

GENDERED IDENTITIES AND SUSTAINABLE STYLE: EXPLORING GENDER DIFFERENCES IN THRIFTING INTENTIONS AND CIRCULAR FASHION CONSUMPTION IN CHENNAI

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ABSTRACT:The global fashion industry generates over 92 million tonnes of textile waste annually (UNEP), making circular consumption models such as thrifting increasingly critical for sustainable urban lifestyles. While India has emerged as the second-largest exporter of used clothing worldwide, driving the rapid growth of organised second-hand fashion markets in metropolitan areas, the role of gender in shaping thrifting intentions and behaviour remains underexplored particularly in non-Western contexts. Existing literature acknowledges that gender is among the most significant demographic factors influencing consumer shopping behaviour, with women generally more inclined toward sustainable consumption practices than men. Yet how gender identity intersects with sustainability attitudes, price sensitivity, and fashion innovation in the context of second-hand fashion remains poorly understood in Indian urban settings. This study addresses that gap by examining gender differences in thrifting intentions and actual circular fashion behaviours among Chennai's fashion consumers. Grounded in the Theory of Planned Behaviour and enriched by frameworks of sustainable consumption identity and gendered consumer behaviour, the study investigates how environmental awareness, sustainability attitudes, price sensitivity, and fashion innovation differentially influence thrifting across gender groups. Sustainable consumption identity is examined as a mediating factor. Data were collected from 161 respondents in Chennai through a structured survey and analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM). The findings reveal that sustainability attitudes, price sensitivity, and fashion innovation exert the strongest influence on thrifting intentions, with notable gender-based variation in how these factors operate. Incorporating sustainability into one's self-identity emerges as an increasingly significant mediator, particularly among female consumers, in translating intentions into actual thrifting behaviour. The study contributes to the growing discourse on gendered sustainable consumption and offers practical insights for policymakers, fashion retailers, and sustainability advocates in rapidly urbanising economies like India.

Keywords: Thrifting, Sustainable Fashion, Gender Differences, Theory Of Planned Behaviour, PLS- SEM, Circular Economy, Chennai, Sustainable Consumption Identity

INTRODUCTION

Background

Fashion has always been more than fabric and thread; it is a social language, a marker of identity, and an economic force. Yet the extraordinary scale at which clothing is now produced and discarded has transformed the fashion industry into one of the most environmentally destructive sectors in the global economy. The rise of fast fashion since the 1990s accelerated production cycles, reduced garment lifespans, and cultivated a culture of

disposability that now generates approximately 92 million tonnes of textile waste every year.

Against this backdrop, circular fashion has emerged as a compelling counter narrative. The circular economy, at its core, reimagines the relationship between consumption and waste by designing systems in which materials retain value across multiple use cycles rather than flowing in a straight line from factory to landfill. In the fashion context, this translates into practices such as clothing rental, garment repair, upcycling, textile recycling, and —most prominently for this study the purchase of second-hand apparel. Platform-enabled resale, curated vintage retail, and community-driven thrift markets now attract consumers across income levels and age groups, driven by a convergence of economic pragmatism, aesthetic individualism, and environmental awareness.

India occupies a fascinating and somewhat contradictory position within this global narrative. As one of the world's largest textile producers and among its fastest-growing consumer markets, India contributes significantly to both the volume of clothing manufactured and the volume of textile waste generated. Yet simultaneously, India has deep indigenous traditions of extending the life of clothing through hand me downs, tailoring, repurposing of fabric, and the informal redistribution of garments through family and community networks. The formalisation of these practices into an organised thrift retail ecosystem is a relatively recent development, accelerated by the proliferation of social media, the influence of global sustainability discourses, and the entrepreneurial energy of young urban Indians who have reimagined second hand shopping as fashionable, identity-affirming, and a commercially viable journey.

