

## Motivation for Vietnamese Consumers' Intention to Buy Second Hand Clothes

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### Abstract

*This article clarifies the impact of motivations on Vietnamese consumers' intention to buy used clothes. Research using in-depth interview method with 2 groups of subjects, in which, the target of first group is used clothing businessmen, the second target group is consumers who have bought and used second hand clothes. The research was conducted first to: explore, detect and understand the nature and influence of the buying motives of used clothes on the purchase intention of consumers in Vietnam. Research results have shown that Vietnamese consumers have motives for buying clothes with four groups of motives: economic motives, personal enjoyment motives, social moral motives and fashion motives. Thereby helping businesses can segment the Vietnamese consumer market according to the motive of buying used clothes. In addition, helping state management agencies to see more accurately about consumers' attitudes towards used clothes, thereby having effective sanctions to manage this trade industry. results, ensuring the fair and sustainable development of the fashion industry.*

**Keywords:** *Intention to Buy, Motivation to Buy, Used Clothes, Vietnam*

## INTRODUCTION

The clothing industry is the second most polluting industry in the world, accounting for 10% of carbon emissions and almost 20% of global wastewater (Conca, 2015), (Pal and Gander, 2018). The explosive growth of fast fashion has made new styles quickly replaced, besides the low prices and the incentive for consumers to buy new clothes regularly have made for a large amount of unused clothing to become waste (Joy Jr and JFS; Zamani et al., 2017). A worldwide poll from 2019 shows that 83% of people own at least 6 pieces of clothing that they don't wear again. According to WRAP, every year 350,000 tons of clothes are thrown away. In Spain, each person discards 7 kg of clothing per year, generating a total of 326,000 tons of clothing waste annually (Peña-Vinces et al., 2020); in the UK about 1 million tons of home textiles are thrown away every year (WRAP, 2013); in Taiwan, a total of 72,000 tons of clothing must be disposed of annually (Tu and Hu, 2018); nearly 26 million tons of textile products are disposed of in landfills in China; In Vietnam, according to a survey report by YouGov in 2017, in 2016, 75% of adult Vietnamese consumers gave/discarded clothes, about 1/5 (about 19%) of which threw away more than 10 items in a year, 2/5 (about 43%) gave back/discarded an item after wearing it once, and about 1/5 of them threw away at least 3 items clothes they have only worn once. Clearly, these neglected items are having an adverse impact on the environment.

It's one of the many reasons clothing rental sites - which allow customers to borrow items for certain days - are growing in popularity. Used clothing has been researched in many countries around the world, although this topic is still attracting a lot of scientists conducting research and understanding around consumer behavior. this product, especially in exploring the motives that drive consumers to choose to buy this product. Topics around this product such as: used clothing, recycled clothing, sustainable consumer clothing... However, studies in the Asian region where there are countries with economies of scale . development is still very limited, especially in the context of research in Vietnam, the number of studies is not available, mainly new access such as news on the trend of consumption of used clothing products of Vietnam. Vietnamese consumers. Therefore, although

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previous studies have explored consumers' motivations for buying used clothes, in the context of Vietnam with economic, cultural, and political differences, consumers What motives will using Vietnam have? Therefore, this study will be conducted with the aim of understanding the reasons or motives for Vietnamese consumers to buy used clothes.

## **BACKGROUND THEORIES**

Intention to buy used clothes

Intention to buy

Behavioral intention is understood as the ability or intention with which a person will perform a certain action (Ajzen, 1980). Or Bratman (1987) also pointed out that: intention is a state that represents the thought of performing one or more actions in the future. Intentions include actions such as planning or forethought. Intent can be explicit or implicit, direct or indirect (Bratman, 1987). This interpretation shows the intention contained in the future intentions, which are the basis for future actions. Therefore, studying behavioral intention is very important, it will help predict the behavior people will perform in the future.

Intention to buy, Howard and Sheth (1967) say that predicting purchase intention is the first step to predicting the actual buying behavior of customers (Howard and Sheth, 1967). Or Elbeck (2008) states that purchase intention is the willingness of customers to purchase a product (Tirtiroglu and Elbeck, 2008). Ajzen (1991) stated that buy intention is believed to contain motivational factors affecting behavior, it indicates the degree to which a person is willing to try, the amount of effort made to complete the behavior . When people have a strong intention to engage in a behavior, they are more likely to engage in that behavior. (Ajzen and processes, 1991)

Thus, the purchase intention is the thing that the buyer anticipates what product they will buy in the future, and when forming the intention to buy, it is a basis for that action to happen in the future, and at the same time. It also reflects the likelihood that consumers will buy the product or it represents what they want to buy in the future. Researching purchase intentions will help business people predict future market demand and take actions to best satisfy market needs.

Used clothes

Used clothing can simply be understood as clothing that has been used or owned by a person before . However, the concept of used clothing is increasingly expanding in terms of approaches, so there are additional perspectives:

From an economic point of view, used clothing is clothing that has been used before and is somehow returned to circulation in the next consumption cycle and often has an incentive to purchase at lower prices (Carrigan et al., 2013). With this understanding, lower price is the main factor that distinguishes used clothes from new clothes.

