THE INFLUENCE OF MOTIVATIONS AND SHOPPING EXPERIENCES TOWARD MALAYSIAN PURCHASE INTENTION OF SECOND-HAND CLOTHES THROUGH CONSUMER ATTITUDE AS THE MEDIATOR AND PERCEIVED CONSUMER EFFECTIVENESS AS THE MODERATOR.

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This Report is Submitted in Partial Fulfillment of Requirements for the Degree of Bachelor of Technology Management (Marketing) with Honours

Faculty of Technology Management and Technopreneurship

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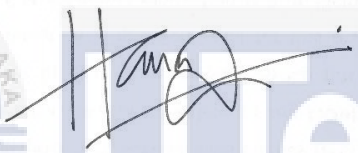
JANUARY 2023

DECLARATION

I declare that this thesis, entitled "THE INFLUENCE OF MOTIVATIONS AND SHOPPING EXPERIENCES TOWARD MALAYSIAN PURCHASE INTENTION OF SECOND-HAND CLOTHES THROUGH CONSUMER ATTITUDE AS THE MEDIATOR AND PERCEIVED CONSUMER EFFECTIVENESS AS THE MODERATOR", is the result of my own research except as cited in the references. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.



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APPROVAL

We hereby acknowledge that we have read this thesis entitled "THE INFLUENCE OF MOTIVATIONS AND SHOPPING EXPERIENCES TOWARD MALAYSIAN PURCHASE INTENTION OF SECOND-HAND CLOTHES THROUGH CONSUMER ATTITUDE AS THE MEDIATOR AND PERCEIVED CONSUMER EFFECTIVENESS AS THE MODERATOR.", and, in our opinion, this thesis it complies the partial fulfillment for awarding the award of degree of Bachelor Technology Management (Marketing) with Honor.

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Date : 30/1/2023

DEDICATIONS

My loved ones have my undying gratitude for helping me complete my thesis. Thanks to you, Mom, I've been able to accomplish a lot. In addition to assisting me in completing my thesis, the great life lessons you have given me will serve to further my development as a person in the years to come. You've been supportive to my dad throughout my life. You inspired me to write about my experiences shopping for gently second-hand clothing as part of my thesis. Having your affection for no reason at all has been a gift to my mom and dad. To my love, Hafiz, thank you for always being there for me while doing this thesis and give me support when I am down. You always there for me and guide me in this thesis and when I am looking for help. I always love you and thank you for your sharing and tips during this thesis.

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ABSTRACT

In recent decades, the consumption and purchase of used clothing has become increasingly popular. Consumers are engaging in consumption sustainability with increasing awareness of the environmental and social impact of the fashion industry, including shopping for second-hand clothing. These changes have attracted the attention of many efforts around the world to investigate the dynamics behind consumer purchasing behaviour. Taking this into account, the present research looks at the factors that lead customers in Malaysia to consider buying second-hand clothing. By using the Theory of Planned Behaviour, this study has established a thorough research model (PTB). A questionnaire survey was used to obtain the data. Hypotheses were tested using SPSS and Smart PLS 4.0, which dissected the influence of shoppers' motives (e.g., fair pricing, treasure hunting, vintage fashion seeking, and environmental concern) and past experiences on their views of second-hand clothing. This research also looked at how customers' perceptions of their own efficacy as shoppers affected their perspectives intention to buy used clothes. The research results demonstrated that consumer attitudes regarding second-hand clothing are highly affected by vintage fashion seeking, environmental concern, and shopping experiences. The same is true for consumers' attitudes, which have a substantial role in whether they plan to buy used clothing. Accordingly, there was no statistically significant correlation between consumer attitudes and intentions to buy second-hand clothing and coupled with the mediating influence of consumers' perceived effectiveness. Finally, the study's limits and potential future paths are examined along with its theoretical and practical consequences.

Keywords:

Second-hand clothes, motivations of purchase, shopping experiences, consumer attitudes, purchases intention, Theory of Planned Behaviour.