Chennai, the capital of Tamil Nadu and one of South India's most dynamic metropolitan centres, presents a particularly interesting setting for investigating these developments. The city has historically maintained a distinct fashion sensibility shaped by its cultural heritage, its large student and professional population, and its exposure to both traditional textile craftsmanship and contemporary global fashion trends. In recent years, Chennai has witnessed the emergence of thrift stores, weekend swap markets, Instagram-driven preloved clothing communities, and sustainability-oriented fashion collectives. These developments suggest that the conditions for a meaningful circular fashion ecosystem are forming, yet the behavioural dynamics underpinning consumer participation in this ecosystem remain poorly understood. What motivates a Chennai consumer to choose a thrift store over a fast fashion retailer? What psychological, social, and identity-related forces shape this decision? These are the central questions that animate this study.

Most empirical research has been conducted in Western or East and Southeast Asian markets, where cultural orientations toward sustainability, second-hand goods, and fashion identity differ meaningfully from those found in urban India. This study seeks to address this gap by grounding the investigation of thrifting behaviour firmly in Chennai's fashion ecosystem.

1.1 Research Objectives

1.1.1 To examine how gender moderates the influence of sustainability attitudes, price consciousness, environmental awareness, and fashion innovativeness on thrifting intention among urban consumers in Chennai.

1.1.2 To assess whether sustainable consumption identity mediates the intention-to-behaviour link differently across male and female consumer groups.

1.1.3 To examine the psychological, social, and identity-based factors that influence thrifting intentions among urban consumers in Chennai.

1.1.4 To evaluate the explanatory relevance and contextual applicability of the Theory of Planned Behaviour as a framework for understanding second-hand fashion consumption.

1.1.5 To derive actionable implications for circular retail entrepreneurs, sustainability advocates, and urban policymakers seeking to strengthen thrift culture and circular fashion ecosystems in Chennai and comparable Indian cities.

Research Hypotheses

H1: Sustainability attitudes have a significant positive effect on thrifting intention among Chennai fashion consumers.

H2: Gender moderates the relationship between environmental awareness and sustainability attitude, such that the effect is stronger among male consumers than female consumers.

H3: Gender moderates the relationship between fashion innovativeness and sustainability attitude, such that the direction and magnitude of the effect differs significantly between male and female consumers.

H4: Sustainable consumption identity mediates the relationship between sustainability attitudes and actual thrifting behaviour.

LITERATURE REVIEW

Shivangi Agarwal and Varsha Khattri (2018) examine the impact of environmental awareness on the purchase of green products, noting a positive correlation between awareness of environmental harm and the inclination toward sustainable consumption. While consumers demonstrate a high level of concern for the planet, the study identifies a gap between concern and actual behaviour caused by unavailability, lack of variety, and insufficient promotion of green products. Their results suggest that educating consumers on the environmental benefits of products is critical to building the trust and confidence necessary to transform positive attitudes into actual purchase decisions.

Pang, Lee, Shiyam, and Anthonysamy (2025) investigated gender differences in sustainable clothing purchase intention by examining how brand image, price, quality, and self-concept influence consumers' decisions to buy sustainable fashion. Using a sample of 174 respondents recruited via social media platforms, the study employed partial least squares structural equation modelling (PLS-SEM) alongside bootstrap multigroup analysis to assess heterogeneity across gender groups. The findings revealed that brand image and self-concept positively and significantly influenced sustainable clothing purchase intention for both male and female consumers, indicating that these factors operate independently of gender. However, price emerged as a significant predictor of purchase intention exclusively for male consumers, suggesting that men are more sensitive to pricing cues when evaluating sustainable clothing, whereas women tend to prioritize environmental considerations over cost.

Zelezny et al., 2000; Diamantopoulos et al., 2003 Gender is among the most robust predictors of pro-environmental attitudes and sustainable consumption behaviour documented in the literature. Across multiple cultural contexts, women have been consistently found to express higher levels of environmental concern, greater empathy toward future generations, and stronger alignment between stated sustainability values and actual purchase decisions**.** This gender gap in sustainability orientation has been attributed to a combination of socialisation patterns, value systems, and identity-based motivations that differ systematically between men and women.