From the perspective of individual psychology, used clothes are considered to be unique and distinctive, thereby expressing the personality of the wearer (Roux and Guiot, 2008) (Edbring et al., 2016). Clothing, whether new or used, is a product through which the wearer expresses a sense of self to those around him and creates his or her own identity (Belk, 1988), term of social norms (Thompson and Haytko, 1997). With this understanding, the factor to distinguish from new clothes is that used clothes have their own fashion style that satisfies the desire to express the ego of consumers through these products.

From a social moral perspective, used clothes help reduce waste in the environment, besides, buying used clothes is also a way to help consumers openly protest against consumerism. and the expansion of fast fashion brands in the world towards fair trade.

Thus, used clothing is a very special product, it contains a lot of values. Collectively, they have the following characteristics: Is clothing that has been previously purchased (owned by the consumer); These clothes may have been used before, or it has never been used but has only been purchased (owned by the consumer); These clothes are sold for less than new clothes; These clothes are manufactured by a certain brand and it may be a

product of a well-known brand; These clothes are unique, different; Their quality is still good, even like new; Are environmentally friendly products that reduce waste from clothing.

Studies on the intention to buy used clothes

Consumption of used clothing is no longer an emerging trend and there has been a lot of research on the issues surrounding its consumption in different contexts such as vintage clothing (the costumes produced between the 1920s and 1980s) (Cervellon et al., 2012); or has it been studied in the context of used luxury clothing (Turunen et al., 2015); sustainable consumption clothing (Diddi et al., 2019); In addition to research in Western societies, used clothing consumption has also been studied for the Asian market with the contributions of (Xu et al., 2014), (Chan and Lau, 2002), (Lang et al., 2019), or in the context of online shopping with the explosive growth of the internet (Ek Styvén et al., 2020). In each of these different contexts, studies on issues surrounding consumers' buying behavior have been explored such as consumers' perceptions, values, attitudes, product meanings and purchase intentions. research has been conducted, but the number of studies is still very limited.

Studies on the intention to buy used clothing have been conducted in many countries around the world, with diverse approaches in research topics on this product such as comparison with used clothing, classic fashion styles, cultural differences in consumption, sustainable fashion consumption trends or through buying forms from traditional to online. Research subjects are also quite diverse, but most focus on university students (Diddi et al., 2019), because they believe that students are the target market of this product. (Hansen, 2000) or women (Cervellon et al., 2012) because women are said to be more interested in fashion (O'Cass, 2000). Research methods are also used, ranging from qualitative research to quantitative research. This shows that the research topics on the intention to buy used clothes are quite rich, but due to the small number of studies, each research direction has only one or a few studies and the This study also only focuses on exploiting a few influencing factors, so it does not have a multi-dimensional view and fully reflects the factors affecting the intention to buy used clothes of consumers.

Motivation to buy used clothes

Motivation to buy

Antonides and VanRaaij (1998) argue that motivation is a trigger, a motivation or reason to initiate or maintain a behavior (Antonides and Van Raaij, 1998). Motivation is considered to be the cause of human behavior, a disposition or a necessary state that drives individuals towards types of actions that are capable of satisfying a need (Mook, 1987). Therefore, motivation plays an important role in motivating, guiding, selecting and maintaining human behavior. To understand the nature of people's behavior, one must begin with understanding their motives or reasons for acting.

Tauber (1972) showed that consumers' buying motivation includes not only the utility from the goods they will buy, but also the satisfaction of needs they seek through shopping activities (Tauber, 1972). From the above concepts, it can be seen that the motivation to buy is not simply a state, an action, but a state that extends into a process. Motivation to buy is formed when buyers perceive their own need or lack and they feel compelled to take action to purchase a product/service to satisfy that need. The extent of this buying action will depend on the state of pressure about the desire to have the product/service that people feel in each specific situation. Motivation to buy is the first step in the consumer's psychological process). Therefore, buying motivation cannot be observed, but it will guide, guide, and lay the foundation for predicting human buying behaviors with a particular product/service to satisfy needs. These needs are not only the material benefits of the goods (the desire to own the product) but also the emotional and psychological states of the buyer in the process that they search for the product. /service (shopping experience). Thus, with the same purchase action, different shoppers are driven by different motivations (Tauber, 1972). Therefore, scientists have tried to find ways to classify consumers' buying motivations to be able to determine what causes them to take action to buy a product. Depending on different approaches, there are different ways to classify buying motives.

## Studies on the motivation to buy used clothes

The research on the motivation to buy used clothes began to develop at the beginning of the 21st century, especially after 2010 in the face of the strong growth trend of used clothing consumption worldwide with active participation of both buyers and sellers. Scientists set out to find out from what needs are the motivations to buy used clothes and what is the structure of the buying motivation. Previous studies have shown that consumers' motivation to buy used clothing is complex with diverse constructs (Guiot and Roux, 2010). Studies on consumers' motivation to buy used clothes are still being debated by scientists because there is no final consensus. On that basis, the researchers investigated and discovered the following buying motives:

### Economic motivation

Economic motives appear the earliest in the study of motivation to buy used clothes, it emphasizes the financial benefits of buying used goods (Williams et al., 2003). Most of the studies are concerned with economic motivation. The financial benefits of buying used clothes are mentioned through two groups of factors: price motivation, namely lower price of used clothes and desire to get a reasonable price. management (Guiot and Roux, 2010).

### Motivation for personal enjoyment

The next motivation that scientists conduct in their studies of the motivation to buy used clothes is the motivation for personal enjoyment. Personal enjoyment motives are understood as the pleasurable, happy and excited psychological states that buyers want to find during their search for used products (Guiot and Roux, 2010). These psychological states of people refer to motivations: entertainment motives, originality motives, social interaction motives (Belk, 1988); (Guiot and Roux, 2010);(Herjanto et al., 2016).

