for second-hand clothing. But perhaps the group with an income of less than 10 million will be divided into two cases affected by psychological factors, one is that they feel proud to use second-hand clothes

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because it makes them feel creative, especially make them happy to use because second-hand clothes help them save more money when buying, or make them satisfy to consume as they have contributed to protecting the environment. But the second case is more negative because they are afraid that second-hand clothes are not cleaned properly or they are embarrassed because they feel that they are cheap and poor when using second-hand garments.

In contrast, the group with a higher income than 10 million was affected by the attitudes towards the environment (ATE), and attitudes of individuals (ATI). Potentially, higher-income individuals are concerned about the pursuit of global environmental sustainability and want to cherish the sustainability when they are affected by ATE rather than the first group with lower income (Kim, M., 2021; Chan, T.Y., 2012). Therefore, the group that has higher income tends to buy more second-hand clothes to contribute to their behavior toward protecting the environment. As mentioned earlier, the high-income group often has quite positive psychology, so it makes sense that they are affected by ATI because they feel confident when wearing second-hand clothes. And their confidence is not entirely just in the external glamour for themselves, but also in a sense of pride and confidence when they contribute what they can to do the best to beautify the community as well as the environment. For example, a group with an income of less than 10 million can only think of themselves or their psychology first, while the group with a higher income can not only think for themselves, but they can also do great things such as contribute to the environment, to society. With high-income groups, they tend to care about the core values. Their values can bring changes to society instead of focusing on their appearance. Instead of buying expensive new clothes, which indirectly affect environmental pollution, they choose to use environmentally-friendly garments or second-hand clothes, which increases their value, dedicated to the protection of the environment as well as being able to meet their own fashion needs. Moreover, when people with incomes of 10 million or more are affected by ATI, they switch to buying second-hand clothes as a solution that is both economical to themselves and beneficial to the environment, but this can make narrow the scope of buying and using cheap clothes of lower-income groups when they have to compete with people who can afford to buy second-hand clothes (Nair, 2019).

Regarding the group about the experience of purchasing second-hand clothes, it can be seen that respondents without experience in purchasing second-hand clothing were only influenced by the subjective norm (SN). To be more specific, their decision of buying second-hand clothes is mainly impacted by the people around them such as their friends, family members, as well as their co-worker, and so on. It means that these respondents are highly concerned about what people think about them. From the negative perspective of social prejudice, people without any experience in buying second-hand clothes will be more afraid and avoid consuming the kind of products. Therefore, when they can overcome this barrier, they will certainly have the potential to become loyal consumers of second-hand clothing.

In terms of people who have experienced buying second-hand clothes, ATE, ATI, and PC are their main concerns of them. To be more specific, when buying second-hand appeals, these people primarily concentrate on the environmental contribution, the individual objective, and receiving feelings from second-hand clothes. It can be that the applicability and function of second-hand products keep an essential position for the customer to decide between buying second-hand clothes.

According to the result, it can be seen that the theory of planned behavior is still valid when applied to research about the second-hand clothes consumption behavior of customers. To be more specific, two variables in the theory include subjective norms and attitudes that contribute to the consumption behavior of purchasing second-hand clothes among Vietnamese young customers. However, through the collected data and analyzing process, the behavior of the customer is also affected by the psychological consequences (PC) that are the added variable for the PBT. In detail, the PC has a 95% confidence interval for the whole sample in the result. Besides that, PC has an essential impact on all of the categories like age, gender income, and experience of using second-hand clothes. For example, the respondents have answered that they have the feeling of uniqueness when they use second-hand clothes; pleasure with their financial decision when they buy the clothes, or feeling happy when they can protect the environment when wearing the clothes. Some respondents have a prejudice against second-hand clothes, they said that wearing the clothes makes them unsatisfied with the unclean and bad quality or feel poor. Accordingly, the psychological consequences play an important role in the behavior of the customer in buying second-hand clothes.

