

Sustainable Fashion: Examining Purchase Intention in Digital Second-Hand Platforms

Maria Ioanna Marmoutzaki, Georgios A. Deirmentzoglou, Eleni E. Anastasopoulou and Harry Ph. Sophocleous

Department of Economics and Business, Neapolis University Pafos, Cyprus

m.marmoutzaki@nup.ac.cy

g.deirmentzoglou@nup.ac.cy

e.anastasopoulou.1@nup.ac.cy

c.sophocleous.1@nup.ac.cy

Abstract: The global fashion industry has undergone rapid transformation in recent decades, driven by the expansion of fast fashion and the increasing adoption of digital technologies. While fast fashion has enhanced accessibility and affordability, it has also raised significant environmental concerns, prompting growing interest in sustainable consumption practices. In this context, digital second-hand platforms have emerged as an important mechanism for promoting circular economy principles by extending product lifecycles and reducing waste. This study examines the factors influencing purchase intention in digital C2C second-hand fashion platforms, with a specific focus on users in the Lithuanian market. The research investigates the role of perceived value, trust, perceived security, and usage motivations in shaping purchase intention. A quantitative research design was employed, with data collected through an online questionnaire distributed to 105 users with experience using second-hand fashion platforms. The findings reveal that perceived value is the strongest predictor of purchase intention, followed by usage motivations and trust, all of which have a positive and statistically significant effect. In contrast, perceived security does not have a significant direct impact on purchase intention, suggesting that it functions as a baseline requirement rather than a key driver of behaviour. The study contributes to the literature by providing empirical evidence from a relatively underexplored context and highlights the importance of perceptual and motivational factors in digital second-hand consumption. Practical implications suggest that platform managers should prioritise enhancing perceived value and user motivations to strengthen user engagement and purchasing behaviour.

Keywords: Sustainable Fashion; Second-hand Platforms; Purchase Intention; Perceived Value; Consumer Behaviour; C2C E-commerce

1. Introduction

The global fashion industry has experienced substantial growth over the past decades, driven largely by the rise of fast fashion. This model has enabled companies to produce and distribute low-cost clothing at unprecedented speed, encouraging frequent consumption and short product life cycles. While this has increased accessibility and affordability for consumers, it has also generated significant environmental and social challenges. The fashion industry is responsible for approximately 8–10% of global carbon emissions and consumes vast quantities of water and raw materials (Niinimäki et al., 2020). Additionally, the widespread use of synthetic fibres such as polyester contributes to long-term environmental degradation.

In response to these challenges, the concept of sustainable fashion has gained increasing attention among both consumers and researchers. One of the most prominent manifestations of sustainable consumption in the fashion sector is the growing popularity of second-hand clothing. By extending the lifecycle of garments, second-hand markets contribute to reducing waste, lowering resource consumption, and supporting circular economy principles (Persson and Hinton, 2023; Sandin and Peters, 2018).

The rapid development of digital technologies has played a crucial role in facilitating the growth of second-hand fashion. Digital platforms enable peer-to-peer (C2C) transactions, allowing users to buy and sell pre-owned items efficiently and conveniently. Among these platforms, Vinted has emerged as one of the leading marketplaces in Europe, particularly in the Baltic region. The platform not only supports economic transactions but also promotes sustainable consumption practices by encouraging reuse and recycling. Previous studies have shown that digital platforms and technology-enabled environments increasingly influence users' decision-making processes, online purchase behaviour, and behavioural intentions across different sectors (Deirmentzoglou et al., 2025; Mischin et al., 2025).

In Lithuania, second-hand fashion has evolved into a mainstream consumption pattern. Recent data indicate that a significant proportion of consumers regularly engage in second-hand purchasing, reflecting both economic considerations and increasing environmental awareness. At the same time, the high level of digital literacy

among younger generations, particularly Generation Z, has facilitated the adoption of mobile applications such as Vinted.