ABSTRAK

Dalam beberapa dekad kebelakangan ini, penggunaan dan pembelian pakaian terpakai telah menjadi semakin popular. Pengguna terlibat dalam penggunaan yang mampan dengan peningkatan kesedaran tentang kesan alam sekitar dan sosial industri fesyen, termasuk membeli-belah untuk pakaian terpakai. Perubahan ini telah menarik perhatian banyak usaha di seluruh dunia untuk menyiasat dinamik di sebalik gelagat pembelian pengguna. Mengambil kira perkara ini, kajian ini melihat faktor-faktor yang mendorong pelanggan di Malaysia untuk mempertimbangkan untuk membeli pakaian terpakai. Dengan menggunakan Teori Tingkah Laku Terancang, kajian ini telah mewujudkan model penyelidikan yang menyeluruh (PTB). Tinjauan soal selidik telah digunakan untuk mendapatkan data. Hipotesis telah diuji menggunakan SPSS dan Smart PLS 4.0, yang membedah pengaruh motif pembeli (cth., penetapan harga yang berpatutan, pencarian harta karun, pencarian fesyen vintaj dan kebimbangan alam sekitar) dan pengalaman masa lalu tentang pandangan mereka terhadap pakaian terpakai. Kajian ini juga melihat bagaimana persepsi pelanggan terhadap keberkesanan mereka sendiri sebagai pembeli mempengaruhi perspektif mereka untuk membeli pakaian terpakai. Hasil penyelidikan menunjukkan bahawa sikap pengguna mengenai pakaian terpakai sangat dipengaruhi oleh pencarian fesyen vintaj, kebimbangan alam sekitar dan pengalaman membeli-belah. Perkara yang sama berlaku untuk sikap pengguna, yang mempunyai peranan besar dalam sama ada mereka merancang untuk membeli pakaian terpakai atau tidak. Sehubungan itu, tidak terdapat korelasi yang signifikan secara statistik antara sikap pengguna dan niat untuk membeli pakaian terpakai dan ditambah pula dengan pengaruh pengantara terhadap keberkesanan yang dirasakan pengguna. Akhir sekali, had kajian dan laluan masa depan yang berpotensi diperiksa bersama dengan akibat teori dan praktikalnya.

Kata kunci:

Pakaian terpakai, motivasi pembelian, pengalaman membeli belah, sikap pengguna, niat membeli, Teori Tingkah Laku Terancang.

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LIST OF ABBREVIATIONS

SHC	-	Second-hand clothes
TPB	-	Theory of Planned Behaviour
SPSS	-	Statistical Package for Social Scientist
CR	-	Composite Reliability
AVE	-	Average Variance Extracted
VIF	-	Variance Inflation Factor
HTMT	-	Heterotrait Monotrait ratio
R^2	-	Coefficient of determination
Q^2	-	Predictive relevance
FP	-	Fair price
TH	-	Treasure hunting
VFS	-	Vintage fashion seeking
EC	-	Environmental concern
SE	-	Shopping experiences
PCE	-	Perceived consumer effectiveness
CA	-	Consumer's attitude
PI	-	Purchase intention
S. D	-	Standard deviation
β	-	Path Coefficients / Mean

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This chapter begins with a brief overview of the history of the study of second-hand shopping. Together with a holistic view of relevant scientific research, the research problem is narrowed down, and the research gap addressed. This study is valuable because of the strong personal interests of the researchers, the practical implications, and the lack of previous academic study on the topic. Then, three research questions are formulated to help us get closer to our aim of figuring out why people purchase second-hand clothing.

