

To What Extent Has the Integration of Thrift Fashion into Gen Z Culture Influenced Attitudes Toward Sustainable Fashion Consumption in India?

Pritika Saraf

I. Introduction

The fast pace of fashion production and consumption has shifted clothing from a relatively long-lasting product to an increasingly disposable consumer good. The shorter trend cycles, collections and cheap garments shape consumer behaviour to buy more often and to hold their items for shorter durations. The environmental impact therefore reaches beyond the garment production and includes the range and length of the consumption. However, the environmental sustainability of second-hand fashion is not given-for-free based solely on the fact that the garment previously belonged to someone else. Its impact depends to some extent on whether the second-hand item replaces a new one or whether it is added to the consumers' set of items.

The tension arises in the potential of thrift fashion to be a meaningful practice of circular consumption. If secondhand purchases displace the purchase of newly produced fashions, increase the amount of time a garment is worn, or help lower demand for more fast-paced fashion, then that transposition of supply is a significant contribution to the ecology of consumption. But if consumers purchase secondhand clothing as much as they do the new, there is no overall reduction in the amount of fashion consumed. In that case, under those circumstances, one can say that there is an additive process where, not displacing but adding to, another way to consume excess fashion exists, still fast-paced and consumptive.

India is a particularly pertinent example for examining the above tension. Where a communal system of second hand clothing, reuse and resale has existed for many decades, the position of second hand fashion in terms of culture and digital presence is a more recent phenomenon among youth. Driven by social media, e-commerce, and changing perceptions on sustainability, thrifted clothing is finding new spaces as part of fashion, with second-hand garments being made visible through styling, individualism and collectivism, and other measures of affordability and 'uniqueness', in fashion rather than through economics alone (Oscario, 2023). For Gen Z, Thrifting can maintain affordability and experimentation, as well as environmental consciousness. The importance of this cultural assimilation is due to the fact that cultural acceptance, attitudinal, and behavioral change are not interchangeable. Thrifting can first attain cultural legitimacy and become fashionable, subsequently affecting attitudes on second-hand and sustainable fashion. Only from this point will the attitude impact the consumer's purchasing behavior. The consumer can have a positive attitude towards thrift fashion and, like today, still buy a comparable amount of new clothes. Or, the repeated transaction with reuse can produce the length of garment lifetime and the circular consumption to be culturally desirable, thus influencing consumption beyond one second-hand transaction.

There is, however, an under-researched aspect of the existing evidence. Different elements of this research have looked at the environmental impacts of fast fashion, the potential circular economy qualities of reuse and resale, the motivations behind second hand fashion consumption, attitudes towards sustainable fashion among Gen Z consumers, and social media's influence on fashion behaviour. These aspects are more often explored as interconnected issues rather than as a cultural phenomenon. For this reason, there is relatively less research on how the cultural normalisation of thrift fashion might shape attitudes towards sustainable fashion consumption in general and among Gen Z consumers in particular in India.

This research study aims to fill the gap identified above by exploring the cultural element of thrifting as an enabler of more socially accepted sustainable consumption, cognisant that attitudinal change is not the same as behaviour change. Using secondary qualitative research including an integrative literature review and thematic synthesis, and concepts such as the Theory of Planned Behaviour and Circular Fashion Framework, the thesis attempts to explore the influence of cultural normalisation and actual attitude-behaviour change towards more sustainable consumption.

This research begins with the assumption that thrift culture is more likely to influence sustainable fashion's cultural legitimisation and perceptions than its evidenced behavioural change. Its sustainability potential hinges on whether ultimately cultural legitimacy brings about substitution of additional purchase, reduction in purchasing and extended lifespan. To analyse the implications of these products, a distinction is made between

cultural normalisation, attitudinal impact and behavioural effect, so that the sustainability importance of thrift culture can be assessed without the presumption that more second hand consumption implies a move to sustainable fashion consumption.

II. The Transformation of Fashion Consumption

The sheer scale of Fast Fashion, however, with its combination of low prices, fast-moving trend cycles and constant availability, has accelerated consumption. The intervals between production, purchase and disposal have been further condensed, making apparel even more accessible whilst

simultaneously normalising higher levels of purchasing. Beyond the material effects of individual clothes items lies the impact of the volume of and speed at which we buy. Past studies highlight how overconsumption and short garment utilisation are a major problem for a sustainable fashion industry and supports more consumption models based around keeping the garments we currently have in use.