Despite the growing importance of digital second-hand platforms, the academic literature remains relatively fragmented. Much of the existing research focuses on macro-level issues such as sustainability, circular economy frameworks, or business models (e.g. Fletcher and Tham, 2019). However, there is a notable lack of studies examining the micro-level behavioural mechanisms that influence consumer decision-making in digital second-hand environments.

Specifically, limited attention has been given to the role of psychological and perceptual factors such as perceived value, trust, perceived security, and user motivations. Moreover, there is a scarcity of empirical research conducted within specific national contexts, such as Lithuania, despite its relevance as a leading market for second-hand platforms. This study aims to address these gaps by examining the factors that influence purchase intention in digital second-hand fashion platforms such as Vinted. By focusing on users of second-hand applications, the research seeks to provide both theoretical and practical insights into sustainable consumption behaviour in digital environments.

2. Literature Review

Purchase intention is a central concept in consumer behaviour and refers to the likelihood that a consumer will engage in a future purchase. In e-commerce research, it is widely used as a predictor of actual purchasing behaviour (Pavlou, 2003). In digital marketplaces, purchase intention is not shaped only by price or product characteristics, but also by perceived value, trust, perceived security, and user motivations (Gefen et al., 2003). This is particularly important in C2C fashion platforms, where consumers cannot physically inspect products before purchase. In such environments, online reviews, ratings, platform credibility, and electronic word-of-mouth help reduce perceived risk and support purchasing decisions (Chevalier and Mayzlin, 2003; Park and Lee, 2009). In this study, purchase intention is the dependent variable through which the effect of the other constructs is examined.

Perceived value is one of the most important factors in understanding consumer behaviour in online markets. It refers to the consumer's overall assessment of the benefits received compared with the costs involved in using a product, service, or platform (Mishra et al., 2023). In C2C second-hand platforms, perceived value is multidimensional. It includes economic benefits, such as lower prices, but also emotional, social, and environmental benefits, such as the satisfaction of participating in sustainable consumption (Guiot & Roux, 2010). In the context of sustainable consumption, perceived environmental benefits and green-related consumer perceptions have been shown to significantly influence consumers' purchase propensity and behavioural intentions (Apostolopoulos et al., 2025).

Previous research suggests that perceived value can strengthen purchase intention in digital environments (Wu and Huang, 2023). In second-hand fashion, users may value the opportunity to find unique products, reduce waste, save money, and contribute to circular consumption practices (Hamari et al., 2016; Palomo-Domínguez et al., 2023). Therefore, perceived value is expected to play a key role in shaping users' intention to purchase through second-hand applications such as Vinted.

H1: Perceived value from using second-hand applications has significant effect on purchase intention.

Trust is another critical factor in e-commerce, especially in C2C platforms where transactions take place between individual users and involve greater uncertainty. Since consumers cannot physically interact with sellers or products, they rely on indicators such as platform reputation, seller ratings, service quality, transparency, and information reliability (Falihat et al., 2019). Trust helps reduce perceived risk and increases confidence in online purchasing decisions. Previous studies show that consumers with higher levels of trust are more willing to make purchases and to continue using digital platforms. In the case of Vinted, trust is particularly important because users must rely on the platform's mechanisms, seller evaluations, and product descriptions when purchasing second-hand items.

H2: Trust in second-hand digital platforms has a significant effect on purchase intention.

Perceived security refers to the extent to which users believe that online transactions and personal information are protected from risks such as fraud, data misuse, or unauthorised access (Pavlou, 2003). In online shopping environments, security is closely linked to trust and is often considered a necessary condition for platform adoption. Studies show that secure payment systems, privacy protection, and effective transaction mechanisms

reduce perceived risk and support positive attitudes toward online purchasing (Kim et al., 2008). In C2C second-hand platforms, perceived security is especially relevant because users may face uncertainty regarding payment safety, seller reliability, and product condition. Therefore, security is expected to influence purchase intention by creating a safer and more reliable transaction environment.

