

Title	From furugi to the future : exploring motivations, media and cultural values shaping second-hand clothing practices
Sub Title	
Author	李, 津娥(Lee, Jinah)
Publisher	慶應義塾大学メディア・コミュニケーション研究所
Publication year	2025
Jtitle	メディア・コミュニケーション : 慶應義塾大学メディア・コミュニケーション研究所紀要 (Keio media and communications research : annals of the Institute for Journalism, Media & Communication Studies). No.75 (2025. 3) ,p.101- 119
JaLC DOI	
Abstract	
Notes	特集 : 鈴木秀美教授退職記念号
Genre	Journal Article
URL	https://koara.lib.keio.ac.jp/xoonips/modules/xoonips/detail.php?koara_id=AA1121824X-20250300-0101

慶應義塾大学学術情報リポジトリ(KOARA)に掲載されているコンテンツの著作権は、それぞれの著作者、学会または出版社/発行者に帰属し、その権利は著作権法によって保護されています。引用にあたっては、著作権法を遵守してご利用ください。

The copyrights of content available on the Keio Associated Repository of Academic resources (KOARA) belong to the respective authors, academic societies, or publishers/issuers, and these rights are protected by the Japanese Copyright Act. When quoting the content, please follow the Japanese copyright act.

From *Furugi* to the Future: Exploring Motivations, Media and Cultural Values Shaping Second-hand Clothing Practices

Jinah Lee



Introduction

Japan's second-hand fashion culture, commonly referred to as the *furugi boom*, serves as a valuable framework for examining the intersection of sustainability, cultural heritage, and fashion. This phenomenon illustrates the integration of traditional cultural values with contemporary consumer trends and innovations in digital technology. Consequently, Japan's second-hand clothing market has evolved into a dynamic space that not only retains its cultural roots but also resonates with global shifts toward sustainability and ethical consumption. This study investigates the *furugi boom*, focusing on the motivations for second-hand clothing consumption and the role of cultural values and digital platforms in shaping consumer behavior.

Tokyo, widely recognized as one of the world's leading vintage markets (Second Editorial Board, 2018), exemplifies the evolution of second-hand fashion through its seamless blend of historical and contemporary influences. Iconic thrift stores that emerged in the 1980s and 1990s laid the groundwork for the sector, while the rise of e-commerce platforms and social media in the 2000s and 2010s transformed how consumers interacted with second-hand fashion. These digital tools enhanced accessibility by enabling consumers to easily browse and purchase items online while fostering a sense of community through shared interests and online interactions. They also inspired new forms of creative expression, effectively bridging vintage aesthetics with modern streetwear styles.

Building on this development, this study explores the motivations for second-hand clothing consumption and the role of digital media in shaping these behaviors. It delves into cultural values, media, and digital platforms that shape consumer perceptions and behaviors. The following section examines the evolving role of media within Japan's

second-hand fashion culture and reviews prior research on consumer motivations and experiences in second-hand clothing practices. It then transitions to an analysis of the empirical findings, offering insights into consumer engagement with second-hand fashion and laying the groundwork for further research on sustainable fashion and related behaviors.

Media's Role in the Vintage Scene and Cultural Context of Second-hand Fashion

Japan's fashion market has evolved significantly alongside rapid economic growth and globalization. Recently, as interest in environmentally friendly practices has grown, the consumption of second-hand clothing has gained attention among consumers. According to estimates by the Reuse Economic Journal (2024, September 22), the market size of second-hand clothing and accessories showed significant growth, increasing by 15.5% year-on-year. Additionally, online sales (B2C) continued to expand, with a 12% increase from the previous year. Sales through flea market apps and other online platforms (C2C) also grew by 6.4%, reflecting sustained interest despite a slight deceleration (Reuse Economic Newspaper, 2024, September 22), possibly due to market saturation or shifts in consumer preferences.

During the 1980s and 1990s, thrift stores like *CHICAGO* and *RAGTAG* gained prominence, supported by fashion magazines such as *Boon*, which shaped street fashion trends (Tamada, 2023). In the 2000s, the second-hand fashion landscape changed significantly with the advent of e-commerce and social media. Tamada (2023) explains how considerations of reusability and consumer-to-consumer (CtoC) transactions became central to emerging e-commerce platforms as follows: The launch of the *Mercari* app in 2013, coupled with an economic downturn, significantly drove the demand for vintage clothing. By fostering community engagement and leveraging visual storytelling, platforms like Instagram have contributed to sustainable fashion behaviors and the individuality of secondhand clothing. Meanwhile, major platforms like *ZOZOTOWN* capitalized on this digital transformation, and the introduction of the *WEAR* app further shaped the second-hand fashion scene by enabling users to share coordinated outfits.

Physical stores also adapted to the evolving landscape: shops such as *Dondon Town* and *Tampopo House* thrived by emphasizing freshness and affordability (Tamada, 2023). Additionally, user-generated content on social networking sites, combined with the digital migration of vintage clothing magazines like *Furugi Joshi* and *HOUYHNHM*, expanded access and engagement, further boosting the popularity of second-hand fashion (Tamada, 2023).

The movement toward sustainable fashion has extended beyond specialized stores and online platforms, as major retailers have embraced eco-friendly initiatives in response to growing consumer demand. For example, *UNIQLO*'s *Furugi* Project demonstrated the company's commitment to sustainability, beginning with fleece recycling in 2001 and extending to all products by 2006. The subsequent RE.UNIQLO initiative further emphasized full product recycling (The Asahi Shimbun, n.d.). Similarly, *MUJI* has recycled customer favorites since 2010, introducing "re-dyed" and "re-washed" clothing as part of its commitment to sustainable fashion choices (Business Insider, n.d.).

These initiatives support sustainability efforts and cater to consumer preferences for eco-friendly options.

Motivations and Experiences in Second-hand Clothing Consumption

Building on the discussion of media and digital platforms, this section reviews prior research on the personal motivations and consumer experiences that drive second-hand clothing practices. Guiot and Roux (2010) provided a framework for understanding second-hand clothing consumption by identifying three primary motivations — critical, economic, and recreational. Critical motivations arise from ethical concerns like overconsumption and environmental harm and perceiving second-hand shopping as a sustainable practice. Economic motivations emphasize affordability, appealing to budget-conscious individuals seeking quality items at lower prices. Recreational motivations suggest the thrill of discovering unique pieces, nostalgic appeal, and social interactions, enriching the emotional experience of shopping. Guiot and Roux (2010) further identified four consumer segments based on these motivations. Polymorphous Enthusiasts are driven by all three motivations, actively exploring second-hand markets. Thrifty Critics prioritize affordability and environmentally friendly practices, balancing practical and ethical considerations. Nostalgic Hedonists focus on the emotional and aesthetic satisfaction of shopping, valuing unique and sentimental finds. Regular Specialist Shoppers take a focused, efficient approach, targeting specific items with less emphasis on exploration or ethical considerations.