### Social moral motivation

Subsequent studies continue to show that in modern society, the behavior of buying used clothes is also influenced by social moral motives, which mainly come from two groups: moral motives. ecological ethics and critical motivation (Guiot and Roux, 2010). Ethical concerns mean avoidance of fast fashion consumption and concerns about building sustainability, for example, recycling and reducing waste to landfill (Guiot and Roux, 2010). In fact, an ecological movement has emerged, with consumers expressing concerns about what is perceived as excessive, wasteful and unprofitable for the environment (Ferraro et al., 2016). motivate them to purchase used goods (Edbring et al., 2016) as a measure to protect the environment (Lang et al., 2019). The critical motive comes from the perception of buyers about the overdevelopment of large corporations and modern retail channels, so they think that buying used clothes is also a form of openly protested with their dissatisfaction with the current clothing purchasing system . This dissatisfaction has encouraged individuals to stay away from buying new clothes and buy used clothes instead. In this way, consumers create and express their own social consciousness through the choice of consuming used goods towards a fair and transparent market. . Studies on social moral motives are still conflicting with each other, especially the influence of the difference of Eastern and Western cultures, the difference in the degree of impact of social moral motives. more obvious (Xu et al., 2014).

### Fashion motivation

Fashion motives are the latest mentioned and the number of studies on the fashionability of used clothes is also very limited. Fashion motivation is understood as an interest in efforts to follow a particular fashion trend, creating a personal and unique fashion style of the wearer (Reiley and DeLong, 2011). Accordingly, fashion can be understood as the style of a product that is temporarily applied by the majority of members in a recognized society and the fashionability of used clothing is the extent to which buyers believe these products are in line with current fashion trends (Yan et al., 2015). Thus, fashion motives refer to social buying motives rather than individual buying motives. However, opinions about the fashion of used clothes are still not unified. Some previous studies have suggested that fashion is not the main reason for consumers to buy used clothes and it is unreasonable to mention when buying used goods (Cervillon et al., 2012). Later studies show that fashion motivation is one of the main reasons that motivate consumers to buy and use used clothes, especially for consumers. children can maintain a desired fashion style without spending too much money (Yan et al., 2015).

### 2.3. The relationship between motivation and behavioral intention

Studies on the direct relationship between motivation and intention to perform human behavior have been conducted, but this number of studies is not many and only focuses on a few areas: Human resource management (Lin, 2007) or communication (Cho et al., 2015) has also studied consumer behavior, which is to learn about the motivation affecting the intention to buy organic food (Hwang and Services, 2016). These studies all show that motivation has the effect of controlling people's behavioral intentions and behavioral intention is the strongest basis for people to carry out their actual behavior.

In Lin's (2007) study on the knowledge-sharing intention of employees in the organization was made by integrating the motivational perspective into Fishbein and Ajzen's TRA (Theory of Reasoned Action-1975) model. Research has conducted to divide motivation into two types: intrinsic (self-knowledge and enjoyment of helping others) and extrinsic (organizational rewards and mutual benefits). These motivations affect knowledge sharing attitudes and knowledge sharing intentions. Research results have shown that employees' intention to share knowledge is driven by their motivation.

Research by Cho et al (2014) on consumers' intention to share information on social networks, specifically facebook. By using self-determination theory to classify human motivations as intrinsic (information effectiveness, self-presentation, enjoyment of information sharing) and extrinsic motivations. (tangible reward, expected relationship, trust), combined with Theory of Planned Behavior (TPB) of Fishbein and Ajzen, has conducted to build the impact model of motivation. to behavioral intentions, and to people's behavior in sharing information about products/services on facebook. Research results have shown that both intrinsic and extrinsic motivation have an influence on people's behavioral intentions, and behavioral intention is an important basis for them to perform their behavior.

Hwang's study (2016) was conducted to determine the motivations affecting the intention to buy organic food of older consumers. Research shows that motivations such as self-expression, concerns about safe food, concerns about the environment, and perceived ethical consumption directly affect people's intention to buy safe food consumption. Society's desire to buy organic food is a moderating variable for the influence of self-expressive motivation, environmental concerns, and ethical consumption perceptions on intention to purchase safe food of consumers. Research results have only had a direct impact of motivation on the intention to buy safe food. In which motivations such as self-expression and concern about food safety played a more important role in the purchase intention of older consumers than were the motives of environmental concerns and ethical identity.

Thus, there is a direct relationship between motivation and behavioral intentions of people. Motivation is a very complex psychological variable and it has a direct influence on their behavioral intentions. In fact, people's motivations will depend on their own personal factors as well as different products/services or different sectors. Therefore, it is necessary to have studies on the relationship between motivation and human behavioral intention in different situations to determine their impact and especially in understanding purchase intention. .

Derived from the review of research works and theoretical basis on motivation and intention to buy used clothes that have been done previously, the following bases are the basis for the study design:

First, there are many incentives to buy used clothing from consumers. These motives are divided into four groups: economic motives, cultural motives, social moral motives and fashion motives.

Second, the motivations for buying used clothing are not universally agreed upon and have not been studied as a whole in the same study and investigated individually depending on the study.