H3: Perceived security when using second-hand applications has a positive effect on purchase intention.

Usage motivations also play an important role in shaping consumer behaviour in digital second-hand platforms. In the literature, motivations for second-hand consumption are commonly classified as economic, functional, hedonic, social, and environmental. Economic motivations include saving money and finding better prices, while functional motivations relate to convenience and ease of use (Guiot & Roux, 2010; Hamari et al., 2016). Given that Vinted is widely used by digitally active consumers, these motivations are expected to positively influence purchase intention.

H4: Usage motivations for second-hand applications have a positive effect on purchase intention.

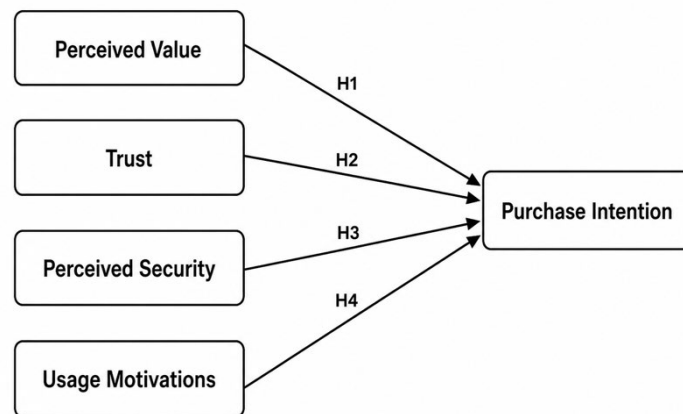


Figure 1: Conceptual framework

3. Methodology

This study adopts a quantitative research design to examine the factors influencing consumer behaviour in digital second-hand fashion platforms, with a specific focus on the Vinted application in Lithuania. The primary objective is to investigate how perceived value, trust, perceived security, and usage motivations affect users' purchase intention, which is widely recognised as a key predictor of repeat purchasing behaviour and long-term user loyalty. Accordingly, the central research question guiding this study is: *What factors influence users' purchase intention on digital second-hand fashion platforms?*

Data were collected through an online questionnaire, which was designed and distributed using Google Forms. The questionnaire targeted individuals residing in Lithuania who have experience using the Vinted platform, ensuring that the responses accurately reflect the perceptions and behaviours of the relevant population. To achieve an adequate and relevant sample, the questionnaire was disseminated through multiple channels, including social media platforms such as Facebook and Instagram, particularly within groups related to second-hand fashion and Vinted users. In addition, participants were encouraged to share the survey within their personal networks, and a snowball sampling technique was employed to facilitate access to a specific and otherwise difficult-to-reach target group.

The questionnaire consisted of closed-ended questions measured using a five-point Likert scale (1 = strongly disagree, 5 = strongly agree), allowing for the quantification of participants' attitudes and perceptions. It was structured into two main parts. The first part collected demographic information, including gender, age, and place of residence, ensuring the geographical relevance of the sample. The second part focused on measuring the core constructs of the study: perceived value, trust, perceived security, usage motivations, and purchase intention. Each construct was operationalised through multiple items (typically three to four statements per variable) to enhance measurement accuracy and reliability.

The measurement scales were adapted from previously validated instruments in the literature to ensure both reliability and validity. Specifically, the constructs of trust, perceived security, and purchase intention were based on the work of Quintus et al. (2024), while perceived value and usage motivations were measured using scales

derived from Mishra et al. (2023), which focus on consumer behaviour in sustainable and second-hand fashion contexts. The use of established measurement scales ensures consistency with prior research and strengthens the robustness of the findings. Furthermore, the reliability of the constructs was assessed using Cronbach's alpha, with the results reported in the statistical analysis section.