Yan, Bae, and Xu (2015) explored psychographic differences between second-hand clothing shoppers and non-shoppers, focusing on environmentalism, contamination perception, price sensitivity, and vintage style perception. The study highlighted factors such as environmental consciousness, price sensitivity, perceived cleanliness, and a preference for vintage aesthetics and a greener lifestyle. Survey data from college students revealed that second-hand shoppers are more environmentally conscious, price sensitive, and tend to wear second-hand clothing to express vintage style and eco-friendly values. They also perceive second-hand clothing as less contaminated compared to non-shoppers. The study concludes that second-hand shopping among college students is driven by economic considerations and the desire for self-expression and sustainability.

Ferraro, Sands, and Brace-Govan (2016) further examined the evolving nature of second-hand consumption. The perception of second-hand clothing has changed significantly in recent years: retailers from sectors such as thrift stores, luxury boutiques, and online platforms have embraced second-hand goods, highlighting their growing potential. Despite this shift, the role of fashionability as a consumer motivation remains underexplored. The study identified four segments of second-hand shoppers. Fashionable Hedonists vary in shopping frequency and are driven by fashionability but are somewhat price-conscious. Infrequent Fashionistas shop infrequently and are solely motivated by fashionability. Disengaged Shoppers rarely shop and lack strong motivation. Treasure Hunting Influencers shop most frequently, driven by diverse motivations, including critical, economic, and recreational factors. Through the

segmentation of second-hand shoppers, it was found that three out of the four identified segments are predominantly motivated by fashion, accounting for 83% of second-hand shoppers. Infrequent Fashionistas shop rarely but are primarily motivated by fashionability. Fashionable Hedonists value fashionability and the surprise of unique finds, while thrill-seeking Treasure Hunting Influencers combine fashion with recreational and economic motivations, emphasizing identity expression.

Ögel (2022) applied the Theory of Planned Behavior to explore the motivations of young, educated consumers for purchasing second-hand clothing, incorporating four additional constructs: novelty-seeking, frugality, environmental friendliness, and treasure hunting. Data were analyzed using structural equation modeling. The results showed that attitudes, subjective norms, and perceived behavioral control predict purchase intention, which, along with perceived behavioral control, drives actual behavior. When the model included second-hand clothes purchase intention as a mediator, its inclusion partially or fully diminishes the effect of the other variables on second-hand clothing buying behavior, confirming the mediating role of intention in the extended model.

In the digital realm, Copeland, Reiter, and Zhao (2020) investigated the role of social networks, specifically Instagram, in influencing sustainable apparel purchasing intentions across various age groups. The findings revealed Instagram's significant role in shaping consumer behavior by examining the impact of social influence and subjective norms. The research supports integrating social network influences into the Theory of Reasoned Action (TRA), demonstrating its relevance in the digital age. The study emphasized that social media use and perceptions are critical factors in determining purchase intentions, proposing that social networks like Instagram should be considered a component of the TRA in the context of modern consumer behavior.

Similarly, Zhao, Lee, and Copeland (2019) examined how social media and peer influence shape consumers' intentions to purchase environmentally sustainable apparel using the TRA and the Prototype Willingness Model (PWM). TRA highlights how attitudes and social norms influence intentions, which drive behavior. A positive attitude and supportive norms increase the likelihood of action. PWM adds a social-reactive pathway, showing how peer pressure and prototypes influence behavior. Research applying PWM to areas like alcohol use and environmental actions shows that positive perceptions of prototypes, such as environmentalists, foster eco-friendly behavior. Based on these theories, the study found that peer interactions and social media engagement are crucial for driving sustainable apparel purchases.

This body of research highlights the key factors influencing consumer behavior toward second-hand clothing and sustainable fashion. Environmental awareness emerges as a prominent motivator, reflecting growing societal concern over ecological challenges. Additionally, price sensitivity and affordability play a critical role in attracting consumers to second-hand options. Fashionability, driven by the appeal of vintage aesthetics and unique styles, has also become an important factor. Furthermore, previous studies emphasize the crucial role of digital platforms in fostering sustainable consumption behaviors.

In the Japanese context, second-hand clothing practices embody the dual appeal of affordability and the opportunity to express individuality through unique, distinctive

pieces (Matsumoto, 2021, July 16). This aligns with the global trend toward eco-conscious living. Future research should further investigate the intersection of sustainability and fashionability, as well as the role of digital platforms in shaping consumer attitudes and behaviors.

Research Questions

The rising popularity of second-hand clothing in Japan may reflect shifting consumer values driven by environmental awareness, economic considerations, and cultural trends. Online platforms, mainly social media, have transformed how consumers discover, purchase, and engage with second-hand fashion. Despite this growing trend, the specific motivations, the role of digital media, and the cultural contexts that shape second-hand clothing practices in Japan remain underexplored.

Based on the review of previous research and discussions, this study conducted a web-based survey to investigate second-hand clothing practices and the role of online platforms on consumer behavior. The study posits the following research questions:

RQ1: What motivates second-hand clothing consumption, and how do these motivations relate to Japanese cultural values such as minimalism?

RQ1 seeks to examine the experiences and motivations of second-hand clothing consumers, focusing on individual, media-driven, and thrift store-related factors that influence their behavior. Furthermore, it investigates how these motivations align with cultural values such as minimalism.

RQ2: How do consumers evaluate and use online platforms, and what role do these platforms play in shaping second-hand fashion behavior?

RQ2 examines the interactions between second-hand fashion consumers and online platforms, focusing on their perceptions, usage patterns, and preferences for digital tools. It explores how consumers assess the reliability and usability of these platforms, as well as how features such as product recommendations and visual content influence their shopping behaviors. This question aims to understand the role of digital tools in shaping consumer engagement with second-hand fashion.

Methods

The Preliminary Screening Survey

The web-based survey format was chosen for its ability to reach a diverse demographic and provide scalable data collection. The preliminary screening survey was conducted on February 26, 2024. Participants were recruited from a research panel provided by the online survey company Freeasy. Initially, 5,000 individuals aged 15 to 59 completed a preliminary screening survey comprising 15 questions (Table 1) designed to evaluate their level of engagement with second-hand clothing practices.