Carey and Cervellon, 2014 in the domain of fashion consumption specifically, gender differences are pronounced. Female consumers demonstrate greater engagement with sustainable fashion practices, higher willingness to pay for ethically produced garments, and more elaborate decision-making processes that integrate environmental and social

criteria. Male consumers, by contrast, tend to engage with sustainable fashion through a more utilitarian or pragmatic lens prioritising value, durability, and functional benefit over identity expression or ecological motivation **(Brough et al., 2016).**

Indah Anggraeni Wijaya and Titik Desi Harsoyo (2025) utilize the Theory of Planned Behaviour to demonstrate that **attitude**, **social influence**, and **perceived behavioural control (PBC)** positively and significantly impact the **purchase intention** for second hand clothing. Their findings indicate that consumers are more likely to buy pre-owned garments when they possess a positive mood toward the product and receive supportive information from their social networks. Furthermore, the study highlights that **self-confidence** and previous buying experience are essential drivers that increase a consumer's intention to engage in thrifting.

Halimin Herjanto et al. (2023) investigate Generation Z's perspective on second hand clothing, finding that **multidimensional attitudes** (specifically toward **hygiene** and **trendy style**) and **past experiences** directly affect **purchase intention**. The research reveals that **materialism**, **financial pressure**, and **fashion innovativeness** act as key drivers for developing a positive attitude toward second hand fashion styles. Notably, their analysis shows that **materialism** has a high effect on purchase intention, while **financial pressure** and **fashion innovativeness** significantly influence the desire to adopt unique, sustainable fashion as a means of self-expression.

Tymoshchuk et al. (2024) applied the S-O-R framework to examine how product, information, and service quality shape consumer behaviour in the U.S. second-hand apparel market. Their study found that all three quality dimensions enhance hedonic, utilitarian, and environmental values, with service quality uniquely reducing perceived functional, aesthetic, and sanitary risks. While perceived values strongly predicted purchase intention and word-of-mouth, perceived risks showed no significant deterrent effect on experienced shoppers—suggesting retailers should focus on value creation and service excellence to promote sustainable consumption.

Atikah Ery Fadhilah (2025) investigates the shifting landscape of sustainable fashion, noting that as global awareness of textile waste grows, consumers increasingly view **thrifting** as a vital circular consumption model. The research identifies that while **price consciousness** remains a foundational motivator, **environmental values** and a desire to reduce one's carbon footprint are becoming primary drivers for urban youth. This study highlights that the transition to second-hand fashion is not merely economic but is deeply tied to a consumer's evolving **sustainability identity**.

The Rise of Thrifting (2025) explores the marketing challenges within the second-hand clothing sector, emphasizing that **service quality** and **information transparency** are essential to overcoming historical stigmas. The findings suggest that when retailers provide detailed **product history** and clear **hygiene standards**, they significantly boost consumer **trust** and **perceived utilitarian value**. The study argues that for thrifting to become a mainstream urban lifestyle, marketing strategies must bridge the gap between **environmental awareness** and the actual convenience of the shopping experience.

Thrift Fashion Trends (2026) examines thrifting as a new culture of consumption, specifically focusing on the role of **fashion innovativeness** among younger demographics. The research indicates that for many consumers, the "treasure hunt" aspect provides high **hedonic value**, making the act of finding unique, one-of-a-kind items as important as the sustainable outcome itself. Furthermore, the study identifies **social influence** and peer-to-peer

word-of-mouth as critical mechanisms that normalize second-hand consumption and integrate it into a modern, trendy identity.

Dinh et al. (2024) examined drivers and barriers of refurbished smartphone adoption in Vietnam using SEM. Their findings show purchase behavior is directly driven by switching and purchase intentions, which are positively influenced by attitudes, subjective norms, convenience, and price. Consumer innovativeness specifically strengthens switching intention, while perceived risk inhibits it. Through a push-pull-mooring lens, the study demonstrates how intentions mediate external factors into behavioral outcomes, providing strategic guidance for circular economy marketing.

RESEARCH METHODOLOGY

INTRODUCTION:

The study investigates how Environmental Awareness (EA), Sustainability Attitude (SA), Sustainability Consumption (SC), Price Consciousness (PVC), Fashion Innovativeness (FI), and Purchase Intention (PI) interact within the context of second-hand and thrift shopping.