Third, there are many theories about motivation, but in the context of consumer society and with the specific product of used clothing (with many different meanings and aspects of consumption). The most appropriate theory to understand is Maslow's (1954) theory of needs. Accordingly, the motivations for buying used clothes were arranged into the hierarchy of needs according to Maslow's scale from the motivations to satisfy the lowest-order needs to the highest-order needs.

Fourth, the intention to buy used clothes has been studied in many different contexts. In different countries, it has been shown that the intention to buy used clothes is affected by many factors and is also influenced by the buying motivation. In which buying motivation has a direct relationship with the intention to buy used clothes. Besides, the difference in national culture will make the factors affecting the intention to buy used clothes of consumers have different effects, so it is necessary to expand the research context, especially in Asia, where countries with emerging economies and traditional cultural values are introverted and communal (Herjanto et al., 2016).

Fifth, factors such as age, gender are control variables that affect consumers' intention to buy used clothes. However, previous studies have only focused on customer groups who are either students or women and therefore have not fully reflected the motivations as well as the impact of buying motivation on the intention to buy pants. used clothing by consumers. Therefore, it is necessary to expand the research object groups to learn about the impact of motivation on consumers' intention to buy used clothes.

## RESEARCH METHODS

Research conducted by in-depth interview method , the author selects interviewees including 2 groups, the first is business people and the second is some consumers who have bought used clothes in Hanoi city . Business people were selected to conduct in-depth interviews to find out about consumers' reasons or motivations for buying used clothes, because to be able to sell products, business people must have understanding the needs of customers as well as learning about the reasons why consumers choose to buy this product. Therefore, the author will interview them first to be able to check in general about the reasons that customers choose to buy used clothes that they are doing business with. People who have bought and used used clothing are those who have had experience shopping for this product, and so they were selected to find out what prompted them to buy these products. From there, the author can approach and learn exactly from the perspective of business people as well as from consumers who bought the product, why consumers buy this product in the context of Vietnam.

Convenience sampling is the method chosen by the author to conduct this study. Objects are selected by chance or by convenience. Therefore, it is inevitable that the representativeness of the sample is not high because the sample part is often homogenized. However, convenience sampling is often used in exploratory research, idea generation, and research problem detection (Tran and Do, 2018), which is completely consistent with the goal of the study. . To overcome this limitation, the author selected in-depth interview subjects with the most outstanding characteristics according to the criteria of each target group to give the most objective and honest answers.

The target group are used clothing traders selected based on the following criteria: *Geographical location* , including business people in Dong Tac market, where many sellers are gathered and people who have their own stores in locations where only they do business; *In terms of business form*, including those who sell goods online through the social network facebook, those who only sell at their stores without online support, and those who sell in-store and combine online sales; *Regarding the quality* of goods, there are "package" sellers (which are products that are packed in batches and have not been classified in terms of product quality) and "recruited" sellers (who are sellers whose product quality has been selected is also known as leading country); *Regarding business experience* , only select subjects who are business people with 2 years of experience or more, because over that time will help them better understand the reasons that consumers choose to buy. . The name of the business person selected for the interview was encrypted to ensure confidentiality upon request. Information about business people selected for interview is summarized in Table 1

**Table 1. Background information about the used clothing dealer interviewed**

STT	Businessman	Business location	Business form	Goods	Business experience
first	B-01	Kim Lien – Dong Da – Hanoi	Online	Clothing (bale)	2 years
2	B-02	Dong Tac - Dong Da - Hanoi	Shop	Clothing, accessories, bags, shoes (cases)	5 years
3	B-03	Mai Dich – Cau Giay – Hanoi	Store, online	Clothing and accessories (selected goods)	3 years

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4	B-04	Nhon - Bac Tu Liem - Hanoi	Store, online	Clothing, shoes, eyeglasses, watches (selected goods)	6 years
5	B-05	Nguyen Ngoc Vu – Cau Giay – Hanoi	Store, online	Clothing and accessories (selected goods)	3 years

Source: compiled by the author

The target group is consumers who have bought and used used clothes and are selected based on the following criteria: *Regarding age*, because the study's subjects are people between 18 and 41 years old, it will be divided into age groups from 18 to 23, from 24 to 29, from 30 to 35, from 36 to 41 years old and select representatives from each age group to conduct in-depth interviews; *Regarding gender*: interview subjects include both women and men, but the ratio is not guaranteed to be 50:50, because most of the subjects that the author meets when shopping are female customers. *About profession*: students, business people, office workers, university lecturers, experts are selected to conduct interviews. *In terms of shopping experience*, through the search history of consumers' products such as: the type of clothes they buy, the stores they buy from, and in addition to buying for themselves, do they buy for relatives to wear and use. The names of customers who purchased and used clothes have been encrypted to ensure confidentiality upon request. The basic information is summarized in Table 2.