The screening survey revealed a positive and evolving attitude toward second-hand

Table 1 Consumer Engagement with Second-hand Clothing	
Items	%
I am interested in second-hand clothing	29.5
I like second-hand clothing	25.0
I have no hesitation in buying second-hand clothing	40.7
I have no hesitation in wearing second-hand clothing	40.2
I go to second-hand clothing stores	21.0
I like to look at second-hand clothes in the second-hand clothing store	26.4
I buy second-hand clothes at second-hand clothing store	21.0
I look at information about second-hand clothing on the Internet.	16.5
I like to look at information about second-hand clothing on the Internet	16.3
I buy second-hand clothing on the Internet	15.0
I enjoy unique fashion when I wear second-hand clothing	31.1
Second-hand clothing is often one-of-a-kind, and it is attractive that I do not have to wear the same clothes as other people	36.1
Second-hand clothing is attractive because it is cheaper than new clothing	47.0

Note: n=5,000 All self-developed items; the number of responses of 3 and 4 on a 4-point scale was combined.



clothing, with 40.7% and 40.2% of participants supporting buying and wearing such items. Affordability emerged as a significant factor, with 47.0% of respondents finding second-hand clothing appealing due to its lower cost, emphasizing the economic benefits of second-hand fashion.

The desire for individuality and unique fashion choices was also prominent. Among respondents, 31.1% enjoyed wearing second-hand clothing, while 36.1% valued the appeal of one-of-a-kind items. These findings show the importance of personal expression and individuality in shaping fashion preferences and highlight the cultural significance of unique fashion in consumer behavior.

Furthermore, physical engagement with second-hand clothing was notable, with 21.0% of respondents exploring second-hand clothing stores. These findings demonstrate active participation in physical spaces dedicated to second-hand fashion. Additionally, digital platforms played a noticeable role: 16.5% of respondents sought information about second-hand clothing online, and 15.0% purchased items through e-commerce platforms. This shift underscores the growing importance of digital tools in exploring and acquiring second-hand fashion.

Overall, the preliminary survey highlighted a broad acceptance of second-hand clothing among participants. Key drivers included affordability, the appeal of individuality, and the convenience of digital platforms. These findings illustrate the multifaceted appeal of second-hand fashion and its relevance to modern consumer preferences.

The Main Survey

For the main survey, the study targeted 498 respondents who met the following criteria based on the screening survey: they had purchased second-hand clothing both in stores and online, scored 27 or higher on the 13 items of a four-point scale in Table 1, and indicated their willingness to participate. The 27-point threshold was established to

ensure that participants demonstrated a certain level of agreement, engagement, or positive response to the 13 items measured in the screening survey. A score of 27 or higher indicates that the respondent likely had a strong interest in or favorable attitude toward purchasing second-hand clothing. Among these, 418 respondents (83.9%) aged 15 to 59 completed the main survey between February 28 and March 1, 2024, comprising 250 males and 168 females, with a mean age of 40.81 years ($SD=9.377$).

A scale was developed to reflect the Japanese context and expressions, based on the dimensions proposed by Guiot and Roux (2010), to measure motivations for second-hand clothing practices: critical motivations, economic motivations, and nostalgic pleasure. Participants responded using a five-point scale, with scores ranging from 1 (not at all) to 5 (absolutely). The specific items included in the scale are outlined in Table 2.

In addition, a scale was adapted to the Japanese context, referencing the framework by Padmavathya, Swapanaa, and Paul (2019), which evaluates online shopping motivations and perceptions of online platforms for second-hand clothing. This scale incorporated dimensions such as price orientation, bargaining power, critical orientation, usefulness, ease of use, need for uniqueness, nostalgia, and assurances, which were rated on a five-point scale, with scores ranging from 1 (not at all) to 5 (absolutely). The details of the scale items are provided in Table 7.

Cultural values, specifically minimalism, were assessed using the minimalism scale developed by Ochi (2022). This scale employed a five-point rating system, ranging from 1 (not at all) to 5 (absolutely). The details of the scale items are presented in Table 4. Furthermore, the survey included open-ended questions to explore respondents' perceptions and experiences with second-hand clothing in greater depth.

Findings

A Quantitative Analysis of Experiences and Motivations for Second-hand Clothing Consumption

The first research question examined the experiences and driving factors behind second-hand clothing practices. A principal component analysis with promax rotation was conducted to analyze this, extracting four factors representing the underlying dimensions (Table 2). These factors illustrate the key motivations and behaviors of consumers engaged in second-hand clothing consumption: enjoyment (F1), sustainability motivations (F2), social media engagement (F3), and the pursuit of individuality (F4).

The first factor, enjoyment, highlights the emotional satisfaction and excitement consumers experience while searching for and discovering unique items. For many, visiting thrift stores or browsing online platforms transcends a mere transactional activity and evolves into an enjoyable, rewarding pursuit akin to a treasure hunt. Finding quality items at low prices enhances the thrill of thrift shopping, combining economic benefits with discovery.

The second factor, sustainability motivations, reflects consumers' ethical commitment to environmental preservation and waste reduction. These motivations drive purchases intended to prolong the lifecycle of clothing and minimize waste. The alignment of personal values with environmental consciousness plays a pivotal role in shaping these behaviors, positioning second-hand fashion as both a practical and meaningful approach to sustainable consumption.

The third factor emphasizes the critical role of social media in shaping second-hand clothing consumption. Social media platforms serve as both sources of inspiration and spaces for self-expression. “Consumers engage with vintage fashion communities by following second-hand clothing accounts and sharing pre-loved outfit styles. This dynamic improves access to second-hand clothing and enhances its cultural appeal by fostering a sense of belonging and participation in a broader fashion ecosystem.

The fourth factor, the pursuit of individuality, represents a key motivation for second-hand clothing consumption. This motivation stems from a desire to uncover unique, one-of-a-kind items that enable personal style expression in ways that mass-market fashion cannot. The emphasis on exclusivity and originality underscores how vintage and second-hand clothing serve as a medium for creative self-expression.

Together, these findings highlight how consumers are attracted to second-hand fashion not only for its economic and ethical advantages but also for its cultural and experiential value. Digital platforms make it more accessible and engaging, establishing second-hand fashion as a key element of modern consumer behavior. Guiot and Roux’s (2010) analysis identifies motivations like sustainability, affordability, and the thrill of discovery. This study aligns with those motivations while adding economic factors to the emotional appeal of thrift shopping and introducing individuality and social media as new influences. These findings highlight trends where personal creativity and digital platforms promote sustainable fashion practices.