A mixed-methods quantitative approach was employed, combining Partial Least Squares Structural Equation Modelling (PLS-SEM) for hypothesis testing and path analysis, along with frequency analysis for demographic-level behavioural insights. The data were collected through a structured online Google Forms questionnaire distributed to respondents across India.

Conceptual Framework and Hypotheses

Theoretical Foundation

The conceptual framework draws on three well-established theoretical bases: the Theory of Planned Behaviour (PB) which posits that attitudes, subjective norms, and perceived behavioural control predict behavioural intentions, linking environmental awareness to pro-environmental behaviours and 3 Consumer Value Theory, which explains how price consciousness and fashion innovativeness shape consumption choices.

These theories are integrated into a unified PLS-SEM structural model where five exogenous latent variables (EA, SA, SC, PVC, and FI) predict the endogenous latent variable Purchase Intention (PI).

Data Collection Methodology

Survey Instrument

A structured, self-administered online questionnaire was developed and distributed via Google Forms. The questionnaire consisted of three sections Demographic, Behavioural and attitudinal items for the five latent constructs measured on a 5-point Likert scale; and Purchase behaviour items measuring frequency of thrift shopping.

The 5-point Likert scale ranges from 1 (Strongly Disagree) to 5 (Strongly Agree). The frequency item used categorical options: 0 purchases, 1–2 purchases, 3–5 purchases, and 6+ purchases in the past 6 months.

3.3.1 Sampling Design

Sampling Parameter	Details
Target Population	Young adults in India with fashion consumption behaviour
Sampling Technique	Convenience Sampling
Data Collection Mode	Online Google Forms Survey
Survey Period	January – February 2026
Total Responses Collected	161
Age Range of Respondents	Below 18 to Above 30

1. ANALYSIS & INTREPRETATION

4.1 PLS-SEM Structural Model

4.1.1 Model Overview

Partial Least Squares Structural Equation Modelling (PLS-SEM) was selected as the primary analytical technique.

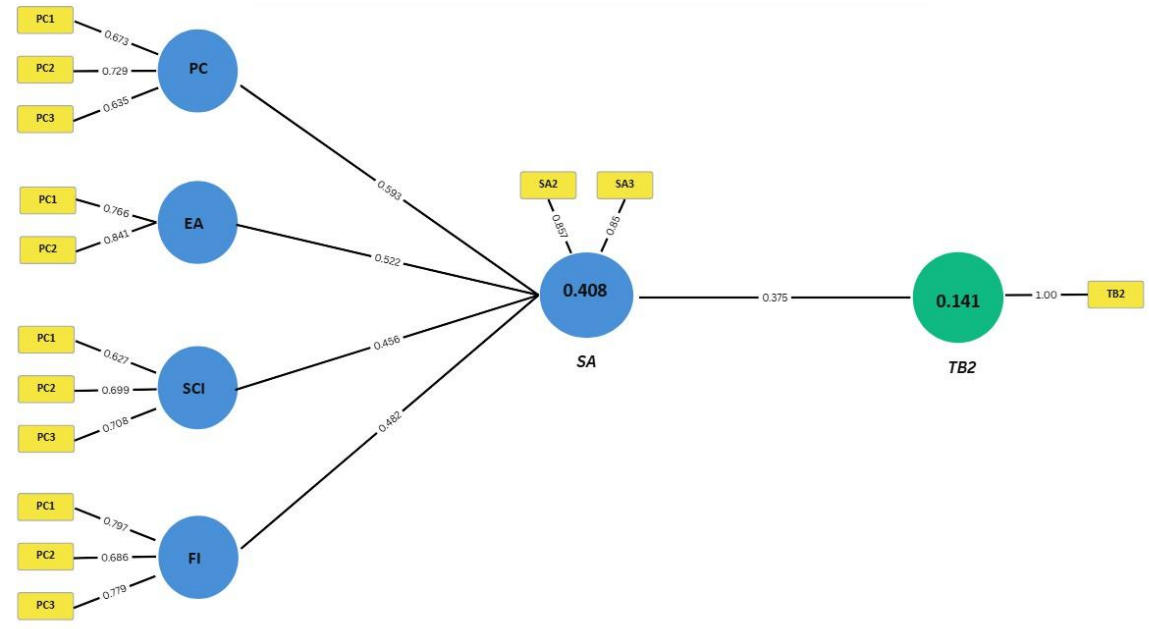


Figure 4.1.1: PLS-SEM Structural Model — Thrifting Behaviour Study (n=161)

Structural Model Results

The hypothesised relationships among the constructs, with Sustainable Attitude (SA) positioned as the central mediating variable between the four exogenous constructs and the outcome variable, Thrift Buying Behaviour (TB2).