The choice of Lithuania as the research context is particularly relevant for several reasons. Vinted was founded in Lithuania and continues to maintain its headquarters in Vilnius, making the country one of its primary markets. The platform has achieved significant penetration in the local market and is widely recognised as Lithuania's first technology "unicorn". Moreover, the high level of digital adoption among Lithuanian consumers, particularly younger generations, supports the widespread use of mobile applications for online shopping (Statista, 2024). At the same time, existing research on second-hand fashion and digital C2C marketplaces within specific national contexts remains limited, with most studies focusing on Western European markets. By examining consumer behaviour in Lithuania, this study addresses an important research gap and contributes to a more context-specific understanding of digital second-hand consumption.

4. Findings

This section presents the empirical findings of the study. The analysis first provides a brief overview of the sample and the descriptive results, followed by the reliability analysis, correlation analysis, and regression model, which represents the main statistical analysis of the study.

The final sample consisted of 105 respondents residing in Lithuania. The sample was predominantly female (76.2%), while 23.8% were male. Most participants belonged to the 25–34 age group (52.4%), followed by the 18–24 age group (41%), indicating that the sample mainly reflects younger users of digital second-hand platforms. Regarding education, 45.7% held an undergraduate degree, 28.6% held a postgraduate degree, and 25.7% had completed secondary education. In terms of employment, 47.6% were employed full-time, while the rest were students, part-time employees, self-employed, or currently unemployed. All respondents were either Lithuanian or residing in Lithuania, while the majority reported experience with the Vinted platform.

The descriptive results indicate generally positive perceptions of Vinted across the main constructs. Respondents perceived the platform as valuable, particularly in relation to environmental and emotional benefits. Trust levels were also positive, especially regarding seller ratings and the reliability of platform information. Perceived security was evaluated favourably, with respondents expressing confidence in privacy protection and transaction safety. Usage motivations were mainly driven by economic benefits, ease of use, and the opportunity to discover unique products, while social influence appeared less important. Finally, respondents showed strong purchase intention, particularly regarding the likelihood of using Vinted again for future second-hand fashion purchases.

Before testing the proposed relationships, reliability and validity assessments were conducted for all main constructs of the study. Internal consistency was evaluated using Cronbach's alpha, indicating acceptable levels across the variables. Convergent validity was examined through Average Variance Extracted (AVE), confirming that the constructs adequately capture the underlying concepts they are intended to measure. In addition, Composite Reliability (CR) further supported the overall reliability of the measurement model. Taken together, these results suggest that the constructs exhibit satisfactory reliability and validity, justifying their use in the subsequent correlation and regression analyses.

A Spearman correlation analysis was then conducted to examine the relationships between the independent variables and purchase intention. Spearman's rho was selected because the variables were measured using Likert-type scales and the analysis did not require the assumption of normal distribution. The results show that all four independent variables were positively and significantly correlated with purchase intention. Perceived value had the strongest correlation with purchase intention ($\rho = 0.589$, $p < 0.001$), followed by usage motivations ($\rho = 0.517$, $p < 0.001$). Perceived security and trust also showed positive and significant correlations, although of lower strength ($\rho = 0.385$, $p < 0.001$ and $\rho = 0.340$, $p < 0.001$, respectively).

Table 1: Correlation matrix

Variable	Purchase Intention
Perceived Value	0.589***
Usage Motivations	0.517***
Perceived Security	0.385***
Trust	0.340***

Note: Spearman's rho. *** $p < 0.001$.

The main analysis of the study was conducted through regression analysis, with purchase intention as the dependent variable and perceived value, trust, perceived security, and usage motivations as independent variables. The results indicate that perceived value is the strongest predictor of purchase intention ($\beta = 0.423$, $p = 0.001$). This suggests that users who perceive greater value in using Vinted are more likely to express stronger intentions to purchase through the platform.

Usage motivations also had a statistically significant positive effect on purchase intention ($\beta = 0.285$, $p = 0.018$). This finding indicates that economic, functional, and hedonic motivations play an important role in encouraging users to continue purchasing through Vinted. Trust was also found to have a positive and statistically significant effect ($\beta = 0.228$, $p = 0.036$), although its predictive power was weaker compared to perceived value and motivations.