Table 2 Key Factors Driving Second-hand Clothing Consumption

Items	F1 (<i>a</i> = .846)	F2 (<i>a</i> = .839)	F3 (<i>a</i> = .839)	F4 (<i>a</i> = .792)
Always go to a specific second-hand clothing store, rummage, and try to find something	.918	.079	.144	-.325
I like to look for second-hand clothing on the Internet	.816	-.092	.170	-.024
I always feel like I am on a treasure hunt at the thrift stores I visit	.679	.086	-.095	.225
When I go to second-hand clothing stores, I am often looking for bargains	.629	-.030	-.132	.379
I like to wander around second-hand clothing stores	.610	-.156	.017	.423
Buying second-hand clothes is good because I can get more clothes for the same amount of money	.536	.394	-.316	.140
Buying second-hand clothes is good because I don't want them to be thrown away when I can still wear them	-.166	.883	.045	.113
I feel that I am helping to reduce waste by buying second-hand clothing	.024	.773	.102	-.005
When I buy second-hand clothing, I feel I have paid a fair price	.193	.660	-.047	.058
I prefer second-hand clothing that can be resold	.235	.538	.261	-.127
I follow accounts related to second-hand clothing on SNS	.004	-.062	.862	.195
I post photos/videos of my own fashions that incorporate second-hand clothing on SNS	-.112	.227	.820	-.030
I like to see fashions that incorporate second-hand clothing on the Internet and SNS	.328	-.057	.568	.164
I want to encounter original vintage clothes that are not found in general stores	-.080	.106	.153	.815
I want to encounter clothes that no one else has	.006	.036	.115	.804



A Qualitative Analysis of Perceptions and Experiences from Open-ended Responses on Second-hand Clothing

In addition to the quantitative analysis, this study explored respondents' perceptions and experiences with second-hand clothing through a qualitative examination of their open-ended responses. The identified categories for these perceptions are as follows:

Affordability and Accessibility: The overall tone is positive, emphasizing the availability of both inexpensive and fashionable items. Respondents perceive second-hand clothing as an affordable means to acquire vintage designs. This appeals to those seeking unique, one-of-a-kind designs that are not readily available in contemporary fashion.

Bargains: Some respondents suggest that a diligent search of second-hand clothing stores can yield bargains and fulfill specific design preferences. The potential to find clothing from favorite brands at affordable prices while maintaining perceived quality is highly valued.

Ecological and Sustainable Practices: Respondents acknowledge the ecological advantages of second-hand clothing, particularly its role in reducing textile waste, conserving resources, and promoting sustainable production cycles. They emphasize the importance of caring for items, reusing them, and contributing to global sustainability goals, including the SDGs.

Vintage Appeal: Some respondents emphasize the aesthetic value of vintage clothing, celebrating its worn and textured look, which adds character. The analysis suggests that the aging process contributes to a fashionable, casual look that many find appealing.

Uniqueness and Self-expression: The uniqueness of second-hand clothing is praised for giving the wearer a sense of individuality and self-expression. Respondents value the charm and appeal of owning one-of-a-kind designs that stand out from mainstream fashion.

Connection to the Past: Vintage clothing is described as more than just garments; respondents suggest it represents a fusion of history and style. Rare finds evoke nostalgia and create a meaningful connection to the past, enhancing these items' sentimental and cultural value.

The responses reflect a positive perception of second-hand clothing, emphasizing its affordability, uniqueness, and sustainability. Participants appreciate the opportunity to express individuality through vintage styles while acknowledging the ecological benefits of recycling and reusing garments. The nostalgic element of vintage clothing enhances its appeal, allowing consumers to connect with history and fashion meaningfully.

Insights from a Mixed-Methods Study on Second-hand Fashion

The combined analysis of quantitative and qualitative results showed that second-hand clothing is economical and a means of self-expression, environmental consciousness, and a connection to fashion history. Consumers are increasingly motivated by the desire for unique items that reflect their individuality and values. Environmental concerns play a key role, with many participants viewing second-hand shopping as a responsible choice that supports a circular economy, enhancing its appeal as a socially responsible choice. The emotional aspect of vintage shopping also adds depth, with consumers valuing the stories and history behind each item, which fosters a sense of nostalgia and appreciation for the craftsmanship. The findings also highlighted the importance of online platforms, where features like personalization and ease of use enhance the shopping experience. Online shopping encourages impulse purchases and gives consumers access to a broader range of unique items compared to traditional retail.

To summarize, second-hand clothing is more than practical; it represents a lifestyle that prioritizes sustainability, individuality, and a meaningful connection to fashion history. As consumer preferences shift, the second-hand market is set to grow, offering opportunities for retailers to align with modern values and contribute to a broader cultural shift toward conscious consumerism.

Segmenting Second-hand Fashion Consumers: Insights from Cluster Analysis

Furthermore, this study conducted a cluster analysis for subsequent analyses to examine the relationship between cultural values related to environmental sustainability and consumer segments based on the motivations for second-hand clothing practices. In the analysis, the dataset included four factors derived from the prior analysis: enjoyment, sustainability motivations, social media engagement, and the pursuit of individuality. Factor scores for each respondent were calculated to reflect their alignment with the identified motivations.

Subsequently, a k-means clustering algorithm was applied to group the respondents into four distinct clusters. This study identified four clusters based on the following criteria: the sample distribution across clusters, ensuring adequate representation within each group, and findings from prior research that revealed similar patterns in related contexts (e.g., Guiot and Roux, 2010; Ferraro, Sands, and Brace-Govan, 2016). Table 3 shows the details of the average scores reflecting the various dimensions of motivations for second-hand shopping and outlines the final categorization of participants into the four identified clusters (Cluster 1: $n=151$, Cluster 2: $n=34$, Cluster 3: $n=133$, Cluster 4: $n=100$).

The first cluster, which can be named Social Media Browsers, emphasizes the role of social media as a subtle yet significant influence on this group's behavior. Unlike clusters with high engagement across all dimensions, this group has moderate negative scores on enjoyment, sustainability, and individuality, indicating limited intrinsic motivation for second-hand shopping. However, their neutral score on social media engagement suggests that digital platforms serve as a key point of interaction with second-hand fashion.