Under this model, second-hand fashion has functioned as a potential alternative to the linear model of production and disposal. While reuse and resale may prolong the lifespan of garments and, if a secondhand garment replaces a comparable new purchase, could lead to a reduction in demand for new production, it cannot be assumed that second-hand consumption has an environmental benefit by simply partaking in the thrift economy. The degree to which it contributes to lowering demand depends on whether it has changed the consumer's overarching purchase habits. If you buy a thrifted clothing item instead of a new clothing item, this could arguably be a means to substitution of linear consumption. However, if your purchase of an item from the secondhand market is happening in addition to high levels of consumption of new fashion, it may merely be perpetuating use rather than reducing demand. Thus the importance of second-hand fashion goes beyond its contribution to the economy and the environment, and resides in its impact on the ongoing culture of clothing. In the Indian context, pre-owned garments had been associated with social stigma and even necessity (in specific contexts) in previous times, while modern digital Thrift stores promote used clothing as fashionable, unique and affordable (Debnath, 2023). Indian studies focus on affordability, wear and tear and appeal, and social and cultural attitudes as important factors for adoption, while emerging research on Indian youth finds environmental concern and mindful consumption to be associated with more positive attitudes towards second-hand apparel (Greeshma et al., 2026). International research indicates that Generation Z is highly interested in second-hand fashion, although their reasons for doing so go beyond concern for the environment to include social influence and acceptance, desirability, and convenience. The digitisation of the fashion industry is, however, expediting this transition by making second-hand fashion more conspicuous and socially acceptable. Therefore, thrift shopping might not just be a purchasing activity, but also a form of fashion participation through which consumers make sense of their identity, find a sense of exclusivity and interact with other consumers online. This creates a paradox where the same social-media environment that makes second-hand fashion socially attractive can also maintain the refreshing novelty, frequency and instant gratification associated with fast fashion. Evidence around Generation Z thus points to a more complex, nuanced relationship between sustainability attitudes and purchasing behaviour where young consumers might have a greater concern for environmental issues and a higher intention to buy second-hand clothes, but considerations like pricing, accessibility, convenience and ingrained buying patterns still influence their online purchasing practices (Halibas et al., 2025).

The research therefore seems to imply that the change that the phenomenon of thrift fashion indicates is more of a cultural shift than a behavioral one. Acceptance of second-hand clothing can alter what consumers believe is fashionable, acceptable, and even sustainable, thus creating the circumstances for a more favorable attitude towards the concept of substitute consumption. But if acceptance is the only fact that is proven and not whether overall consumption has decreased, then the question remains whether Generation Z is actually embracing thrift fashion, and, more importantly, whether its assimilation into the current fashion culture is providing the circumstances for change in the attitude to sustainable consumption.

III. Gen Z And the Changing Meaning of Sustainable Fashion

It has been argued that this present generation is more likely to be interested in second-hand and sustainable clothing. However, when comparing the consumption habits of Gen Y and Gen Z, the former type was less likely to purchase second-hand clothing suggesting that the younger generation are more open to circular modes of consumption. This should not be interpreted as young consumers being absolutely committed to sustainable consumption however, as the literature shows that environmental concern plays a lesser role amongst other influences to consumption, including price, identity and to a lesser extent, fashionability, is still significant.