**Table 2. Basic information about consumers who bought used clothes interviewed**

STT	Consumer	Sex	Age	Job	Accommodation	Buying experience
first	C-01	Female	39	Lecturers	Bac Tu Liem, Hanoi	Buy at many stores, buy at Dong Tac market
2	C-02	Female	39	Expert	Cau Giay District, Hanoi	Only buy at a store that specializes in recruiting boxes near the work place
3	C-03	Female	21	Student	Cau Giay District, Hanoi	Bought at some box stores, love the vintage style
4	C-04	Female	32	Business	Hoai Duc, Hanoi	Buy at some box stores
5	C-05	Male	25	Business	Ba Dinh, Hanoi	Bought at some box stores, specializing in retro style items
6	C-06	Female	36	HR specialists	Hai Ba Trung, Hanoi	Buy at many stores, buy at Dong Tac market
7	C-07	Male	30	IT technician	Hoan Kiem, Hanoi	Buy at Dong Tac market

Source: compiled by the author

The main data collection method used in the study is direct personal interview and observation. Interviews were conducted at a coffee shop or at the interviewee's own home or at the used clothing dealer's store, depending on the subject's preference. The interviewees participated completely voluntarily and were not paid any fee, the average duration of an interview was 30 minutes.

To facilitate the interview to get the maximum amount of information at each interview. There are 4 topics designed during the interview process: (1) economic motivation; (2) fashion motivation; (3) personal enjoyment motive and (4) social moral motive.

The entire content of the interview was carefully and completely recorded and stored in the tape recorder. Then carefully typed the entire interview content within 24 hours after the interview. After each interview, the author re-analyzes the content of that interview from fully retyped pages of text, to identify the motivations that shape the intention to buy used clothes. of the consumer that the business person or the consumer answered, on that basis complete for the following interviews. And use the principle of information saturation. When the interviews no longer give new information, stop conducting the interview activity. For business people, it was in the 5th interview and for consumers in the 7th interview. The total number of interviews was 12 interviews with both groups of subjects.

The method of analyzing the collected information is table analysis. The total number of pages of retyped text from the interviews was 65 pages of text. Read and analyzed according to 4 topics that the interview outline has identified, synthesized and saved by excel file. On that basis, analyze the opinions of the interviewees to determine the motives for buying clothes of Vietnamese consumers.

Interviews were conducted between July 22, 2019 and August 27, 2019 and were conducted in Hanoi. Hanoi is the capital, the economic, cultural and political center of Vietnam, has the second largest population in the country and the people of Hanoi can come from many regions and regions across the country. In addition, consumption trends often originate in the capital, so choosing a qualitative study in Hanoi will also reflect better representative results when conducting interviews to learn about motives for buying used clothes of Vietnamese customers.

## RESEARCH RESULTS

### Economic motivation

The interviewees all said that economic reasons were a driving force to motivate them to buy used clothes. However, not all of the respondents actively mentioned this issue, but had to give suggestions or related questions before they responded. And basically they don't mention it because they take it for granted that used clothes convey, so for them, they buy used clothes for other reasons too. rather than simply their prices. The interviewees clearly expressed their awareness of the economic benefits they received when buying this product, which are:

**Price Motivation:** The interviewees showed that their perception of the price of used clothes is reflected in two aspects.

#### First, the selling price (listed price).

The interviewees all knew how much the selling price of used clothes is and for them this price is very cheap compared to products of the same brand sold when they are newly launched on the market. school:

C-05: "... its general price is usually one hundred eight to two hundred, two hundred and fifty thousand..."

C-02: "When I go to buy branded goods outside, the price is very expensive, and this is also a brand name but it is still new and the price is cheap"

B-01: "The coats are so good... it must be three million, five million, ten million but now they only pay in hundred thousand, it's really beautiful..."

Besides, they also compared the selling price of used clothes with the average price of newly manufactured fashion products and they found that the price of used clothes is not the same . low (sometimes even higher) when compared with the general price level of clothes being sold in the market.

C-04: "The price isn't cheap either, many of it's beautiful things are even more expensive to buy than they really are, but they don't exist. Compared to the price of the brand, it is cheaper, much cheaper."

C-05 : "Actually, a shirt like that is not cheap to buy secondhand until now.... I think the price is quite high compared to the new shirt..."

B-02: "...Many brands are expensive..."

#### Second, compare the price and value (quality) of the product.

The interviewees also answered very clearly that their perception of the value of the product compared to the amount of money they spend to own the product is very appropriate, they even find that they are receiving the goods with high quality. The quality is better than the money they spend.

C-03: "... the material is good and the price is very affordable..."

C-06: " I'm satisfied with the price that comes with the quality, it's not that I see the cheap price that makes me want to buy it, but it also has to come with quality"

B-05: " Normally, I buy new brands for a little while and they sell me two million, three million, and one and a half million. But why is there only more than a hundred here, because it's called a box, it's already been worn by one person. This fabric, this style, and its stitching is amazing, nothing to complain about."



Thus, Vietnamese consumers' awareness of the selling price of used clothes is not simply expressed by their awareness of the listed price announced by the seller. On the basis of that listed price, they compared with the price of the same branded goods at the time of production and with the general price of fashion products being sold on the market. C Vietnam no longer sees used clothes as cheap, low-quality products, but to them as products that are cheaper than their quality.

### **Desired Motive for a Reasonable Price**

In this respect, the interviewees expressed their satisfaction with the selling price of used clothes through many angles. The first is that they talk about the suitability of the price with their financial ability:

C-03: “...it's like buying a brand new one, maybe a few million, but when I buy that, it's only a few hundred, it's affordable...”

Next, they find that by buying this used clothing they are not only buying things for themselves, but they can also shop for their entire family and that is a way to practice spending. save:

B-01: *"It's a savings, it's probably cheap, but it's still the same amount of money it can buy for the whole family"*

B-04: “... bought it for my husband, for my children. Oh my god, someone beat a car to buy for them, brother-in-law, nephew-in-law. Buy for the whole family .. ”

B-05: “...buy it for yourself, buy it for the whole family, have it for husband and wife, have it for children, wear socks...”