The second cluster, Disengaged Observers, represents a low level of engagement

From Furugi to the Future: Exploring Motivations, Media and Cultural Values Shaping Second-hand Clothing Practices

Table 3 Results of the Cluster Analysis of Second-hand Fashion Consumers and Validation

	Cluster 1 <i>Social media browsers</i> (36.1%)	Cluster 2 <i>Disengaged observers</i> (8.1%)	Cluster 3 <i>Enthusiastic advocates</i> (31.8%)	Cluster 4 <i>Individuality seekers</i> (23.9%)	Value of F(df)
Enjoyment	-0.484 (.518)	-1.934 (1.010)	0.827 (.535)	0.288 (.663)	232.615(3,414)*
Sustainability	-0.142 (.536)	-1.655 (.704)	0.930 (.590)	-0.459 (.895)	173.622(3,414)*
Social media engagement	0.035 (.543)	-1.050 (.731)	0.974 (.465)	-0.992 (.807)	233.828(3,414)*
Individuality	-0.577 (.545)	-1.798 (.653)	0.767 (.531)	0.463 (.787)	228.194(3,414)*

*Significant at .001



with second-hand shopping on all dimensions, highlighting their overall lack of intrinsic motivation or interest in the practice. It is important to note that this study specifically targets individuals who already engage in second-hand shopping and exhibit higher involvement. Within this group, the individuals in this cluster stand out as having relatively low levels of emotional, ethical, and creative connections to second-hand shopping.

In contrast, the third cluster, Enthusiastic Advocates, exhibits strongly positive scores on all factors, reflecting a holistic engagement with second-hand fashion that combines sustainability, individuality, and social media engagement. This cluster likely represents trendsetters within the second-hand fashion movement, aligning their choices with broader societal values of sustainability and individuality.

Finally, the fourth cluster, Individuality Seekers, presents a different profile with positive scores on enjoyment and individuality but negative scores on sustainability and social media engagement. This group prioritizes creative self-expression and the joy of finding unique items but does not strongly link second-hand shopping to environmental ethics or social media engagement. Their motivations are deeply personal, focusing on originality and style rather than broader cultural or ethical considerations. The individuality seekers capture this focus on personal creativity and their preference for standing out through unique fashion choices.

The four identified clusters of second-hand fashion consumers reveal diverse motivations: Social Media Browsers rely on digital platforms with limited intrinsic motivation, Disengaged Observers show low overall engagement, Enthusiastic Advocates prioritize sustainability and individuality, and Individuality Seekers focus on self-expression and unique fashion, disregarding sustainability and social media. These clusters highlight the varied drivers behind second-hand clothing practices, which go beyond economic and ethical benefits to include experiential and cultural values. The study further explores how cultural values, especially minimalism, intersect with sustainability and vary across different consumer segments in the second-hand fashion market.

Minimalistic Attitudes Among Second-hand Fashion Consumers

The study conducted a principal component analysis with promax rotation and used three factors as the extraction method for the 10 items assessing the minimalistic

Table 4 Minimalistic Attitudes among Second-hand Fashion Consumers

Items	F1 ($\alpha = .862$)	F2 ($\alpha = .621$)	F3 ($\alpha = .692$)
I own fewer possessions compared to other people	.926	-.337	-.013
I try to own as few items as possible	.776	.047	.060
It is sufficient for me to own only the bare minimum of necessities	.686	.200	-.001
I feel most comfortable in a room with nothing in it	.676	.138	-.118
I feel uneasy when there are many items around	.564	.321	.048
When in doubt, I often choose not to buy	-.117	.925	-.030
I refrain from purchasing unnecessary items as much as possible	-.101	.910	-.005
I dispose of unwanted items as quickly as possible	.309	.584	.044
I like collecting items*	.041	-.062	.875
I always have something I want to buy*	-.054	.050	.869

*Reversed item



attitudes (Table 4). The identified factors were life minimalism (F1), consumption minimalism (F2), and material detachment (F3).

The first factor, life minimalism, reflects the emotional and philosophical aspects of minimalism, emphasizing comfort and clarity derived from living with fewer possessions. This dimension indicates minimalism as a lifestyle that prioritizes well-being over material accumulation. The second factor, consumption minimalism, focuses on deliberate actions to avoid unnecessary purchases and reduce material waste. This factor shows people’s tendency to critically assess their needs and refrain from impulsive buying, opting for thoughtful decision-making and long-term utility. The third factor, material detachment, suggests the emotional and psychological freedom from the desire to own or accumulate possessions. It centers on an individual’s relationship with material goods, promoting independence from consumer-driven desires.

To summarize, life minimalism emphasizes the lifestyle benefits of simplicity, consumption minimalism focuses on sustainable and mindful behaviors, and material detachment fosters emotional independence from possessions.

Examining Minimalism Across Consumer Segments in Second-hand Fashion

A one-way analysis of variance (ANOVA) was performed to compare the four clusters — Social Media Browsers, Disengaged Observers, Enthusiastic Advocates, and Individuality Seekers — on factor scores of minimalism, including life minimalism, consumption minimalism, and material detachment. Significant differences for all three dimensions are shown in Table 5.

For life minimalism, the ANOVA results show a significant difference among clusters ($F(3,414)=13.847, p < .001, \eta^2 = .091, 95\% \text{ CI } [0.041, 0.142]$), indicating a medium effect size. The mean scores, along with their confidence intervals, indicated that Enthusiastic Advocates scored the highest ($M = 0.385, 95\% \text{ CI } [0.174, 0.595]$), followed by Social Media Browsers ($M = -0.010, 95\% \text{ CI } [-0.113, 0.092]$), Disengaged Observers ($M = -0.363, 95\% \text{ CI } [-0.734, 0.009]$), and Individuality Seekers ($M = -0.372, 95\% \text{ CI } [-0.553, -0.192]$). Post hoc comparisons revealed that Enthusiastic Advocates scored significantly higher than all

From Furugi to the Future: Exploring Motivations, Media and Cultural Values Shaping Second-hand Clothing Practices

Table 5 ANOVA Results Comparing Minimalism Dimensions Across Second-hand Fashion Consumer Clusters