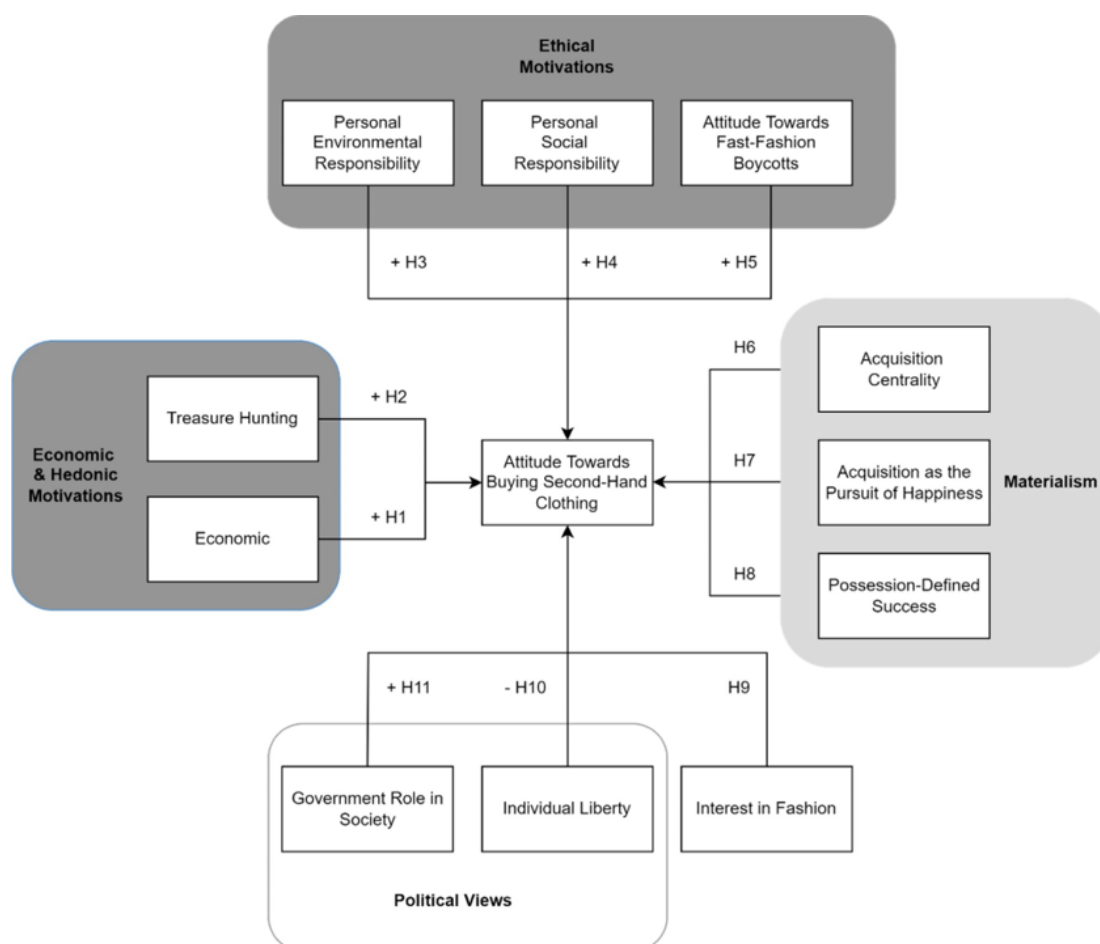


Figure 1: The Conceptual Model of SHC Attitude Determinants. Source: Halicki et al., 2024

This link becomes even more precise in the case of recent findings from India. In 2025, a study of Indian consumers showed that attitude towards second-hand apparel was most strongly affected by environmental concern, then mindful consumption (Sharma et al., 2025). The attitude, in turn, had the greatest impact on purchase intention, with subjective norms and perceived behavioral control following suit. These are important as they reveal that environmental attitudes to sustainability may lead to second-hand apparel consumption, but that this impact is mediated by social conditions and perceived accessibility or affordability to the apparel. A consumer may have a positive attitude to second-hand apparel, but need to be accepted by their peers, or have access to thrift stores, without which their positive attitude would not lead to purchase intention. The inclusion of the consumer culture in thrifting research therefore extends beyond the environment to the realm of social acceptability and practical capacity.

Social media is especially important in this process as it can affect both the exposure to and perceived credibility of sustainable fashion. In studies with young Indian consumers, awareness and attitude mediate the relationship between social media and sustainable-fashion purchase intention, which indicates that exposure may lead to altered perspectives on sustainable fashion (Upriy et al., 2025). In the second-hand market, social influence through friends, fashion influencers and online fashion images influences this process by increasing visibility and normalizing the act of thrift as socially recognized. Social influence has been found to be important in the second hand market, as consumers' individual influence stems largely from friends, online fashion images and fashion influencers and consumers are likely to associate second hand shopping with affordability, exploration and identity as much as with sustainability. This is significant because consumers may stumble upon the concepts of second hand as trendy or special before developing a sincere motivation for sustainability.