In addition, consumer has also taken advantage of the low prices of used clothes to enrich their own clothing collection; allowing them to have more clothes to meet their physical needs for greater comfort:

C-02: “...buy a lot of dresses, tops, jeans, shoes, and there are watches too, very nice...”

C\_03: “... I also like to buy clothes, so it's very often bought, I generally have to buy once a month, because the price is not high, so it feels good to buy. I am very satisfied with the price, can buy a lot, can change often”

Besides, even though they know the price of the product, consumers still bargain when buying these products in the hope that they can find a more reasonable price for the item they choose. . Both buyers and sellers of this product in Vietnam do not feel uncomfortable when taking these actions, they feel that coming to an agreement on the price based on the agreement of buying and selling will be a factor that will bring them success. customer satisfaction is higher and it is a motivating factor for consumers to buy products.

C-06: “ In general, I also know that price range, so I bargained for the price they sold, so both sides felt comfortable. In short, I am satisfied with the price and product that I bought ”

B-02 : “ ...Even this market is familiar to everyone who goes to the market. This market is so traditional, everyone is used to it, and people like to bargain more, it's convenient to buy and sell...”

Thus, Vietnamese consumers realize that with the current selling price of USED CLOTHES, it is an appropriate price, it makes them feel satisfied. This satisfaction is expressed in many angles, from experiencing a price that is suitable for your financial ability, shopping thrifty, smart, enriching your wardrobe as well as satisfying the need for comfortable clothes. comfort for yourself.

### **5.2. Motivation for personal enjoyment**

The topic most mentioned by the respondents in the interviews was about personal enjoyment motives. It shows that interviewees find it interesting, fun and exciting in the process of searching for used clothes. This topic is discussed with 3 themes: entertainment motives, product unique motives and social interaction needs.

### **The first, Motivation about Originality**

The first is that consumers want to find products according to their preferences, for example, they like their materials, textures or styles. And they found that it was impossible to find them in new stores, but only in used clothing stores. At the same time, they found that these products often came in only one:

C-05: *Their design is that it focuses on the European object, the lines or the color, the color tone of those things, it is already different from Vietnamese goods. Recently, when I went to buy Vietnamese clothes, I couldn't find it see those colors. So I'm still quite fond of the color tones of secondhand clothes.*

B-02: *" Yes, it's unique, it only has 1, but I said I like this one, but I don't have a larger or smaller size, so everyone has to find the right one for me. Its design is also unique..."*

B-05: *"...This is a unique product, so it has to be hunted... The fabric can't be found. Done from these buttons, from its hooks, all of them are foreign, so why don't we use them in Vietnam, so people hunt them all, so beautiful..."*

In addition, the interviewees found that used clothes are not only beautiful with trendy materials and designs, but they are also very different and unique:

C-02: *"Winter clothes there are many beautiful coats, very unique coats, my store does not have them"*

C-06: *"The main reason I bought it for myself is the design, that is, it must be different, or strange, eye-catching but it doesn't exist outside, I will buy it"*

Thus, with their own unique and different needs, consumers realize that used clothes can satisfy their needs. Used clothes help the wearer express their own identity and style, and it would be great if they were fashionable without being "in touch" with anyone. Through that they assert themselves to those around them.

### **Second, the entertainment motive**

First, it is the visual stimuli and the appearance of beautiful USED CLOTHES that make them feel excited, excited and decide to take action to make the purchase.

C-02: *"... just watch the livestream and see good products and run out..."*

Either because of the love of the style and material of the outfit, or because of the hobby of collecting different types of clothes and this makes consumers feel interesting and excited when they experience shopping for this product.

C-03: *" Even I feel that the older it is, the more I like it, because of those materials, the more you wear it, the softer it gets, or the more vintage you look at it"*

C-04: *" I'm the type of person who likes that kind of collection, sometimes it's called a city as a hobby..."*

C-05: *"...For that foreign secondhand shirt, it has a lot of options and features. For example, that jacket is more versatile than the Vietnamese shirt..."*

Besides, it is also the joy of freely finding goods from NTD's daily shopping habits. They feel very excited in the process of searching and choosing products, even if they go without buying any products, it does not bother them too much, because they think that buying these products is like that is different from buying new clothes.

C-03: *"We bought it, then we tried it on, like it was free to try so it took us more than an hour"*

C-04: *"...if not, it's fine if I go home. One time I went to buy it took about an hour, two hours..."*

Consumers also want to participate in this used clothing shopping simply because they find it interesting, and it may even become a hobby for them. And they think they're willing to sit back and wait for the selection of items after other people, or find finding the product is a lot of work, but it's totally worth it when they find the item they like, and they Accept it as going out, discovering something, and it's a lot of fun, whether it's a few hours or an entire session.

C-06: *"It takes a bit of work, but it's also quite interesting, because it's not easy to find an item that is both new and affordable, and also cheap. ...it takes time but it doesn't mean it takes too much time, it's just an outing. That's right, I'm having fun with the outing."*

C-07: *"It takes a lot of time to find something you like, a shirt that you like... So when you go shopping from shop to shop, you have to rummage through those clothes to find it. the item I like it is also very exciting"*

In addition, the interviewees also felt that they experienced the atmosphere of the point of sale with the way the products were displayed and the seller's stories made them feel interesting, and happy. The hallmark of used clothing stores is that there are a lot of items sold in stores that are limited by space that is not too large if not cramped. And so the typical telltale signal of those selling points is the "clutter" or "pump" of the items, not the beautiful display:

B-02: "... *But most of this stuff has many types, each one has its own style, so everyone doesn't have the space to keep it separate, only to have 1 number, what is the main thing is still the same. is below...*"

This does not make consumers feel uncomfortable, because they think that is the characteristic of those who trade in this item.