	Cluster 1	Cluster 2	Cluster 3	Cluster 4			
	<i>Social Media Browsers</i>	<i>Disengaged Observers</i>	<i>Enthusiastic Advocates</i>	<i>Individuality Seekers</i>	<i>Value of F (df)</i>	η^2	<i>Post hoc multiple comparisons (Bonferroni correction)</i>
Life minimalism	-0.010 (0.635)	-0.363 (1.065)	0.385 (1.229)	-0.372 (0.908)	13.847 (3,414)*	.091	Cluster3>1,2,4 Cluster1>4
Consumption minimalism	-0.246 (0.696)	-0.396 (1.295)	0.449 (1.053)	-0.091 (1.008)	15.482 (3,414)*	.101	Cluster3>1,2,4
Material detachment	0.179 (0.718)	0.662 (1.092)	-0.485 (1.021)	0.149 (1.053)	20.178 (3,414)*	.128	Cluster2>1,3,4 Cluster1>3 Cluster4>3

*Significant at .001



other clusters ($p < .05$), demonstrating a strong alignment with life minimalism, emphasizing intentional living and simplicity as part of their broader lifestyle. Social Media Browsers scored higher than Individuality Seekers ($p < .05$), indicating moderate engagement with this dimension. Disengaged Observers and Individuality seekers scored the lowest, indicating that minimalist living is not a priority for these groups.

For consumption minimalism, significant differences were also observed ($F(3,414)=15.482, p < .001, \eta^2 = .101, 95\% \text{ CI } [0.049, 0.153]$), reflecting a medium effect size. Post hoc comparisons revealed significant differences ($p < .05$). Enthusiastic Advocates again scored the highest ($M=0.449, 95\% \text{ CI } [0.268, 0.629]$), significantly surpassing Individuality Seekers ($M=-0.091, 95\% \text{ CI } [-0.291, 0.110]$), Social Media Browsers ($M=-0.246, 95\% \text{ CI } [-0.358, -0.134]$), Disengaged Observers ($M = -0.396, 95\% \text{ CI } [-0.847, 0.056]$). These findings suggest that Enthusiastic Advocates incorporate strong ethical and sustainable consumption values into their behavior. No significant differences were found among the remaining three clusters, which all scored relatively low, indicating a weaker commitment to reducing consumption. Social Media Browsers and Individuality Seekers exhibit modest alignment, while Disengaged Observers show minimal engagement with this principle.

For material detachment, the ANOVA showed significant differences among clusters ($F(3,414)=20.178, p < .001, \eta^2 = .128, 95\% \text{ CI } [0.070, 0.183]$), representing a medium effect size. Disengaged Observers scored the highest ($M=0.662, 95\% \text{ CI } [0.281, 1.043]$), followed by Social Media Browsers ($M= 0.179, 95\% \text{ CI } [0.064, 0.294]$), individuality seekers ($M=0.149, 95\% \text{ CI } [-0.060, 0.358]$), and enthusiastic advocates ($M=-0.485, 95\% \text{ CI } [-0.660, -0.310]$). Post hoc comparisons revealed several significant differences. Disengaged Observers scored significantly higher than all other clusters ($p < .05$), indicating that their approach to second-hand shopping is primarily characterized by practical detachment from material goods. Social Media Browsers scored significantly higher than Enthusiastic Advocates ($p < .05$), reflecting moderate material detachment. Individuality Seekers also scored significantly higher than Enthusiastic Advocates ($p < .05$), suggesting a degree of detachment from material possessions, even as their focus remains on creative expression.

These findings show clear differences in how minimalism dimensions are expressed

Table 6 Cluster Overview Matrix: Key Characteristics and Relationship with Minimalism

Cluster	Key Characteristics	Relationship with Minimalism
Social Media Browsers	Primarily focus on gathering information via social media	Minimal connection; show moderate levels of material detachment but weak engagement with life minimalism or consumption minimalism.
Disengaged Observers	The lowest level of engagement with second-hand fashion	Strong material detachment but lack life minimalism and consumption minimalism, suggesting a pragmatic rather than intentional approach.
Enthusiastic Advocates	Emphasize sustainability and individuality	Strong alignment; score highest in life minimalism and consumption minimalism, emphasizing simplicity, intentional living, and sustainability.
Individuality Seekers	Prioritize uniqueness and creativity	Weak connection; moderate scores in material detachment but low in life <i>minimalism</i> and consumption minimalism, focusing on creative self-expression over minimal living.



among the clusters. Enthusiastic Advocates stand out as the most aligned with minimalism, particularly regarding life minimalism and consumption minimalism, indicating their motivations are deeply rooted in sustainable and ethical living. On the other hand, Disengaged Observers are primarily characterized by high levels of material detachment, indicating a pragmatic or indifferent attitude toward material possessions rather than intentional minimalist practices. Social Media Browsers and Individuality Seekers show limited alignment with life and consumption minimalism while demonstrating a moderate connection to material detachment. This suggests that Social Media Browsers and Individuality Seekers exhibit a weak adherence to the principles of life and consumption minimalism. However, they demonstrate a moderate inclination toward material detachment, indicating some level of disconnection from excessive ownership of possessions.

Table 6 provides an overview of four consumer clusters in second-hand fashion, highlighting their key characteristics and their relationship with minimalism. The table illustrates varying levels of engagement with second-hand fashion, ranging from the practicality-driven Disengaged Observers to the sustainability-focused Enthusiastic Advocates. Additionally, it examines how different aspects of minimalism — such as material detachment, life simplicity, and intentional consumption — shape the behaviors and values of each cluster, offering a structured framework for understanding consumer motivations and preferences.

Perception and Utilization of Online Platforms among Second-hand Fashion Consumers

Online platforms for purchasing second-hand clothing have become essential tools for addressing diverse consumer needs, as previously discussed. The second research question focused on analyzing second-hand fashion consumers’ responses to these online platforms.