The link between fashion identity and sustainability therefore presents a key tension. On one hand, the integration of second-hand clothing into present-day fashion culture may threaten historic links between second-hand items and undesirability, allowing reuse to become normalized. On the other hand, digital fashion culture

can sustain the same product-oriented logic present in fast fashion, thereby, enabling thrifting to pose a challenge to the linear fashion model without necessarily challenging the consumerist culture which underpins this model. The act of shopping second-hand clothing for reasons of convenience, popularity or as a fashionable social gesture can allow circular consumption without any intention of sustainability, while buying second-hand clothing with the explicit aim of reducing the purchase of new items may allow sustainability but not necessarily circularity.

However, this becomes more apparent when we think about the attitude-intention-behaviour chain. Current Indian sustainability fashion literature has already found that in India many consumers hold negative attitudes towards and concerns about the environment while their purchasing behaviour is driven by factors such as price and accessibility (Singh & Somani, 2024). More recent Indian studies have also found that consumers' awareness about the environmental impact of fast fashion does not necessarily have a sustainable purchasing behaviour (Yashodhan Karulkar et al., 2025). It differentiates 'environmental awareness' from behaviour, which has particular relevance to Gen Z as their digital bombardment would surely increase their awareness but not abolish the structural and cultural barriers that enable consumption.

The findings thus point to the evolving meaning of sustainable fashion of Gen Z as a chain of process rather than causal relationships. Cultural exposure can affect social acceptance, social acceptance can lead to more favorable attitudes, attitudes can reinforce purchase intentions, however, intent does not always lead to behavioral substitution (Akdoğan et al., 2021). The recent findings on Gen Z's second-hand shopping behaviour further demonstrates that norms, aspirations, and environmental consciousness all have an impact on behavioral intentions, suggesting personal values and social influence are both important, but again it cannot prove that increasing interest in second-hand fashion inevitably will decrease the overall buying of new garments and/or crowd out fast fashion purchasing.

This poses the main challenge that if thrift fashion has indeed become part of Gen Z culture in India, then its effects should not simply be indicated by asking consumers about their acceptance of, and whether they buy second-hand clothing. Instead, it should be rather the extent to which this integration affects their overall view of sustainable consumption of fashion. The true shift of culture would be for consumers to move from acceptance of, and engagement with, thrift fashion as fashionable, inexpensive and unique to the acceptance of reuse, decreased reliance on new fashion and, ultimately, substitution of new for other new.

IV. Thrifting and the Circular Fashion Transition

The connection between the cultural roots of thrift fashion and sustainable consumption can be viewed more holistically when an examination of the theoretical underpinning of consumer consumption is used in tandem with the Circular Fashion Framework. The two perspectives overlap to show the scope of thrift fashion's influence across the consumption process. This includes the dimensions where consumer "appraisalment" of second-hand fashion and the social and practical contexts which construct the "behavioral intention" is likely or unlikely to translate into behavior that may diminish the demand for new apparel.

Within a broader decision-making context, the Theory of Planned Behaviour (TPB) (Ajzen, 1991) defines the relationship between buying intentions and three precursor factors - attitude, subjective norm and perceived behavioural control. This theory is key to consumer behaviour in regard to thrift when contextualising cultural normalization as its cyclical influences are observable in all three factors. Culture normalization in fashion thrifting thus has the capacity to enhance a consumer's attitude towards the purchase if they perceive second hand items as trendy or unique, or more positive if they are viewed as environmentally responsible. The impact of momentum can be further expected in subjective norms such as if consumption begins to be perceived as more socially standard, normal and therefore positive (Niemic et al., 2020). Perceived behavioural control acknowledges whether consumers perceive thrift to be a realistic and practical behavioural choice, with store accessibility, garment quality, size and affordability potential influences.

This distinction is important as the favourable attitude may not be indicative of an overall positive attitude towards sustainable fashion. A consumer's attitude towards second hand clothing may be shaped by low prices and/or uniqueness rather than environmental concern. Likewise, social approval for thrift may increase intention to thrift without necessarily decreasing intention to purchase newly manufactured clothes. TPB provides the means to investigate this process from cultural normalization to attitude, intention and behaviour while recognising that each may be affected by constraints.