1.2 BACKGROUND OF STUDY

The Oxford English Dictionary (2015) defines second-hand as anything that is not brand-new and has previously belonged to someone else. Therefore, a "second-hand product" is described in this thesis as "anything that is not brand new and has had a prior owner." All worn clothing may be purchased second-hand, which encompasses both the thrift and donation sectors (Thredup, 2019). Second-hand shopping is described as "the purchase of second-hand things via procedures and the sites of exchange that are typically separate from those for new goods" by Roux and Guiot (2010, P. 356). Shopping at used places like estate sales, auctions, garage sales, and thrift shops is known as "thrifting" (Bardhi, 2003).

Clothing and other second-hand items are sold and marketed in a different way from new items in the consumer market (Luisito C. Abueg, 2008). Economic experts view it as a unique kind of good as a result. Second-hand items and places provide a completely different context for transactions than what is typically understood by the term "value," therefore it is important to both buyers and sellers (Gregson, N and Crewe, L., 2003). For decades, the most common places to buy and sell pre-owned items have been flea markets, secondhand stores, thrift shops, and charity shops (Bardhi, 2003). The growth of these in-person markets has been hampered by a number

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of factors, including limited access to marketing funds, a reliance on word-of-mouth, and inconvenient logistics (Norman, 2006; Mitchell et al., 2009).

Fast fashion has made the fashion industry a major contributor to global pollution. According to the latest report from the Ellen MacArthur Foundation, it accounts for 10% of global carbon emissions. The American Apparel Association found in their 2017 report that each person who shops second-hand can prevent more than 500 pounds of carbon emissions annually. More than 80% savings can be made in water, garbage, and greenhouse gas emissions. The public needs to rely more frequently on used clothing. They can shop at standard flea market or other brick-and-mortar second-hand store, or they can go online (Alex Assoune, 2020).

Buys used items to reduce the number of textiles sent to landfills or incinerators. Since its inception in the 1980s, the fast fashion industry has generated enormous quantities of unwanted textiles. Low-quality, stylish garments that wear out quickly promote a "throwaway culture." According to a recent estimate by the United States Environmental Protection Agency, in 2017 Americans alone produced almost 16 million tonnes of textile waste. This quantity of garbage has increased by a factor of 10 since 1960, and it has doubled in the previous two decades. In 2017, the United States recycled just 15.2% of all textiles. Most textiles were disposed of in landfills or incinerators.

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According to The Economist newspaper, resold clothing generated about US$15 billion in 2021, and US$21 billion was spent on garments from charity and thrift shops. The fact is second-hand clothes are gaining in popularity in Malaysia. From Carousell Recommences Index Report, the top-searched fashion items in 2020 were men's tops (Carousell) and blazers (Mudah.my). In terms of searches for women's fashion, there are more than half a million in that category in any given month. About 82 per cent year-on-year growth in second-hand fashion-related categories from 2020 to 2021 (NST, 2022).

Thrifting, the practise of purchasing goods at reduced cost from a variety of previously owned stores, has increased in popularity in recent years all around the globe, including in Malaysia. Malaysians often engage in "bundle" buying, which consists of purchasing many items at a discounted price. Bundle is a slang name for a

big bag full of assorted clothing items of differing quality and price. These items might include pants, shirts, shorts, and blouses (Chen. G., 2012). Thrift shops may be found across the United States, from modest stands by the side of the road to huge warehouses operated by national conglomerates. Jalan Jalan Japan, an importer of Japanese goods with eight shops in the nation, and Family Bundle, a Kuala Lumpur-based business with several locations, are two examples (Marcus, E. 2022).

In Malaysia, the boom in the second-hand clothing industry is not unique to Malaysia. In fact, one world is reaping its benefits. The public response caused the second-hand clothing market to flourish, as it was proven in terms of quality and brand (Abu Bakar, 2020). There is only one side to touch. One of these critics was Rachel Tashjian who was looking for an Agnes B cardigan. All the shirts she saw had the label "Shipped from Malaysia" (posted from Malaysia). Almost all second-hand clothes are posted from Malaysia. This reality is quite shocking, as Malaysia has not won the charts in the fashion race all this time. The cause is Malaysians themselves, who strongly support the second-hand industry. Many traders opened stalls on the side of the road until they were able to have their own shop ready to register as a company (Faezal A., 2022).