C-01: "... *The piles, which means you can see it as normal, no problem...*"

C-06: "... *it's normal, it's the same thing...*"

However, there have also been consumers who have noticed that the display of used clothing stores is paying more attention in defining their image in a more professional and impressive way:

C-03: "... *For example, I am most impressed with the store on Hang Dau, people display shoes in one area and clothes in one area, ..., in general, all the spaces there. It's impressive, it's very impressive...*"

C-05: "... *they are cheering for a movement. For example, my movement is the nostalgic movement, if you wear it a bit retro, the shops they decorate are very nice and a store It's no different from a store that I buy normally. It's even more special, because it has a taste...*"

Not only the way to sell, consumers are also interested in the exchanges, advice and sales methods of sellers:

C-03: "... *the staff there are also very impressive, they wear vintage clothes, the main color is beige, your hair is cut very short while you guys. being a girl, her demeanor is very friendly...*"

B-03: "... *it's also partly due to the sales person, because when they come and don't receive customers, just let them do whatever they want to do, then sometimes people will come out after they enter. ... customers who go with a group of people usually people will ask each other, ... or customers who go alone, usually in the store, everyone will advise each other...*"

Not only that, with the development of the internet and social networks, consumers but especially young consumers are increasingly buying online, so used clothes can also reach a wide range of customers. more goods. Customers attracted by the stories of the sellers, they interact with people with similar interests:

C-04: "... *I have to know if this house has such great products before I can close...*"

B-04: "... *people don't have to dig too much to find the product, easy to see, ... Now, there are customers who used to come to his store to choose, now it is located at the house he chooses. mine...*"

From the perspective of business people, they call people who buy used clothes "addicts", "addicts". And has been considered "addiction" ie it becomes an indispensable hobby and habit of consumers, and when they do not act to satisfy this need, they will feel "missed" and "missed".

B-02: "... *actually, everyone uses this because of their own preferences... people who use it, people often use words like addicted, miss the market, don't buy anything, go to the market to see...*"

B-05: "*I see a lot of addicts, who have been addicted for 20 years now. Addiction, addiction, which means everyone is addicted, don't buy a lot, buy a little, every day comes...*"

In summary, entertainment needs affect consumers in many aspects through the respondents' responses. From the visual stimuli, about the beauty of the product, to the preferences and habits that motivate them to take action. Recreational needs refer to the state of feeling happy, excited, and relaxed about themselves and consumers find that this need is satisfied when participating in the purchase of used clothes. The experience of this need for entertainment makes them feel connected with friends, with people with similar interests, it makes them feel happy, excited.

### Third, Social Motivation

The interviewees all said that they feel very confident and comfortable when wearing used clothes, they find it does not affect their image in the eyes of those around them, not to mention they still feel comfortable wearing them. They feel more cared for, noticed and respected. This shows when they see many people asking about the clothes they wear and they are very willing to share about the origin of those costumes if those around them ask.

C-02: *"It's very comfortable to say, I don't mind, I also say it's a box, bought here and there, the price is reasonable, cheap, it fits in my pocket"*

C-03: *"... many of you asked about the origin, I was very comfortable saying it, and I introduced it to you..."*

C-03: *"... was praised by many people when I wore it, people even asked me where to buy it ... shared that this was a Si... because I bought it there, it didn't have a second one, because people asked me to buy it. I bought it, where did I get it, I bought it..."*

They also feel very happy to meet people they know while shopping for this product, and they even have a group of friends who love that style and often share information about it. Or the fact that they become part of the group when they buy USED CLOTHES also excites them. Besides, they think that sharing information about the product is the right thing to do because it is suitable for them and the friends around.

C-03: *"Sometimes when I go to those places, I meet a lot of people I know, a lot of people. Whenever they have a discount, it's very crowded, crammed in line."*

C-05: *"...my friends share about that fashion style and are willing to talk about the origin of that outfit. Actually, because I also like it, my facebook has quite a lot of friends like that, there is a group..."*

C-06: *"...a lot of people, especially mothers, tend to buy and choose that item a lot. I can go to Dong Tac area and see people sitting and digging around, full of children's clothes... it's very crowded when my children wear whatever they want, I'm willing to share, because that's also a way to help for everyone to save money, entertain..."*

However, there are also consumers who are hesitant to share the origin of those costumes when they are asked.

C-07: *" Sometimes you say it, sometimes you don't, or you just say it, I bought this a long time ago, I bought it from the pool side, that kind of thing"*

Thus, it can be seen that the social communication needs of consumers are expressed through the fact that they become confident, are respected by many people and through which they prove themselves to those around them, as well as prove themselves. Prove that you belong to a certain community group.

#### Fashion motivation

Interviewees including buyers and sellers all answered that even if they were used clothes, when they chose to buy them, they had to meet their fashion desires. They like them, find them to fit their own style and taste, not to mention the people who wear used clothes are also recognized as having taste, having fashion sense and being recognized by the people around.