A second, more rigorous foundation of the sustainability of this behavior can be found through the Circular Fashion Framework. Circular fashion aims to keep products and materials in use for as long as possible through strategies including resale, reuse, refurbishment, and reprocessing-reversing the linear flow of production, consumption, and waste that characterizes our typical fashion lifecycle (Abdelmeguid et al., 2024). Thrift fashion could play a part in extending a clothing item's life and keeping it in use for longer, and thus more circular. But a secondhand consumer transaction, in and of itself, cannot lead to a circular outcome for sustainability.

Thus, the delineation between substitution and addition becomes critical. If a purchase of a thrifted piece substitutes for a purchase of a new piece, we may perceive an environmental benefit from a decrease in new production, as well as an extension of the time a piece remains in a wardrobe. If the purchase of the secondhand piece does not displace a new piece, however, then the immediate impact of the secondhand purchase may be, in essence, to fill an expanding wardrobe. Though the secondhand item may remain in use for a longer period, the general amount of consumption, which is being replaced through the purchase of the secondhand item, will not necessarily change.

It also shows how cultural normalization results in positive attitudes, social acceptance & intention, thrift participation, substitution or addition and in turn, sustainability outcome. The last transition is the most crucial because the previous steps can happen without the latter. A consumer can wear an item of clothing that s/he believes to be fashionable, repeatedly purchase from the secondhand market and feel the need to buy new clothes at the same or higher level of consumption, while holding strong environmental beliefs. Alternatively, if thrift turns into a substitute for new clothes or is involved in an extension of the life span, cultural acceptance may be more important in terms of sustainability.

Thrift fashion's cultural impact should not be assessed solely by how visible and fashionable it has become to Gen Z, nor should positive attitudes necessarily be inferred as behavioral change.

Instead, evidence should be evaluated along these three interlinked axes which are the degree to which thrift has become culturally normalized, the degree to which the normalization is felt to have engendered more positive sustainable-fashion attitudes and intentions, and the degree to which these attitudes seem to have impacted consumption behavior via substitution or diminished material consumption. This delineation allows the subsequent analysis to evaluate not whether thrift has simply become a part of gen Z's fashion culture, but whether that was a meaningful move towards sustainable consumption.

V. The Influence of Thrift Fashion on Sustainable Consumption

Evidence so far shows how the cultural acceptance of second-hand fashion and more positive perceptions of reuse has emerged in line with the codification of thrifting as part of Generation Z culture. The evidence of sustained behavioural change is far less clear. This is important because positive cultural attitudes and sustainable consumer practice are not necessarily correlated phenomena and consumers have been able to find a more positive attitude to reuse without there being any significant change to their use behaviour. It appears that the influence of thrift works sequentially from a change in perceptions of second-hand fashion to its use.

The normalization of thrift is first seen in the identity of the Indian Consumer. In a recent study of young Indian consumers, the findings suggested that environmental concern and mindful consumption were statistically significantly associated with positive attitudes towards second hand clothing, and that the variables subjective norm and perceived behavioral control had a significant influence on purchase intention (Yang et al., 2024). The study concluded that attitude towards second hand clothing had the most significant impact on purchase intention, with environmental concern being the most significant contributor to positive attitude. It is concluded that thrift is no longer necessarily framed as a reactive strategy to economy or necessity, rather it is situated at the confluence of affordability, fashion and environmental values and identity.

A further study of Generation Z consumers identified friends and influencers as key influences to buying second-hand fashion and that social media was a valuable source of fashion 'inspiration' and 'popularity' (Toebast-Wensink et al., 2025). The importance of normalization in the culture is significant as it shifts the social meaning of second hand clothing, as participation becomes more congruent to fashion identity.

Nonetheless, this cultural incorporation does not have to start at the point of sustainability, the data suggests that it can at a point when environmental concern is not the primary motivation for second-hand fashion consumption. There is evidence to suggest that young consumers may be inspired to consume second-hand fashion for many reasons including costs, individuality, social demand and environmental concern. The incentive for reuse therefore arguably plays a crucial role where thrifting creates a sustainable culture by normalizing second-hand consumption when environmental concerns have not become the primary motivator for consumption. Once people have become used to seeing thrifting as a normal part of fashion consumption, repeated exposure has the potential to desensitize consumers to the practice and solidify its acceptance as part of fashionable consumption. The causal relationship is thus rather a gradual gateway effect than a simple cause-and-effect switch from thrift to sustainability.