4.5. Research Implication

For the characteristics of gender, to encourage two kinds of customers to purchase second-hand clothes, we need to create more marketing strategies related to the environmental benefit of consuming second-hand clothes. Frequently creating the media campaign to motivate the environmental concern of customers to see how second-hand clothes save the world from disasters or minimize the possibility of global warming by giving second life to clothes to reduce the waste in the fashion industry as well as impact positively the landfill issues in Viet Nam individually and around the world in common. Moreover, inspiring positive thinking as well as the belief in using second-hand clothes that help female customers be more interested in purchasing the kind of

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products. Despite having a negative perspective on second-hand clothes, customers will be more aware of the benefits as well as the high implementation of the product for their life which has more advantages than its disadvantages. Providing the essential information for selling the products such as convenience allocation, affordable prices, or the social contribution from using second-hand clothes likely the humaneness of the product through charity activities and so on. Generally, it is an effective solution to motivate the green consumption of clothing behavior for every kind of business in the fashion industry.

Moreover, as both genders are affected by psychological consequences (PC), it would be extremely practical to create a promotion campaign to change the perception of these customers' misconceptions about second-hand clothes. For instance, making consumers aware that not all second-hand clothes cause dermatological diseases, such as scabies, and ringworm. Moreover, to make the behavior of second-hand cloth more popular, the influence of famous fashionistas will be a useful solution to bring the product closer to more customers. For example, organizing reality TV shows or YouTube content about fashion and style related to using old clothes such as making new clothes from used clothes with celebrities like Quynh Anh Shyn, Ms. Trendy Khanh Linh, Chau Bui will quickly create a positive effect on young people in particular and fashion consumers in general.

Regarding the age feature, to encourage this group of 36 and above to buy more second-hand clothing products, it is necessary to help them overcome social prejudices or ignore others' comments about their clothes. Thus, to promote their demand for second-hand consumption, for example, young people are now very fond of using second-hand goods, so maybe they will also be an indirect connection to help parents, siblings, and relatives over the age of 36 will help motivate those around to be more open-minded in thinking about using second-hand clothes. In addition, according to a survey from Vestiaries Collective, a multinational electronic forum for second-hand fashion, Louis Vuitton, See by Chloé and Off White are currently the leading brands in the regional second-hand market in Asia, the increase in young people's tendency to buy second-hand branded clothes is also proportional to the percentage that their parents or relatives, the group of age from 36 and above, will be influenced and will also gradually be convinced by the use of second-hand apparel. To encourage the group of people aged 36 and over, it is also necessary to have appropriate policies to help attract more young consumers to buy second-hand clothes. More specifically, Gen Z with millennials increasingly prefer to shop online on e-commerce platforms, thus, stores or shops specializing in the sale of second-hand goods can apply the O2O (Online to Offline) model. Offline is a retail thrift store to display unique and attractive products, in addition, thrift shops can develop online selling on popular e-commerce sites such as Shopee, Lazada, etc because it helps access a large number of potential customers in the younger age that is familiar to online shopping. This can both promote thrift shops with a focus on resale and sustainability and can follow shopping trends and the needs of customer groups that focus on sustainability day by day. Ultimately, when second-hand clothing shops develop this business model, then it is likely that the number of customers in the GenZ or millennial will play a huge part in pioneering the sustainability of second-hand fashion because up to 70% of consumers in these two generations are affirming sustainability in fashion is important when they make a purchase. In addition, the larger thrift stores that own popular brands can invest in inviting social media influencers to advertise on TikTok or Instagram, which are two social networking sites used by many young people, to promote their second-hand products to attract customers of GenZ and Millennials because they are also influenced by Subjective norms variable, so they will be more inspired to buy second-hand clothes when they see celebrities buying and using second-hand clothes. For example, in 2020, a storm came from Marie Kondo when this girl actively influenced the worldwide media about the trend of minimalist consumption, which is a trend where people throw out large amounts of clothes, unused second-hand clothes for resale or recycling, which helps to reduce the number of old clothes that are wasted into the environment and at the same time, prevent the harmful side of clothes from causing environmental pollution. In Vietnam, influential stars have also held events to sell their used clothes, including Ho Ngoc Ha singer, or famous influencers like Julia Doan, and Chloe Nguyen also often consign items at pop up events around the city, selling from clothes, and shoes to unused cosmetics help promote the resale behavior of today's younger generations.