The initiatives implemented by the government in developing Malaysia's second-hand industry are very encouraging. This is stated in the 12th Malaysia Plan (RMK12) for the period 2021 to 2025, which was presented by the Prime Minister, Datuk Seri Ismail Sabri Yaakob. The 12MP will be the cornerstone of the country's development for the next five years. The presentation of the RMK12 and the 2022 Development Budget is the focus of the Economic Planning Unit (EPU) in focusing on how to restore economic growth and provide more employment opportunities to the people. Among the initiatives that have been done by the government in developing Malaysia's second-hand industry as implemented by the economic planning division of the state of Perlis where "Bff Brasmana" food truck & flea market has been implemented. This implementation has spurred the development of the second-hand market in Malaysia.

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1.3 PROBLEM STATEMENT

The second-hand clothes industry is growing rapidly around the world. From resale, recycling, gift giving, exchange and reuse, the second-hand clothing industry is becoming one of the fastest growing consumer segments. Consumers start to purchase second-hand clothing because they have aware of the ecological impact of garment production and are more often demanding the garment business expand their commitment to sustainability. The dumping of clothing that exists around the world is pushing this second-hand clothing market to thrive. According to B. Wren (2022), textile production from H&M, Zara, and Forever 21 are examples of fast-fashion retailers has changed the way Americans wear clothes scheduled for four seasons, even introducing new styles every week and every day, at very low prices. So, with this, consumer more aware that buying second-hand clothing can give they a way to push the fast fashion system.

In addition, the second-hand clothing industry exists because of the increasingly complex environmental issues faced by the earth community. The chemical, water, energy, and other natural resources used by the textile industry are substantial. According to the World Resources Institute, every single cotton T-shirt consumes 2,700 gallons of water to be produced. And when shoppers toss apparel in the garbage, not only do they lose money and resources, but the material may take 200 years or more to decay in a landfill (Rachel B, 2021). One of the major wastage factors associated with the fashion industry is the amount of clothing that is either thrown away too early or never worn.

Researchers have noted a significant increase in the use of second-hand goods over the past 20 years, and the topic of why consumers choose to do so has been raised. (Guiot & Roux, 2010). However, the researcher sees the limitations and gaps that exist where no study has been done in Malaysia on the factors that encourage consumers to buy second-hand clothes. There is only one that the researcher found, which is published by Rachel Chan entitled "Selam Bundle": Thrift Shopping as Malaysian Social" but it is not related to the topic. To fill the existing gap, then, this study was made based on the problems that arise and certain reasons that encourage consumer attitudes to buy used clothes.

1.4 RESEARCH QUESTION

This study will be conducted by identifying the factors that led to consumer purchases second-hand clothing in Malaysia. As a result, when these factors can be measured and identified, students have high potential in predicting any changes in the second-hand market and its development in textile industry. Therefore, this study discusses the following questions:

RQ1: What are the factors that led consumer attitudes towards purchases intention second-hand clothes in Malaysia?

RQ2: What is the relationship between the mediator (consumer attitudes) toward purchases intention second-hand clothes in Malaysia?

RQ3: How perceived consumer effectiveness moderate the relationship between consumer attitudes and purchases intention second-hand clothes in Malaysia?

1.5 RESEARCH OBJECTIVE

The main objective of this research was to provides an in -depth explanation of the uniqueness of used clothing and why some consumers in Malaysia love this fashion. This study offers certain research goals that need to be fulfilled as follows:

RO1: To identify the factors that led consumer attitudes towards purchases intention second-hand clothes in Malaysia.

RO2: To determine the relationship between the mediator (consumer attitudes) toward purchases intention second-hand clothes in Malaysia.

RO3: To ascertain the relationship of moderator (perceived consumer effectiveness) between consumer attitude and purchases intention second-hand clothes in Malaysia.