This distinction is even more relevant in terms of whether thrift changes the scale of consumption or simply its source. Second-hand consumption could possibly lead to a garment being used longer, but that doesn't necessarily mean less demand for a new item. This presents the core distinction between substitution and addition. If the thrifted garment is replacing a new purchase, second-hand consumption is more able to reduce demand for fast-fashion stock while increasing the useful life of that garment. However, if the thrifted garment is an addition to ongoing consumption of new fashion, it is less able to contribute to reducing the environmental impacts of

consumption as the overall quantity acquired is unlikely to decline, and might even increase. This is a consideration central to digital second-hand cultures, where the ease and novelty of online purchasing returns consumption to a fashionable, novelty-driven model akin to fast fashion. The evidence points to a more qualified notion of circularity where second-hand can enable reuse but whether it leads to a less environmentally intensive consumption overall depends on what it displaces.

This attitude-behavior gap also limits the extent to which cultural integration can be considered transformation through behavior. In the broad sustainability literature, there has been a reliable finding of a gap between pro-environment attitudes and purchase intention, and actual purchase of sustainable products. Recent India-based studies have supported the finding of an attitude and behavior gap, with some awareness of the environmental damage of fast fashion not translated into sustainable purchase behavior, and cultural resistance and other consumption-factors identified as continued barriers to circular-fashion adoption (Puri & Adlakha, 2026). In the Indian context particularly, positive perceptions of second-hand clothing may be tempered with other practical, cultural and consumption-related barriers.

The evidence points to thrift fashion having had a meaningful impact on the cultural and attitudinal aspects of sustainable fashion consumption in Generation Z, but the evidence pointed to a diminishing impact when the line of analysis turns to 'real-world' behavioral change and reduction in total consumption. Thrift seems to be able to provide increased social legitimacy, visibility, and fit with fashion identity for the reuse practice, while concern for the environment seems able to benefit positive attitudes toward second-hand clothing. Yet they do not appear to be enough to conclude that thrift is thus far capable of replacing a proportion of new fashion purchases with used ones, or that it can in turn reduce overall consumption.

It is not necessarily that thrift is inherently sustainable, but rather that its potential is contingent on whether cultural acceptance transfers into a change in consumption practice of whether swapping new for used, keeping garments longer, or consuming less in order to get the same satisfaction.

VI. Limitations and Implications

The findings should also be considered within the realm of the various limitations of the body of evidence. As a secondary qualitative piece, the findings are dependent on the quality, definitions, and populations used in previous research and are not indicative of what is 'being done' by Generation Z consumers in India. Evidence produced on second-hand fashion in India has been relatively limited compared to other countries, and what exists is variable regarding the indication of sustainable consumption, participation in second-hand fashion, and consumer attitudes and characteristics. Yet more problematic is the potential for a focus on attitude, motivation, and purchase intent rather than actual sustainable purchase behaviour. Relationship findings and recurrent themes may be gleaned, but it is unlikely that the evidence can prove that culture-made-thrift causes sustainable consumption.

These constraints however have profound implications for understanding thrift fashion in the context of India's rapidly emerging sustainable-fashion ecosystem. The finding points towards the idea that one of the reasons its significance exists is because it is a way to shift cultural acceptability to reuse. It is likely to become a more acceptable and fashionable form of consumption for consumers; for digital platforms and resale businesses, its environmental potential is only relevant if accessibility and visibility of second-hand products shifts demand towards substitution and not addition.

Further, from a sustainability perspective, simply framing the fact of participating in thrift as evidence of behavioral change exaggerates its ecological value; measuring whether there is less consumption of new clothes, longer use of clothes, and replacement of new with second-hand clothes is more relevant.