In contrast, perceived security did not have a statistically significant effect on purchase intention ($\beta = 0.019$, $p = 0.833$). Although users generally evaluated the platform as secure, this result suggests that perceived security does not directly explain purchase intention when other variables are considered. Security may therefore operate more as a basic requirement for platform use rather than as a direct driver of purchasing behaviour.

Table 2: Regression analysis predicting purchase intention

Predictor	Estimate	SE	t	p
Intercept	0.1626	0.5103	0.319	0.751
Usage Motivations	0.2845	0.1181	2.408	0.018
Perceived Value	0.4230	0.1288	3.283	0.001
Perceived Security	0.0190	0.0899	0.211	0.833
Trust	0.2278	0.1072	2.125	0.036

Overall, the findings support H1, H2, and H4, as perceived value, trust, and usage motivations were found to positively influence purchase intention. However, H3 is not supported, as perceived security did not have a statistically significant direct effect. Additional regression analysis showed that demographic characteristics, including gender, age, education, and employment status, did not significantly predict purchase intention. Therefore, purchase intention appears to be shaped primarily by perceptual and behavioural factors rather than demographic characteristics.

5. Discussion

The findings of this study provide important insights into consumer behaviour within digital second-hand fashion platforms, particularly in relation to the factors influencing purchase intention among Vinted users in Lithuania. Overall, the results indicate that users exhibit a positive attitude toward the platform and are more likely to engage in purchasing behaviour when they perceive that the platform delivers meaningful value and aligns with their personal needs and motivations.

Most notably, perceived value emerged as the strongest predictor of purchase intention, supporting H1. This finding suggests that users are more inclined to make purchases when they believe that the platform offers clear benefits, such as economic savings, ease of use, and an overall positive shopping experience. The importance of perceived value is well documented in the literature, as it integrates functional, emotional, and social dimensions of consumption (Mishra et al., 2023). In the context of second-hand fashion, prior studies have also highlighted

the significance of economic, environmental, and experiential value in shaping consumer decisions (Guiot & Roux, 2010; Farrant et al., 2010). The present findings are therefore consistent with existing research, reinforcing the argument that value perception is a central driver of behaviour in digital marketplaces.

In addition, usage motivations were found to have a positive and statistically significant effect on purchase intention, supporting H4. This result highlights the importance of both utilitarian and hedonic drivers in shaping user behaviour. Participants who reported stronger motivations, such as the desire to find unique products, save money, or engage in more sustainable consumption, were more likely to express higher purchase intention. This finding aligns with previous studies, which emphasise the role of economic, functional, and environmental motivations in second-hand consumption (Hamari et al., 2016; Guiot & Roux, 2010).

Trust was also found to have a positive but comparatively weaker effect on purchase intention, partially supporting H2. This suggests that while trust remains an important factor in online environments, its role may be less dominant when other variables, such as perceived value and motivations, are considered simultaneously. This finding aligns with more recent perspectives suggesting that trust often functions as a baseline condition rather than a primary differentiator in well-established digital platforms. When users already perceive a platform as generally reliable, trust becomes less decisive in driving purchase intention, and other factors, particularly value and personal motivations, become more influential in shaping behaviour.

In contrast, perceived security did not have a statistically significant direct effect on purchase intention, leading to the rejection of H3. Although users generally evaluated the platform as secure, this result suggests that security does not directly influence purchasing decisions when other factors are taken into account. This finding can be interpreted in light of the evolving nature of digital environments, where security is increasingly perceived as a standard feature rather than a competitive advantage.

6. Conclusion

This study examined the factors influencing purchase intention in digital C2C second-hand fashion platforms, focusing on the Vinted application in the Lithuanian market. Specifically, it explored the role of perceived value, trust, perceived security, and usage motivations in shaping users' purchase intention. Primary data were collected through a structured questionnaire and analysed using statistical techniques, including correlation and regression analysis.