C-01: *"I found that when I liked the product, I took it, and it was fashionable, confident and comfortable to wear those clothes"*

C-03: *"...My main motivation is fashion and value for money"*

C-05: *" Actually, taste is my fashion preference .... that's why when I go there, there are many things to buy..."*

B-01: *"Those who are addicted to buying clothes are also those who know their taste in clothes, those who are stylish, who know how to mix and match."*

B-03: *"Customers who come to my house are usually very connoisseurs, very knowledgeable about fashion and very comfortable. Once people have used this product, they are very knowledgeable about fashion."*

Thus, consumers see that fashion desires are satisfied and fulfilled by second hand clothes. Through that, they feel their confidence when wearing those outfits, expressing their personality and fashion style. At the same

time, they also receive appreciation from friends for their aesthetic taste, as well as their very fashionable style of dress. They are even considered by friends as a style consultant for them. This really makes them believe that the used clothing really fulfills their desire to own fashion, which in turn gives them a sense of comfort.

#### Social moral motivation

Questions related to social moral motives will focus on two issues: ecological ethical motives and critical motivations showing social consciousness in opposing the strong development of enterprises. big.

#### **First, The Eco-Ethical Motivation**

Consumers are aware of the effects of using used clothes as a way to practice environmental protection:

C-03: *"Yes, I think so too. For example, there is a saying that old people are new to us. Old people but new to me, I should not leave, it's very wasteful. For example, it's clothes, after using it but don't use it anymore, throw it away, burning it with a lot of plastic is also not good, but now the world has too much waste so that's also a way to protect the environment."*

C-07: *"...in terms of environmental protection, yes..."*

However, they think that their buying of used clothes is not for environmental reasons, even they were quite surprised when this issue was mentioned:

C-02: *"I can't even think about contributing to environmental protection or not, I think it's just for the sake of economy with a unique design. The economy is also suitable for me. I like to buy"*

C-03: *"I think it's environmental protection, but that's not really the main motivation."*

C-06: *"I don't think deeply about protecting the environment either, when I bought it, I didn't put that issue first and didn't think about it either"*

On the side of the seller, the opinions are quite similar to that of the buyer in terms of environmental protection. They do not notice that it affects customers' shopping, or they do not notice because they think customers buy this product mainly because of preferences, or there are people who think so but they have not yet explained. Why does it protect the environment? Salespeople's responses are often quite sketchy when it comes to this issue, and during the interview they also quickly switch to another topic and don't mention it again.

Thus, the awareness of environmental protection has not really received the attention of Vietnamese consumers, which is completely appropriate because depending on different cultures, consumers' ecological awareness will be different (Xu et al., 2014). In the context of Vietnamese consumers, this issue is still new. Therefore, it needs to be investigated more closely because it will develop into a consumption trend in the future.

#### **Second, The Critical Motivation**

The first is to find out the perception of consumers about the perception of the sense of resistance against the grandeur of large enterprises, then there are answers that know this problem:

C-07: *"...that trend, you know..."*

However, most of the responses were either "not interested in it" or surprised and did not mention the issue in the answer and they moved on to other topics.

C-06: *"...This, to be honest, you haven't thought of..."*

C-07: *"...I didn't realize that buying second-hand goods was a trend influenced by trends..."*

Thus, it can be seen that, in the context of research in Vietnam, new consumers are somewhat aware of the tendency to oppose the consumption system. And they don't see this as a reason or an incentive for them to buy used clothes. And the need for a sense of resistance against ostentatiousness as well as the need for awareness of the awareness of environmental protection requires people to make efforts to practice to perfect themselves.

## CONCLUSION

In summary, this study has shown that Vietnamese consumers have the same motivations for buying used clothes as consumers in the world with four groups of motives: economic motives, personal enjoyment motives, and motivations. social moral and fashion motives.

*Economic motivation.* It is mentioned in both aspects that the price motive and the desire motive for a reasonable price drive the purchase intention of consumers. For Vietnamese consumers, used clothes are not low quality clothes at a cheap price, but for them it is clothes that are reasonably priced compared to their quality.

*Regarding personal enjoyment motivation.* This is the motivation that is mentioned by consumers in many angles and points of view. And basically, for young Vietnamese consumers, this group of motives also includes all 3 motives: the motive of originality, the motive of entertainment and the motive of social interaction.

*Fashion motivation.* This motive makes Vietnamese consumers feel that they are satisfied with their desire to become fashionable, in line with trends and thereby have their own comfort.

*Social moral motivation.* Research results have shown that although Vietnamese consumers are aware of these consumption trends, they are still quite "surprised" with this motive when buying used clothes. This is also appropriate because depending on different cultural contexts, the social and ethical motivation of consumers will be different. However, in reality, young Vietnamese consumers are also practicing the trend of sustainable consumption and green consumption. And social moral motives will give people a sense of self-fulfillment. Therefore, there is not enough basis to refute these factors from the research model of the thesis. Quantitative research is needed to more accurately measure the impact of this need on consumer intention.

This study is only stopping at qualitative research, initially identifying the motivations affecting the intention to buy used clothes of Vietnamese consumers. In the future, the author hopes that in the next study, it will be possible to build on the results of this study, to conduct a quantitative study, to determine the impact of each of the above motivations on the intention to buy clothes. used by Vietnamese consumers. Besides, the author also wants to be able to propose solutions in the next research.

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