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1.6 SCOPE OF STUDY

As in other studies, this specific study has its own scope and methodology. First, the limitations of this study around Malaysia only. Because this study was conducted only to obtain data from consumers in Malaysia, then data other than Malaysia was not considered. The second is to focus on finding information and info from social media and the internet among Malaysian users such as Facebook, Instagram, Twitter, websites, second-hand shopping websites such as Carousell and Mudah.my. Data were obtained by browsing the internet to complete this study. Lastly is with a second-hand store in Malaysia. The focus is second-hand clothing stores which is the store is randomly selected to collect the data.

1.7 LIMITATION OF THE STUDY

The main limitation of this research is focused on Malaysian second-hand consumer only. Which is this study targeting the individual who has buy and experiences second-hand clothes shopping. Based on my research on web scarping, there is just only one research that has been done in Malaysia published by Rachel Chan entitled "Selam Bundle": Thrift Shopping as Malaysian Social". Therefore, with previous studies that are very limited in Malaysia, researchers find it difficult to obtain data and information related to the purchase of second-hand clothes in Malaysia to be used as a reference in this study.

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1.8 SIGNIFICANCE OF THE STUDY

An important study of this research is to help the Economic Planning Unit (EPU) of Malaysia to plan and identify the marketability of these advanced second-hand clothing. Sustainable progress and development in this market can provide a lucrative profit return to the country if utilized properly. The rapid development in this second-hand clothes market, can develops and boosts the country's economic activity. So, this study is very useful for their references in analysing and evaluating the capabilities of this second-hand market.

In addition, in the perspective of factory owners and second-hand clothes shops, it helps them identify the tastes and reasons why consumers buy second-hand clothes. By understanding the behaviours and desires of users, they can focus on their target

customers. This study helps them to expand the scope of the target users and be able to offer better services. In the meantime, they will also get a lot of profit due to the high demand for second-hand clothes in Malaysia.

The study also benefits agencies and waste management. For example, the production of this study can help Kloth Cares, the first fabric recycling movement in Malaysia which is their function are changing the trend of fabric waste disposal in Malaysia. This study to some extent helps them understand the behaviour of Malaysian consumers about second-hand clothes.

Furthermore, large global apparel companies also benefited from the results of this study. This is because, global apparel companies like H&M are carrying out their corporate responsibilities to the social environment. Therefore, they also need data on the now expanding second-hand clothes market. The data they obtain will be used to implement their sustainable programs such as introducing a global discount initiative for each discarded garment where consumers simply fill all discarded garments into a bag and get a 15% discount coupon in return for their next H&M purchase.

Finally, this study is very important to help researchers in the future, especially in Malaysia. This is because research related to second-hand clothes in Malaysia is very limited. Therefore, researchers in Malaysia and abroad can use this study as a reference and take the available data from the Malaysian perspective.

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1.9 SUMMARY

This chapter briefly explains and highlights the background of the study, the research questions and research objectives related to second-hand clothes. This chapter also describes the study's scope, limitation and significant of study. The following chapter will describe the framework and literature review about this study in details.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

In this chapter it will be discussed about the independent variable and dependent variable. In general, all elements of thesis writing necessitate accurate sources to support our scientific and observational study. Reference materials, magazines, and books were gathered to examine the hypotheses and previous scientific research applicable to this research. This chapter begins with a short overview of second-hand clothing and consumer motivation purchases. This chapter would also include a short discussion of relevant theory, followed by the suggested research framework and the formulation of hypotheses.

CONCEPT

2.2 Consumer Motivation Purchases

Guiot and Roux's (2010) theory state there are three fundamental categories of second-hand consumption motivations: economic, recreational, and critical. Price sensitivity causes economic motivation, which includes the rewarding function of price, the desire for price justice, and the pursuit of bargains. There is evidence to suggest that in the early days of the second-hand clothing industry, economic considerations were the major motivator of the practise (Ginsburg, 1980). Liang and Xu (2018) claim that economic incentive have a moderate impact on the intention to buy second-hand apparel.