The findings indicate that perceived value, usage motivations, and trust are positively associated with purchase intention, with perceived value emerging as the strongest predictor. This highlights the importance of the overall benefits users derive from the platform, including economic advantages, ease of use, and a positive shopping experience. Usage motivations also play a significant role, suggesting that economic, functional, and experiential drivers encourage users to engage in purchasing behaviour. Trust demonstrates a positive but weaker effect, indicating that while it remains important, it is not the primary determinant when other factors are considered. In contrast, perceived security and demographic characteristics were not found to have a statistically significant direct impact on purchase intention, suggesting that these factors function more as baseline conditions rather than active drivers of behaviour.

From a theoretical perspective, the study contributes to the literature on e-commerce and C2C second-hand platforms by providing empirical evidence from a relatively underexplored context. The findings reinforce the central role of perceptual and motivational factors in shaping consumer behaviour, while also suggesting that trust and security may operate as necessary conditions in more mature digital environments rather than as key differentiators.

From a practical standpoint, the results offer useful implications for platform managers and practitioners. Enhancing perceived value through competitive pricing, improved user experience, and high-quality information appears crucial for increasing purchase intention. At the same time, strengthening user motivations by promoting the economic, environmental, and experiential benefits of second-hand consumption can further support platform engagement. Although trust and security were not the strongest predictors, they remain essential for maintaining a positive user experience.

Despite its contributions, the study has certain limitations. It focuses on a single national context, which may limit the generalisability of the findings. The use of self-reported data may introduce response bias, and the quantitative approach does not allow for in-depth exploration of user experiences. Additionally, the study examines purchase intention rather than actual behaviour, which represents a common limitation in consumer research. Future research could extend this work through cross-country comparisons, the use of qualitative

methods, or the inclusion of additional variables such as social influence, information quality, or environmental awareness, in order to provide a more comprehensive understanding of consumer behaviour in digital second-hand platforms.

Ethics Declaration

The study was conducted in accordance with the Declaration of Helsinki, and approved by the Institutional Review Board of Neapolis University Pafos (protocol number 54/2025). This paper is based on the Master's thesis of Maria Ioanna Marmoutzaki, completed at Neapolis University Pafos, with contributions from the co-authors in supervision, analysis, and manuscript preparation. In its current form, the study has not been published elsewhere.

AI Declaration

During the preparation of this manuscript, the authors employed ChatGPT 5.2 (OpenAI) solely to assist with language refinement and improvement of readability. The authors have reviewed and edited the output and take full responsibility for the content of this publication.