VII. Conclusion

According to this academic research, the context of thrift fashion being incorporated into the Gen Z subculture has had a significant, but still indirect influence on sustainable consumption attitudes in the Indian context, from a cultural and attitudinal standpoint. There is compelling evidence for a positive impact on both attitude and subcultural consumption, as thrift fashion is ranked higher than before as a necessary, affordable, fashionable, individualistic and socially an environmentally friendly practice. Its wider cultural legitimacy potentially raises its profile as a more acceptable option.

But cultural normalization does not necessarily mean an instant behavioral change to sustainability. The data show that positive consumption attitudes towards second hand are strong enough to support a durable urge to purchase, but purchase decisions are also still strongly affected by social norms, accessibility and affordability, and longstanding buying habits. Even more importantly, buying from a thrift store does not automatically imply consuming less clothing overall. Thrift contributes more to sustainability if it replaces new buying as well as prolonging clothing's life in the closet, than when thrift is added to new clothes consumption.

This, therefore, reveals an evolution between cultural change to attitudinal change to potentially behavioral change rather than a simple linkage between participation in thrift to sustainability. Evidence for the first two stages is the strongest, whereas evidence for a sustained behavioral change is weak and highly contextual. Due to the secondary evidence being used, the lack of accessible India-specific behavioral data and a scope of the study in terms of the depth of the evidence used, the study cannot provide an evidential linkage between thrift and sustainable consumption.

To conclude, it is anticipated that thrift will be an important cultural gateway to sustainable-fashion mindsets for Gen Z, but the magnitude of its sustainability impact depends on whether this cultural acceptance will lead to behavior change. The importance of thrift is therefore not only in driving second-hand acceptance, but ultimately in changing the paradigm away from reuse practices as fashionable, to decreased consumption of new fashion.