Furthermore, since both of these age groups are affected by the Subjective norms variable, the important people around them, such as family or friends, also partly influence their decision to buy clothes. One of the ways that can promote the demand for second-hand clothing of these two groups is based on the fact that children's clothes are increasing in price while parents have to buy a new one more often due to the children growing up very quickly, causing many parents a headache because of this not-so-small expense. Therefore, taking advantage of larger clothes of acquaintances or siblings in the house for their children is a long-term beneficial solution, saving parents' time choosing to buy new clothes. In addition, the exchange and reuse of relatives' items also help to increase the emotional connection between children and relatives and friends for clothes. The giver will feel that they have done a useful job, supported their relatives and friends, and also helped to reduce the feeling of regret and anxiety if they throw away clothes. This action is a good way to educate children from a young age to save a life, avoid waste, and consciously protect the living environment through specific actions.

In terms of income characteristics, the first group who has an income lower than 10 million VND, often buys clothes based on their

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preferences for unique items, and their motive is also to find rare, hard-to-find outfits that only have one. But it may also be because of another negative aspect of the psychological factor: the unhygienic or reduced value and their self-esteem when wearing this type of clothing also make them hesitate to purchase. However, second-hand fashion is becoming more popular, which means that second-hand clothes require strict inspection and sanitization. They have to go through a lot of processes from product selection to correcting errors and then washing, drying, and ironing, making sure to clean it carefully before bringing them to thrift stores. In addition, to be able to safely choose and buy good quality second-hand clothing, the following few tips can guide people in choosing hygiene second-hand clothes, and how to wash these clothes to reduce the risk of skin diseases. After buying second-hand clothes, customers should clean them by simple methods such as soaking in soap or soaking in vinegar and baking soda, then washing them in hot washing mode and letting them dry in the sun before wearing. The dissemination of knowledge to assist people to avoid buying and using second-hand clothes with poor hygiene will be partly improved, from which, the group of people with incomes under 10 million will no longer have psychological fears to buy second-hand anymore.

Hence, they can have absolute peace of mind when buying and using second-hand clothes. Besides, in terms of the price factor, second-hand clothes are not only cheap and affordable for the group who have an income of less than 10 million, but in addition, another special thing about second-hand clothes is the uniqueness in style and design, which also meets the unique preferences of the group with an income of less than 10 million. Some pricing strategies can be applied by thrift shops, for instance, stores and second-hand clothing shops can plan to develop and promote monthly gratitude programs, apply same-price sales on major holidays, or sale-off 30% to 50% on January 1, February 2, until December 12, also flash sale to 25% off on the first of June, July, or December. This can attract many customers in the group of people with incomes under 10 million to not only buy fashionable second-hand clothes but also still save money.

Besides that, the second group who earn more than 10 million can still be motivated to purchase and use second-hand clothes by the following Marketing strategies. Since they are affected by the ATE as well as ATI, maybe the billboards outside the thrift shops selling second-hand clothes should be invested more in designing constructive slogans that inspire environmental protection, spreading the awareness of preserving the environment. It is also a way to promote the use of beautiful second-hand clothes, as well as contribute to reducing waste from fast fashion. Some of the slogans that can raise the spirit of buying second-hand clothes for groups with an income of over 10 million can be quite interesting such as: *"A Bag Full of Second Chances"* or, *"Big savings with thrift shopping"*; *"Spread the Earth"*; *"Clever and Unwasteful"*. These are some very inspiring quotes and slogans that can be displayed on the billboards, signboards, posters, or banners and that can attract not only the group of higher income than 10 million to buy but also more customers will find it is meant when they contribute to the protection of the environment by consuming more second-hand garments.