The study employed a principal component analysis with promax rotation to extract five factors for the 20 items assessing the evaluation of online platforms for second-hand

From Furugi to the Future: Exploring Motivations, Media and Cultural Values Shaping Second-hand Clothing Practices

Table 7 Consumer Perceptions of Online Platforms for Second-hand Clothing

Items	F1	F2	F3	F4	F5
I can buy second-hand clothing online with confidence	.869	-.096	.130	.091	-.132
I feel safe shopping online for second-hand clothing	.719	.133	-.008	.011	.044
Second-hand clothing available online is as expected	.574	.054	.103	.326	-.134
Buying second-hand clothing online is easy	.558	-.216	-.092	.234	.430
I can find second-hand clothing that expresses my personality	.551	.421	-.205	-.034	.148
Buying second-hand clothing online allows consumers to shop according to their preferences.	.451	-.092	.004	.424	.168
Pictures of second-hand clothing on used clothing shopping sites and apps make it easy to visualize the products	.350	.271	.134	.102	.090
I feel safer shopping for second-hand clothing on used clothing shopping sites and apps	.317	.118	.205	.307	-.010
I can buy one-of-a-kind vintage clothing online	-.228	.959	.061	-.023	.096
You can rarely buy second-hand clothing that others rarely wear online	.229	.653	.079	-.080	.036
Second-hand clothing available online is fashionable	.136	.607	.019	.143	.016
I can show my uniqueness by buying second-hand clothing I like on the Internet	.275	.602	-.089	.285	-.255
People sometimes buy second-hand clothing online without thinking much about what happens after they buy it	.067	-.110	.862	.163	-.107
I sometimes buy things on impulse that I had not planned to buy while browsing second-hand clothing websites and apps	-.177	.174	.774	.148	.018
I buy second-hand clothing online more easily than I do in stores	.372	.028	.666	-.316	.183
Buying second-hand clothing online requires less mental effort	.210	-.015	-.020	.745	.012
Buying second-hand clothing online is clear and straightforward	-.017	.107	.158	.619	.126
Buying second-hand clothing online improves my shopping ability	.078	.339	-.034	.414	.184
Buying second-hand clothing online makes it easier to find what I want from a wide range of products	.086	.106	.012	-.119	.854
Buying second-hand clothing online makes it easier to compare prices	-.219	-.012	.006	.442	.734



clothing (Table 7). The identified factors were reliability and personalization (F1), unique fashion opportunities (F2), impulse buying tendencies (F3), cognitive ease and shopping enhancement (F4), and search efficiency and price convenience (F5).

The first factor, reliability and personalization, shows the importance of trust and confidence in online platforms and the ability to shop according to personal preferences. Consumers value platforms that provide a dependable and secure shopping experience, meeting their expectations while making the process enjoyable. The second factor, unique fashion opportunities, underscores the appeal of rare and unique clothing. Online platforms are recognized for offering access to unique fashion choices, catering to consumers' desire for individuality and a wardrobe that stands out from mass-produced options. The third factor, impulse buying tendencies, reflects the spontaneous purchasing behaviors facilitated by online platforms. The convenience of browsing extensive inventories and the engaging presentation of items often leads consumers to make unplanned purchases driven by the excitement of discovery. The fourth factor, cognitive ease and shopping enhancement, points to the cognitive ease and efficiency of online platforms. Consumers appreciate the streamlined processes and tools that

simplify decision-making, reduce shopping stress, and enhance their ability to find and evaluate options. The fifth factor, search efficiency and price convenience, demonstrate the practical utility of online platforms. Consumers appreciate the ability to efficiently locate desired items and compare prices across various sellers, making shopping more efficient and cost-effective.

The findings illustrate that online platforms are not merely transactional spaces but environments that address emotional, cultural, and practical needs. By offering reliability, individuality, convenience, and affordability, online platforms have become integral to the second-hand fashion market, shaping consumer behaviors and expanding the reach of sustainable fashion practices in the digital age. This multifaceted appeal positions online platforms as vital to modern second-hand clothing consumption.

Discussion

This study explored how evolving environmental consciousness, cultural values, and the rise of digital platforms collectively shape second-hand clothing practices. The growing popularity of second-hand clothing in Japan signifies a transformative shift in consumer behavior driven by sustainability, self-expression, and economic practicality. Digital platforms have emerged as key enablers, providing accessibility, fostering community, and inspiring creative expression. These platforms effectively position second-hand clothing as both a fashionable and ethical choice, connecting traditional values to modern consumption practices.

Diverse Motivations for Second-hand Clothing Consumption and Theoretical Perspectives

The findings reveal multiple motivations driving second-hand clothing consumption. Affordability is a primary factor, attracting consumers seeking high-quality items at lower costs. Many participants also view second-hand shopping as a responsible way to reduce waste and extend the lifecycle of clothing, aligning with global environmental concerns. Furthermore, consumers derive emotional satisfaction from discovering unique, one-of-a-kind items that express their creativity and authenticity.

These motivations align with the Theory of Reasoned Action (TRA), which posits that behavioral intentions are shaped by attitudes and subjective norms. Positive attitudes toward sustainability, reinforced by social validation through digital platforms, create a supportive environment for second-hand consumption. For example, consumers who perceive buying second-hand clothing as socially accepted and beneficial for the environment are more likely to engage in this behavior.

Building on the insights of Ögel (2022) and Zhao, Lee, and Copeland (2019), the Theory of Planned Behavior (TPB) and the Prototype Willingness Model (PWM) further explain second-hand clothing consumption. The TPB extends the TRA by incorporating perceived behavioral control, which reflects how easy or difficult consumers find it to perform a behavior. Digital platforms enhance this control by offering personalized recommendations, intuitive navigation, and accessible price comparisons, making second-hand shopping more convenient and attractive. The PWM adds depth by introducing two pathways: planned intentions and social willingness. It underscores how situational cues and social prototypes — such as the image of a sustainable fashion

advocate or a trendy thrift shopper — can drive both deliberate and spontaneous actions. For example, hashtags like #thriftstyle and #sustainablefashion often generate immediate interest, prompting consumers to explore second-hand options without prior intent.

Overall, these theoretical models provide valuable insights into the factors driving second-hand fashion consumption. However, as this study primarily draws inferences rather than direct empirical validation, further research is necessary to examine how these frameworks apply across diverse consumer groups and cultural contexts, particularly in regions with varying attitudes toward second-hand clothing.

Insights from Segmenting Second-hand Fashion Consumers

The cluster analysis identifies four distinct consumer groups, highlighting the varied nature of second-hand clothing consumption. Social Media Browsers value convenience and accessibility without strong ethical or cultural motivations, while Disengaged Observers focus on practicality and affordability, prioritizing utilitarian values. Enthusiastic Advocates align with minimalist principles, emphasizing mindful consumption. In contrast, Individuality Seekers prioritize unique self-expression, with sustainability as a secondary concern.

These clusters align with and expand on previous studies. Disengaged Observers resemble Ferraro et al.'s "Disengaged Shoppers" and Guiot and Roux's "Regular Specialist Shoppers," while Enthusiastic Advocates align with Ferraro et al.'s "Treasure Hunting Influencers" and Guiot and Roux's "Polymorphous Enthusiasts." Individuality Seekers introduce a new perspective by emphasizing originality over sustainability. Social Media Browsers, meanwhile, highlight the moderating role of digital platforms, a nuance less emphasized in earlier research.