Price Consciousness → SA (β = 0.593) represents the strongest path in the model, indicating that respondents who express a higher level of concern for sustainable fashion are significantly more likely to develop a positive sustainable attitude. This finding suggests that personal concern is the most influential driver of attitudinal formation toward sustainable consumption.

Environmental Awareness → SA (β = 0.522) reveals that awareness of the fashion industry's environmental footprint substantially shapes sustainable attitudes among respondents. This underscores the importance of environmental education and communication in cultivating pro- sustainable dispositions.

Fashion innovativeness → SA (β = 0.482) demonstrates that cost-saving motivations meaningfully contribute to the formation of sustainable attitudes, suggesting that respondents who perceive thrift shopping as economically advantageous are also more likely to hold favourable attitudes toward sustainable fashion choices.

Sustainable consumption identifies → SCI (β = 0.456) indicates that respondents who view themselves as stylistically unique and fashion-forward also tend to embrace sustainable attitudes, reflecting the role of personal identity construction in shaping consumption values.

Sustainable Attitude → TB2 (β = 0.375) establishes that SA significantly and positively predicts Thrift Buying Behaviour, confirming the mediating role of attitude in translating antecedent factors into actual purchasing behaviour. This finding aligns with the Theory of Planned Behaviour, wherein attitude serves as a proximal determinant of behavioural intention and action.

4.4.3 PLS-SEM Path Model Interpretation

Price consciousness (PC) is reflected through three indicators, with loadings of 0.673 (PC1), 0.729 (PC2), and 0.635 (PC3). While PC2 demonstrates the strongest contribution to the construct, PC3 falls marginally at the borderline of acceptability, suggesting that respondents' self-perceived concern for sustainable fashion is moderately well captured by the selected items.

Environmental Awareness (EA) is represented by two indicators, recording loadings of 0.766 (EA1) and 0.841 (EA2), both of which exceed the recommended threshold of 0.708, indicating strong indicator reliability and confirming that respondents' awareness of the fashion industry's environmental impact is robustly measured.

Sustainable consumption identify (SCI) shows loadings of 0.627 (SCI1), 0.699 (SCI2), and 0.708 (SCI3), reflecting an acceptable to good level of convergent validity, with SCI3 meeting the ideal threshold, suggesting that respondents' identity as unique and trend-conscious consumers is adequately captured.

Fashion innovativeness (FI) demonstrates loadings of 0.797 (FI1), 0.686 (FI2), and 0.779 (FI3), with FI1 and FI3 exceeding the 0.708 benchmark, indicating that the cost-saving motivation is among the more reliably measured constructs in the model.

Sustainable Attitude (SA), serving as the mediating construct, is represented by two indicators SA2 (0.857) and SA3 (0.850) both of which record strong loadings well above the

0.708 threshold, affirming that the mediator is measured with high reliability and precision.

Thrift Buying Behaviour (TB2) is represented as a single-item construct with a loading of 1.00, which is mathematically perfect by design, though it is acknowledged that single-item constructs inherently limit the depth of reliability and validity assessments.

The R^2 value for **Sustainable Attitude (SA) is 0.408**, indicating that the four exogenous constructs are Price conscience, Environmental Awareness, Fashion innovation, and sustainable Consumption Identity. Collectively explain **40.8%** of the variance in sustainable attitude. This reflects a **moderate to substantial** level of explanatory power, suggesting that the model captures meaningful drivers of attitude formation while acknowledging that other unexplored factors may also play a role.