According to Kaczmarek (2017), the propensity to participate in activities that result in positive emotions and minimise unpleasant ones is what we call "recreational motivation". When shopping for fun, most people like the heightened sense of satisfaction they get from their purchases (Babin et al., 1994). O'Reilly et al. (1984) found that cheap pricing itself are not necessary for these customers to make second-hand purchases. However, they are mostly motivated by the satisfaction and pleasurable experience of purchasing. Recreational joys for second-hand goods

consumption include the excitement of finding unexpected gems at cheap costs (Baker, 2011), engaging with people (Guiot and Roux, 2010), and pursuing vintages (Jenss, 2005).

Fighting waste and increased consumption are two examples of the kinds of moral and ethical causes that may spark critical motivations (Guiot and Roux, 2010). The fashion industry has been seeing a movement toward more sustainable consumerism, with many people choose to shop for their second-hand item (Nrup et al., 2019). It has been proven that environmental concerns have a significant impact on people's opinion about second-hand shopping and inspire individuals to buy used clothing (Hur, 2020).

2.2.1 Fair Price

The concept of "price fairness" is a relatively recent marketing strategy that focuses on determining whether a seller and buyer are being fair to each other. The equity theory forms the foundation of this idea by stating that all parties (suppliers, purchasers) should get the same cost-benefit analysis (Adams, 1965). This concept emphasises on social fairness, demonstrating that individuals perceive a result as fair if their own inputs and outcomes have an equal the ratio of comparing others' inputs and outputs. The two sides of a transaction may be broken down into their respective input (the cost) and output (the item acquired).

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Price fairness is defined as " consumer's judgement and related sentiments concerns whether there is a gap (or absence of a difference) between a seller's price and the price of a comparable third party in a negotiation is reasonable, rational, or justified" (Xia et al., 2004). Perceiving whether a price is fair requires making comparisons, which in the context of pricing means comparing the current price to a reference point such as the price paid on a previous purchase, the price established by another business, the level of expected cost for the good or the payment made by another individual.

2.2.2 Treasure Hunting

Under this research, the thrill of the search (treasure hunting) had a substantial impact on the used apparel purchases made by young buyers. This result is consistent with previous research by Liang and Xu 92018) showing that recreational enjoyment, such as treasure-hunting fun, is a greater motivator for young people. There are two main factors at play here. To begin, young people may find that buying and wearing second-hand items is a great way to express their individuality and personal style. Considering what has been said so far, it is safe to say that the current generation has seen a marked improvement in the quality of life. For them, clothing is more than just a means of keeping warm; it's a means of expressing their personalities and values. Younger generations may find a method to express their individuality and taste via the purchase of antique clothing or other second-hand items with significant cultural or historical significance. Second, for today's younger shoppers, the journey itself is as important as the destination when it comes to satisfaction. As a result, young people are more driven by the need to save money, and by the desire to have pleasure for its own sake.

2.2.3 Vintage Fashion Seeking

It has been highlighted by John Walsh (2010) for many vintage buyers, "vintage refers to seeing ahead through lens of the old days." It seems that nostalgia plays a significant part in the vintage market, maybe because antique clothing can stand in as symbols of bygone periods, which is come out with its own unique story. According to Palmer (2005), this growing interest in vintage styles may be a reaction to the rapid speed of modern life and the increased isolation that have resulted from technological progress. The steadying effect of vintage clothing in the face of a world in constant flux allows modern customers to feel a sense of nostalgia for a more carefree era. According to research by DeLong et al. (2005), the narrative behind antique items has a significant role in consumers' buying choices since it allows them to feel a personal connection to a bygone period. Palmer and Clark (2005) say that the growing interest in vintage clothes is a reaction to the widespread availability of the same styles that characterise the fast fashion movement. Consumers that browse the vintage market want to stand out from the crowd by presenting items that are unique and beautiful.

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