Last but not least, the experience of using second-hand clothes is also an essential feature contributing to the consumption behavior of customers. To be more specific, for people without any experience in this aspect, who are mainly concerned with society's prejudices which are known as the Subjective norm. Whenever overcoming the barriers, the customer will easily accept the item. To encourage this kind of customer, it is vitally essential to create the work of communication and spread positive thoughts about second-hand clothes to make society more and more positive, happy to accept green fashion products, and have a habit of consuming these products. In addition, visual merchandising will be an effective marketing strategy to change the purchasing of second-hand clothes of these customers. When first coming to the shops with an eye-catching and neat layout, new customers who have never bought second-hand clothes can choose between checking in at the store to get a 5% discount when buying clothes at thrift shops or sharing the website of the thrift store for their friends to get 10% off when buying second-hand clothes. This strategy is like an arrow that hits two goals, both helping new customers have the experience of buying a lot of cheap clothes in the store space with beautiful design and decoration, and at the same time helping to attract more new potential customers.

For people who have purchased the second-hand apparel, with the mentioned influence factor of the customer, to encourage people in the category to purchase more second-hand clothes, businesses should provide more service to increase the stratification and comfort of customers when buying these clothes such as: sending customer appreciation gifts such as discount vouchers for next purchase for loyal customers on their birthday or special day of business. In addition, businesses can provide a sale policy that deducts a certain percentage of sales revenue to plant trees or donate to charities for community development. By the way, customers will feel happy because they can buy their clothes as well as indirectly protect the environment and improve society.

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5. CONCLUSION

5.1. Research contribution

This study has several important contributions to the academic literature on general consumer behavior and second-hand apparel marketing. Firstly, the behavior of buying second-hand clothes has been widely explained as reasoned action, planned behavior, and lifestyle choice according to various theories such as the theory of reasoned action/reasonable planned behavior.

Besides that, the report also points out the main factors affecting the second-hand consumption behavior of each customer in general as well as their characteristics in particular: the age, gender, income level, and experience in purchasing second-hand clothes. That is an advantage of the report because many businesses in the fashion industry understand the purchasing behavior of customers to provide products affordable as well as minimize the limitations of second-hand clothes with the demand of customers. The research will be particularly useful for companies that want to develop Vietnamese market share.

With the depth analysis of collected findings on second-hand cloth consumption, the thesis provides significant information to encourage the second-hand cloth consumption of people which is still limited these days. That is useful information for many organizations with a friendly environment objective to motivate, maintain and increase the frequency of good behavior of consumers. As a result, the environmental issue will be partly solved and improved positively from time to time.

5.2. Limitations and recommendations for future research

In this study, there are still some limitations that need to be overcome in future research. The first limitation that can be mentioned in the data collection with only the survey collected method, which is the method of quantitative data collection on consumption behavior in which survey respondents can self-identify and give answers based on their feelings and behaviors towards buying second-hand clothes. Therefore, it will be better if other researchers apply both qualitative data and quantitative data to get more unique thinking of customers in purchasing second-hand clothing for future research.

Secondly, the thesis only focuses on the green consumption behavior of customers for clothing so it will be a limitation for other businesses in other industries to use for classification of the customer's behavior for other second-hand products such as electric products, cars, motorcycles and so on that are all the necessary things for human life. That being the case, in the following time, it would be more research about the consumption behavior of customers in diverse kinds of products of other industries that a good way to motivate the tendency of green purchasing behavior.

Thirdly, the total number of responses came from 80.65% female and only a meager 17.89% male, of which 1.47% represent users of the LGBT community, this reflects a unique gender structure. But it is not entirely an unbalanced ratio, as in previous research reports, it was also found that the percentage of women who tend to participate in the purchase and use of second-hand clothes is higher than men (Lane, R., et al., 2009). Another major limitation is that the majority of the population participating in the survey are living in the Hanoi capital, hence, the collected results may not be representative of the consumption behavior of all the population in Vietnam or people living in provinces other than Hanoi. Not only that, the report does not analyze much about shopping for second-hand clothes at e-commerce sites, also known as online second-hand clothing shopping, which is not included in this study, and only focuses on retail second-hand clothing stores. To sum up, the information above is the suggestion for researching second-hand clothing behavior of individuals and general second-hand product purchasing behavior of customers which will be more applicable in the future.

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