The R^2 value for **Thrift Buying Behaviour (TB2) is 0.141**, meaning that Sustainable Attitude explains **14.1%** of the variance in thrift buying behaviour. While this is considered a moderate effect in behavioural research, it is not uncommon for single-item outcome constructs and real- world behavioural, where actual purchase behaviour is influenced by a broader range of situational, economic, and social factors beyond attitudinal predictors alone.

4.4.2 Measurement Model

Construct	Indicator Item	Scale
Environmental Awareness (EA)	I am aware that the fashion industry is one of the major contributors to environmental pollution.	5-pt Likert
	I believe choosing second-hand clothes is a good way to help the environment.	5-pt Likert
Sustainability Attitude (SA)	Being an eco-friendly shopper is part of who I am.	5-pt Likert
	I feel proud when I choose sustainable clothing options.	5-pt Likert

Sustainability Consumption (SC)	I enjoy experimenting with unconventional or vintage clothing.	5-pt Likert
	I like unique styles that are different from mainstream fashion.	5-pt Likert
	I often try new fashion trends before others do.	5-pt Likert
Price/Value Consciousness (PVC)	Buying sustainable clothing is important to me.	5-pt Likert
	I have a positive view of people who buy thrifted clothing.	5-pt Likert
	I see myself as someone who cares about sustainable fashion.	5-pt Likert
Fashion Innovativeness (FI)	I prefer clothes that save me money even if they are second-hand.	5-pt Likert
	Value for money is a major reason I shop thrift stores.	5-pt Likert
	I actively look for bargains when buying clothes.	5-pt Likert
Thrift Buying Behaviour	I regularly shop at thrift stores or second-hand online platforms.	5-pt Likert

4.4.3 Demographic Profile of Respondents

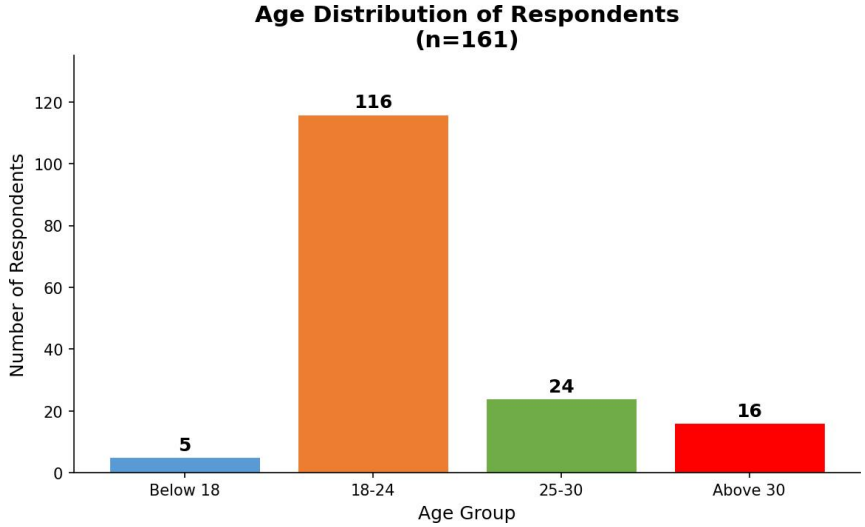
Gender Distribution: Of the 161 respondents, 87 identified as Female (54.0%) and 74 as Male (46.0%).



4.4.3 Demographic Profile of Respondents frequency (n=161)

4.4.4 Age Group Distribution

The dominant age group is 18–24, comprising 116 respondents (72.0%), consistent with the study's



focus on young adult consumers. Respondents aged 25–30 account for 24 (14.9%), while those Above 30 account for 16 (9.9%), and below 18 for 5 (3.1%).

Figure 4.4.4: Age Group Distribution of Survey Respondents (n=161)

4.4.5 No. of second-hand clothing Purchase

Thrift buying behaviour is still in its early adoption stage. While 55% have purchased thrifted items at least once, the dominant group (45%) has yet to make any purchase, suggesting that awareness, attitude, and social influence factors play a critical role in converting non-buyers into thrift consumers. The low proportion of frequent buyers (8%) further supports the need to strengthen eco-attitude and Sustainable consumption identity to drive repeat purchasing behaviour.