Minimalism varies across these clusters differently. Enthusiastic Advocates embody ethical consumption and simplicity, whereas Disengaged Observers display material detachment without broader ethical considerations. Social Media Browsers show limited engagement with minimalism, while Individuality Seekers diverge from minimalist principles altogether, emphasizing creativity over simplicity.

Limitations and Directions for Future Researches

While this study provides valuable insights, several limitations need to be addressed. First, the reliance on self-reported data may be subject to a social desirability bias, with participants potentially overemphasizing motivations like sustainability to align with socially accepted norms. Future research could adopt behavioral tracking or experimental methods to obtain more objective data. Second, emotional and psychological factors — such as nostalgia, the excitement of discovery, and emotional attachment to unique items — remain underexplored and could provide a deeper understanding of consumer decision-making.

Third, as mentioned earlier, this study draws inferences without directly measuring or empirically validating the TRA, TPB, and PWM frameworks. Future studies should empirically validate these models across diverse consumer demographics and cultural contexts to better assess their applicability. Finally, as consumer preferences and behaviors evolve, longitudinal research could reveal how these dynamics shift in

response to technological progress and changing social norms. Additionally, the study's focus on Japan limits its generalizability; comparative studies across different cultural and economic settings could help identify both universal and culture-specific drivers of second-hand clothing consumption.

Conclusion

This study highlights how affordability, individuality, and sustainability intersect to shape second-hand clothing practices in Japan. By leveraging cultural values and modern digital tools, second-hand fashion has become a significant aspect of contemporary Japanese consumption.

The findings reveal that second-hand fashion transcends practical and economic considerations. It represents a cultural and emotional phenomenon that enables consumers to express individuality while embracing sustainable practices. Digital platforms further amplify this trend by fostering community engagement and visual storytelling, bridging personal creativity with environmental responsibility. Through social media, younger generations are redefining *furugi* culture while blending vintage aesthetics with modern streetwear styles to form vibrant subcultures.

While this study focuses on those engaged in second-hand clothing, it also acknowledges the lingering negative perceptions surrounding these practices. Initiatives like the SHIBUYA109 lab. EYEZ are addressing these challenges by promoting sustainable fashion through innovative storytelling. For example, their videos effectively reshape perceptions by challenging stereotypes, highlighting the practicality and enjoyment of thrifting, and showcasing the broader benefits of second-hand shopping. These initiatives foster a broader cultural shift toward more responsible and creative consumption.

This research offers valuable insights for future studies and practical strategies. By addressing diverse consumer motivations and reducing barriers, second-hand fashion can further normalize sustainable practices and inspire broader participation. As environmental challenges continue, second-hand fashion presents a promising solution for reducing waste, fostering creativity, and promoting a sustainable future.

● References

- Business Insider. (n.d.). Muji-ryōhin de furugi o kau. 5 tsuki kara hanbai tenpo ga kakudai [Buy used clothes at Muji. Sales stores will expand from May]. Retrieved from <https://www.businessinsider.jp/post-271693>
- Copeland, L., Reiter, L., & Zhao, L. (2020). Instagram and theory of reasoned action: US consumers' influence of peers online and purchase intention. *International Journal of Fashion Design, Technology and Education*, 13(3), 265–279.
- Ferraro, C., Sands, S., & Brace-Govan, J. (2016). The role of fashionability in second-hand shopping motivations. *Journal of Retailing and Consumer Services*, 32, 262–268.
- Guiot, D., & Roux, D. (2010). A second-hand shoppers' motivation scale: Antecedents, consequences, and implications for retailers. *Journal of Retailing*, 86(4), 355–371.
- Matsumoto, S. (2021, July 16). Individuality, sustainability behind rise of used clothes. *The Japan News*. Retrieved from <https://japannews.yomiuri.co.jp/society/general-news/20210716-45503/>
- Ochi, K. (2022). Shouhisha koudou no kojinsa no bunseki: Shoudougai, kenjiteki shouhi, minimarisuto, makishimaizeeshon [Analysis of individual differences in consumer behavior: Impulse buying, conspicuous consumption, minimalism, and maximization]. *The Bulletin of the Faculty of Letters, Hosei University*, 85, 55–75.
- Ögel, İ. (2022). Is it sustainability or fashion? Young educated consumers' motivations for buying second-hand

From Furugi to the Future: Exploring Motivations, Media and Cultural Values Shaping Second-hand Clothing Practices

- clothing. *Business & Management Studies: An International Journal*, 10(3), 817–834.
- Padmavathy, C., Swapana, M., & Paul, J. (2019). Online second-hand shopping motivation: Conceptualization, scale development, and validation. *Journal of Retailing and Consumer Services*, 51, 19–32.
- Second Editorial Board (Ed.). (2018). *Bessatsu 2 nd Tokyo riaru vuunteji. tokyoriaruvuunteji [Tokyo Real Vintage (Special Issue 2nd)]*. Ei Publishing.
- SHIBUYA109 lab. (n.d.). Retrieved February 17, 2024, from <https://shibuya109lab.jp>
- Tamada, M. (2023). Furugi fasshon o torimaku media to purattofomu no henshen [Changes in media and platforms surrounding second-hand fashion]. *Dezaingaku [Design Studies]*, 30(1), 88–89.
- The Asahi Shimbun (n.d.). SDGs Action yunikurohatsu no furugi hanbai kaishu shita jisha. iryo o senjo-zome kako Tokyo Harajuku ni kikan gentei-ten [SDGs Action UNIQLO sells used clothes for the first time. Washes and dyes collected clothes in-house. Limited time store in Harajuku, Tokyo] <https://www.asahi.com/sdgs/article/15028180>
- The Reuse Economic Journal (2024, September 22). Riyusu gyokai no ichiba kibo suikei 2024 (2023-nenban) [Reuse industry market size estimation 2024 (2023 edition)] https://www.recycle-tsushin.com/news/detail_10109.php
- Yan, R.-N., Bae, S. Y., & Xu, H. (2015). Second-hand clothing shopping among college students: The role of psychographic characteristics. *Young Consumers*, 16(1), 85–98.
- Zhao, L., Lee, S. H., & Copeland, L. (2019). Social media and Chinese consumers' environmentally sustainable apparel purchase intentions. *Asia Pacific Journal of Marketing and Logistics*, 31(4), 855–874.

李津娥 (慶應義塾大学メディア・コミュニケーション研究所教授)