References

- [1]. Abdelmeguid, A., Afy-Shararah, M., & Salontitis, K. (2024). Towards circular fashion: Management strategies promoting circular behaviour along the value chain. *Sustainable Production and Consumption*, 48, 143–156. Sciencedirect. <https://doi.org/10.1016/j.spc.2024.05.010>
- [2]. Ajzen, I. (1991). *The theory of planned behavior*. ResearchGate.
- [3]. https://www.researchgate.net/publication/272790646_The_Theory_of_Planned_Behavior Akdoğan, L., Durucu, A., & Durmaz, Y. (2021). (PDF) *cultural factors affecting consumer behavior: Social class*. ResearchGate.
- [4]. https://www.researchgate.net/publication/352889330_CULTURAL_FACTORS_AFFECTING_CONSUMER_BEHAVIOR_SOCIAL_CLASS
- [5]. Debnath, S. (2023). Perception of second-hand fashion in Indian context: Purchase decisions of generation Z. *The Empirical Economics Letters*, 22(2), 71–89.
- [6]. https://www.researchgate.net/publication/369559055_Perception_of_Second-Hand_Fashion_in_Indian_Context_Purchase_Decisions_of_Generation_Z
- [7]. Ellen MacArthur Foundation. (2022). *Fashion and the circular economy*. Ellen MacArthur Foundation. <https://www.ellenmacarthurfoundation.org/topics/fashion/overview>
- [8]. G. R., C., Irawan, A. P., & Anggarina, P. T. (2022). Thrifting, new atlas for Indian millenials shopping. *Proceedings of the 3rd Tarumanagara International Conference on the Applications of Social Sciences and Humanities (TICASH 2021)*. <https://doi.org/10.2991/assehr.k.220404.305>
- [9]. Greeshma, B. S., Khanna, R., & Sankar, B. (2026). Bridging the gap: India's circularity and sustainability landscape in apparel and textiles compared to global trends. *Social Sciences & Humanities Open*, 13, 102734. <https://doi.org/10.1016/j.ssaho.2026.102734>
- [10]. Halibas, A., Akram, U., Hoang, A.-P., & Do, M. (2025). Unveiling the future of responsible, sustainable, and ethical consumption: A bibliometric study on gen Z and young consumers.
- [11]. *Young Consumers Insight and Ideas for Responsible Marketers*, 26(7), 142–171. <https://doi.org/10.1108/yc-11-2024-2327>
- [12]. Halicki, D., Zaborek, P., & Meylan, G. (2024). Sustainable fashion choices: Exploring European consumer motivations behind second-hand clothing purchases. *Administrative Sciences*, 14(8), 174–174. <https://doi.org/10.3390/admsci14080174>
- [13]. Marie, G. (2022). The rebound effect of reuse: A case study of second-hand clothing. *ResearchGate*. <https://doi.org/10.13140/RG.2.2.33499.23841>
- [14]. *Minimizing fashion's environmental footprint | UNEP annual report*. (2023). Unep.Org.
- [15]. <https://www.unep.org/annualreport/2025/stories/minimizing-fashions-environmental-footprint>
- [16]. Moon, D. (2024). Promoting sustainable practices: Exploring secondhand clothing consumption patterns and reductions in greenhouse gas emissions in Japan. *Sustainable Production and Consumption*, 45, 294–305. <https://doi.org/10.1016/j.spc.2024.01.007>
- [17]. Niemiec, R. M., Champine, V., Vaske, J. J., & Mertens, A. (2020). Does the impact of norms vary by type of norm and type of conservation behavior? A meta-analysis. *Society & Natural Resources*, 33(8), 1024–1040. <https://doi.org/10.1080/08941920.2020.1729912>
- [18]. Oscario, A. (2023). The transformation of second-hand clothes shopping as popular sustainable lifestyle in social media era. *E3S Web of Conferences*, 388, 04020–04020. <https://doi.org/10.1051/e3sconf/202338804020>
- [19]. Papamichael, I., Chatziparaskeva, G., Voukalli, I., Navarro Pedreno, J., Jeguirim, M., & Zorpas, A. (2023). The perception of circular economy in the framework of fashion industry. *Waste Management & Research: The Journal for a Sustainable Circular Economy*, 41(2), 0734242X2211264. <https://doi.org/10.1177/0734242x221126435>
- [20]. Puri, A., & Adlakha, P. G. (2026). Exploring the attitude-behavior gap in circular fashion: Cultural resistance and consumer adoption in India. *Research Journal of Textile and Apparel*, 1–17. <https://doi.org/10.1108/rjta-11-2025-0265>
- [21]. Rana, J., & Ahuja, M. S. (2026). Thrift shopping and sustainable fashion: A review of emerging trends in India. *MSW Management*, 36(1), 6033–6035. <https://doi.org/10.7492/we0vc696>
- [22]. Sharma, H., Arya, B., Bisht, V., & Kumar, H. (2025). Fashionably sustainable: Extending the theory of planned behavior to predict intentions to purchase second-hand clothes. *Frontiers in Sustainability*, 6. <https://doi.org/10.3389/frsus.2025.1695052>
- [23]. Singh, M., & Somani, R. S. (2024). From awareness to action: Understanding sustainable fashion purchases in India's youth. *ShodhKosh: Journal of Visual and Performing Arts*, 5(6). <https://doi.org/10.29121/shodhkosh.v5.i6.2024.4302>
- [24]. Toebast-Wensink, A., Soyer, M., Timmerman, T., Hekkert, M. P., & van den Broek, K. L. (2025). Aligning perspectives: Retailers and generation Z consumers in the second-hand fashion market. *Journal of Fashion Marketing and Management: An International Journal*, 30(2), 344–363. <https://doi.org/10.1108/jfmm-04-2025-0188>
- [25]. Uprety, M., Barik, P., & Nim, D. (2025). Social media and sustainable fashion : Mediating roles of awareness and attitude among young Indian consumers. *Prabandhan: Indian Journal of Management*, 49–71. <https://doi.org/10.17010/pijom/2025/v18i12/175033>
- [26]. Yang, J., Al Mamun, A., Reza, M. N. H., Yang, M., & Aziz, N. A. (2024). Predicting the

- [31]. significance of consumer environmental values, beliefs, and norms for sustainable fashion behaviors: The case of second-hand clothing. *Asia Pacific Management Review*, 29(2), 179–194. <https://doi.org/10.1016/j.apmr.2024.01.001>
- [32]. Yashodhan Karulkar, Arora, D., Sawant, R., Gupta, C., & Khan, H. (2025). Sustainable fashion adoption among generation Z: Consumer behaviour and Environmental Conservation in Urban India. *Ecology Environment and Conservation*, 31(October), S204–S216. <https://doi.org/10.53550/eec.2025.v31i06s.032>