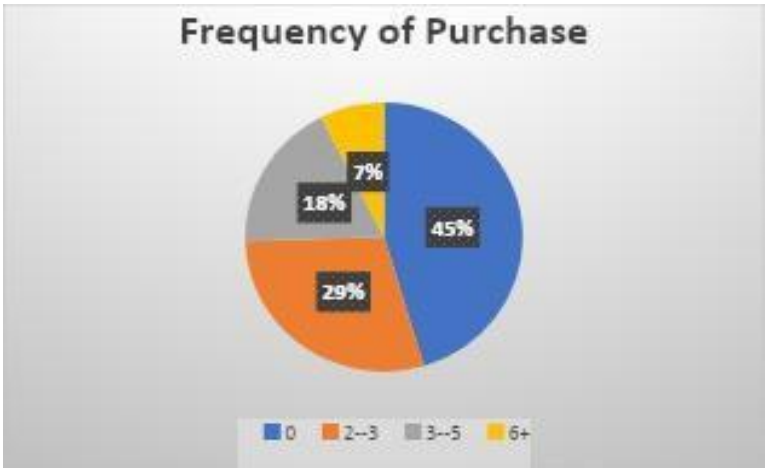


Figure 4.4.5: Frequency of Purchase (n=161)

5. CONCLUSION

This study set out to examine how gender shapes thrifting intentions and second-hand purchasing behaviour among urban consumers in Chennai, a context largely overlooked in existing

sustainable fashion literature and one of increasing global significance as India's circular fashion ecosystem formalises. Drawing on the Theory of Planned Behaviour enriched by gendered consumer behaviour frameworks and sustainable consumption identity theory, and analysing data through gender-disaggregated structural modelling, the research generates four principal findings that extend beyond the aggregate conclusions of prior work.

First, price consciousness is a considerably stronger driver of sustainability attitude among female consumers than male consumers, suggesting that for women in Chennai, value-seeking and sustainability identity are deeply intertwined. Thrift shopping is simultaneously an economic and moral act. Second, environmental awareness operates as a stronger attitudinal antecedent among male consumers, indicating that cognitive, information-based environmental appeals are more influential for male thrift adopters. Third and most strikingly, fashion innovativeness produces opposite effects across gender groups: it is negatively associated with sustainability attitudes among female consumers but positively associated among males. This finding challenges the assumption that fashion-forward consumers uniformly embrace thrifting, revealing instead that for fashion-innovative women in Chennai, mainstream trend aspirations may compete with thrift adoption, while for innovative men, thrifting offers a differentiation vehicle that reinforces sustainability attitude. Fourth, the conversion of positive sustainability attitude into actual thrift buying behaviour is substantially stronger among male respondents, and the model explains considerably more of male behavioural variance than female indicating that female thrifting behaviour is governed by a broader and more complex set of factors beyond attitude alone.

Taken together, these findings establish that gender is not merely a demographic covariate in the thrifting domain but a fundamental moderator of the motivational architecture driving circular fashion consumption. The study validates and extends the Theory of Planned Behaviour in an Indian urban context while demonstrating that gender-blind models of sustainable consumer behaviour systematically misrepresent the mechanisms through which thrifting is adopted.

Limitations and Future Research

This study is subject to several limitations that future research should address. The sample, while balanced by gender, is predominantly composed of young adults (18–24) collected through convenience sampling, which limits generalisability across age groups and income segments. The single-item measurement of thrift buying behaviour (TB2) constrains the depth of behavioural assessment; future studies would benefit from multi-item behavioural constructs and longitudinal designs that track intention-behaviour trajectories over time.

Future research should explore whether the gender differences identified here persist across other Indian metropolitan contexts Mumbai, Delhi, Bengaluru or whether they are specific to Chennai's cultural and economic environment. Qualitative inquiry, through in-depth interviews or focus groups with male and female thrift consumers, would provide motivational depth that quantitative models cannot fully capture. Additionally, the role of social norms which the current model does not explicitly incorporate warrants examination as a potential mediator of the gender-behaviour relationship identified in this study.

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