

# Exploring the Motivations Behind Generation Z's Intent to Purchase Sustainable Second-hand Clothing

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## Abstract

The circular economy offers a sustainable alternative to the traditional "take-make-dispose" model by minimizing waste, keeping materials in use, and regenerating natural systems. The fashion industry, known for its high environmental pollution due to significant energy and water consumption (Jia et al., 2020), highlights the need for sustainable practices. Fashion is characterized by short product life cycles, volatile demand, and lengthy supply chains (Sen, 2008). Clothing is often underused, leading to premature disposal and value loss (Zhou et al., 2021). Educating consumers about these practices is crucial to reduce unsustainable behaviors (Shrivastava et al., 2021). Second-hand fashion, integrated into the circular economy, reduces the need for new production and lessens environmental impacts (Kasavan et al., 2021). It also helps mitigate social and environmental damage (Peña-Vinces et al., 2020) while offering more affordable options to consumers (Borg et al., 2020). Generation Z, particularly affected by environmental issues, plays a vital role in driving sustainability. They are drawn to green and circular production models (D'Adamo and Lupi, 2021) and value brands that prioritize transparency and social responsibility (Gazzola et al., 2020). Their environmental concerns and aspirations for a green future often led them to pay a premium for eco-friendly products (Gomes et al., 2023). This study examines Generation Z's demand for second-hand clothing, utilizing the Normative Activation Model (NAM) (Schwartz, 1977) and the Model of Goal-Directed Behavior (MGB) (Perugini and Bagozzi, 2001), with a focus on price value. It identifies key factors influencing their choices, offering insights into promoting sustainable fashion consumption.

**Keywords:** Sustainable Consumption; Fashion Sustainability; Generation Z; NAM; MGB