References

- Apostolopoulos, N., Makris, I., Deirmentzoglou, G.A. and Apostolopoulos, S., 2025. The impact of greenwashing awareness and green perceived benefits on green purchase propensity: The mediating role of green consumer confusion. *Sustainability*, 17(14), p.6589. <https://doi.org/10.3390/su17146589>
- Chevalier, J.A. and Mayzlin, D., 2006. The effect of word of mouth on sales: Online book reviews. *Journal of marketing research*, 43(3), pp.345-354. <https://doi.org/10.1509/jmkr.43.3.345>
- Falahat, M., Lee, Y.Y., Foo, Y.C. and Chia, C.E., 2019. A model for consumer trust in e-commerce. *Asian Academy of Management Journal*, 24(2), pp.93-109. <https://doi.org/10.21315/aamj2019.24.s2.7>
- Deirmentzoglou, G.A., Agoraki, K.K., Varelas, S., Anastasopoulos, I. and Anastasopoulou, E.E., 2025, May. Technology Acceptance Model for Metaverse Applications in the Tourism and Hospitality Industry. In *International Conference Economies of The Balkan And Eastern European Countries* (pp. 263-273). Cham: Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-90054-9_17
- Farrant, L., Olsen, S.I. and Wangel, A., 2010. Environmental benefits from reusing clothes. *The International Journal of Life Cycle Assessment*, 15(7), pp.726-736. <https://doi.org/10.1007/s11367-010-0197-y>
- Fletcher, K. and Tham, M., 2019. *Earth Logic: Fashion action research plan*. Available at: <https://katefletcher.com/wp-content/uploads/2019/10/Earth-Logic-plan-FINAL.pdf>
- Gefen, D., Karahanna, E. and Straub, D.W., 2003. Trust and tam in online shopping: An integrated model. *MIS quarterly*, 27(1), pp.51-90. <https://doi.org/10.2307/30036519>
- Guiot, D. and Roux, D., 2010. A second-hand shoppers' motivation scale: Antecedents, consequences, and implications for retailers. *Journal of retailing*, 86(4), pp.355-371. <https://doi.org/10.1016/j.jretai.2010.08.002>
- Hamari, J., Sjöklint, M. and Ukkonen, A., 2016. The sharing economy: Why people participate in collaborative consumption. *Journal of the association for information science and technology*, 67(9), pp.2047-2059. <https://doi.org/10.1002/asi.23552>
- Kim, D.J., Ferrin, D.L. and Rao, H.R., 2008. A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision support systems*, 44(2), pp.544-564. <https://doi.org/10.1016/j.dss.2007.07.001>
- Mischin, J., Deirmentzoglou, G.A., Daskou, S. and Vlassi, E., 2025, May. Artificial Intelligence-Powered Tools for Personalized Product Recommendations in E-Commerce: The Role of User Satisfaction on Online Purchase Decisions. In *International Conference Economies of The Balkan And Eastern European Countries* (pp. 235-247). Cham: Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-90054-9_15
- Mishra, M., Kushwaha, R., Gupta, N., Sinha, A. and Dwivedi, H., 2023. Survey data to evaluate consumer behaviour and consumption pattern of sustainable apparel: A study on consumer awareness level. *Data in Brief*, 49, p.109350. <https://doi.org/10.1016/j.dib.2023.109350>
- Niinimäki, K., Peters, G., Dahlbo, H., Perry, P., Rissanen, T. and Gwilt, A., 2020. The environmental price of fast fashion. *Nature reviews earth & environment*, 1(4), pp.189-200. <https://doi.org/10.1038/s43017-020-0039-9>
- Palomo-Domínguez, I., Elías-Zambrano, R. and Álvarez-Rodríguez, V., 2023. Gen Z's motivations towards sustainable fashion and eco-friendly brand attributes: The case of Vinted. *Sustainability*, 15(11), p.8753. <https://doi.org/10.3390/su15118753>
- Park, D.H. and Lee, J., 2008. eWOM overload and its effect on consumer behavioral intention depending on consumer involvement. *Electronic commerce research and applications*, 7(4), pp.386-398. <https://doi.org/10.1016/j.eierap.2007.11.004>

- Pavlou, P.A., 2003. Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model. *International journal of electronic commerce*, 7(3), pp.101-134..
<https://doi.org/10.1080/10864415.2003.11044275>
- Persson, O. and Hinton, J.B., 2023. Second-hand clothing markets and a just circular economy? Exploring the role of business forms and profit. *Journal of cleaner production*, 390, p.136139.
<https://doi.org/10.1016/j.jclepro.2023.136139>
- Quintus, M., Mayr, K., Hofer, K.M. and Chiu, Y.T., 2024. Managing consumer trust in e-commerce: evidence from advanced versus emerging markets. *International Journal of Retail & Distribution Management*, 52(10-11), pp.1038-1056.
<https://doi.org/10.1108/IJRD-10-2023-0609>
- Sandin, G. and Peters, G.M., 2018. Environmental impact of textile reuse and recycling—A review. *Journal of cleaner production*, 184, pp.353-365. <https://doi.org/10.1016/j.jclepro.2018.02.266>