

Social determinants of sustainable consumption

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Abstract

When is acting sustainably not enough? Sustainable consumption behaviours are becoming more frequent - from carrying reusable shopping bags and reusable coffee cups to buying food from the local farmers market and buying second-hand fashion (Ayanoglu, Duarte & Pereira, 2019; Lewis & Chen, 2016; Lim, 2017). These behaviours are motivated by convenience, price and social factors, as well as sustainable attitudes (De Pelsmacker, Driesen & Rayp, 2005; Kalafatis, Pollard, East & Tsogas, 1999; Lee & Green, 1991; Terlau & Hirsch, 2015). When these sustainable behaviours are motivated by something other than a sustainable attitude, the consumer has incongruency between their sustainable behaviour and attitude, forming what this thesis terms as a behaviour-attitude gap.

This research aims to understand what influences sustainable behaviour in the absence of a congruent sustainable attitude. This sustainable behaviour-attitude gap is investigated using theories of planned behaviour and social cognition and applies a value co-creation lens to further understand the phenomenon. A series of in-depth interviews with 31 consumers and three business owners participating in the second-hand fashion market reveal social determinants that explain how sustainable behaviour can and does occur without matching sustainable attitudes. Emerging from these social determinants is the co-created value occurring from the interaction between consumers and business owners. The results present a social determinants of sustainable consumption model in which social context, self-efficacy and sustainability knowledge interact with sustainable attitudes to create behaviours. This interaction is further influenced by business ethos and business response to consumer voice. This model is then tested using a 2x2x4 experimental survey design with 351 responses to test what marketing messages have a positive effect on consumers' sustainable attitudes when they have an existing sustainable behaviour.

The impact of social determinants on sustainable consumption and the value that is co-created through the service exchange of second-hand fashion expands scholarly understanding of sustainable consumption behaviours, specifically for consumers who behave sustainably but do not have congruent sustainable attitudes.

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Attestation of Authorship

“I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), nor material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or other institution of higher learning.”

Laura Baxter Davey

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Chapter 1 Introduction

1.1 When is being sustainable not enough?

Social marketers aim to achieve desired behaviour change (Anker & Kappel, 2011; Brenkert, 2002; Peattie & Peattie, 2009), but what happens when that desired behaviour is not done for the 'right' reasons? For example, consumers who buy second-hand designer fashion, because they want to own a designer brand for much less than if they were to buy it new, are coincidentally participating in and stimulating a sustainable fashion business model. But what happens when that brand is not trendy or important to that consumer anymore? Or when the consumer's financial position changes? Will they still behave sustainably? Marketers have an opportunity here to encourage sustainable attitudes that are congruent with existing sustainable behaviours, achieving long-term sustainable consumption behaviours that are more likely to endure changing social trends.

Sustainable consumption is at a turning point. Despite an increasing consumer awareness of sustainability and environmental issues, there are still low levels of actual sustainable consumption (Remy, Speelman & Swartz, 2016; Johnstone & Tan, 2015). While there is evidence of consumers recognising the importance of environmental and sustainability principles, less than 5% of purchases reflect this mindset (Bernardes, Ferreira, Marques & Nogueira, 2018; Bray, Johns, & Kilburn, 2011; Euromonitor International, 2017; Young, Hwang, McDonald & Oates, 2010). This consumption behaviour exists within the fashion industry which is criticised for its environmental footprint (Conca, 2015). Furthermore, consumers are retaining clothing (across all types) less than half the time they used to over a decade ago (Remy, Speelman & Swartz, 2016). Yet some behaviours associated with eco-friendly outcomes are clearly on the rise. For instance, the fashion resale market grew 21 times faster than the regular retail market in just three years (Reints, 2019).

There is a growing movement for consumers to supply their designer clothing for resale, consequently providing opportunities for other consumers to purchase second-hand designer clothing. This behaviour can be described as sustainable since such purchases of second-hand items delay the ultimate disposal of still-useful items (Luchs, Phipps, & Hill, 2015). While these consumers may behave sustainably, they may be

doing so without a sustainable attitude, displaying a behaviour-attitude gap. Instead of having a congruent sustainable attitude, consumers may be performing a sustainable behaviour as a result of the social status that behaviour has, because sustainability is “trendy,” or for the desire to own the brand regardless of if its new or second-hand.

There is a vast amount of research examining the sustainable consumption attitude-behaviour gap phenomenon across a variety of fields (Haws, Winterich & Naylor, 2014; Prothero et al., 2011; White, Habib & Hardisty, 2019), where consumers have a positive attitude toward sustainability yet fail to have a corresponding behaviour. However, there is little research looking at what happens in the reverse, when sustainable behaviours are performed in the absence of a sustainable attitude. Shoppers can remember to bring their reusable bags to avoid fines for plastics at the grocery store. Fashion lovers can sell their second-hand designer clothing to earn money rather than because re-selling their clothing delays ultimate disposal of the items. Understanding what is leading to incongruence between attitudes and behaviours is central to this thesis, specifically the incongruence between a sustainable behaviour and attitude.

Consumer knowledge about brands’ values and their consumption decision making is significantly influenced by marketing efforts whether it be social media, advertisement campaigns, or sponsorship. The view that marketing perpetuates consumers’ needs to acquire more and to always have the latest item is based on the traditional view of marketing, that it is driven by economic growth (Kennedy & Santos, 2017). While marketing is criticised for being a tool that contributes to consumerism adversely impacting sustainability efforts, it also enables firms to understand their consumers and to respond to individual and societal values and emerging trends.

In sustainable consumption and the wider social marketing context, behaviour change is the primary aim (Anker & Kappel, 2011; Brenkert, 2002; Peattie & Peattie, 2009). But to achieve long term behaviour change and for that behaviour to be a catalyst for related and similar behaviours, the ultimate aim is a behaviour that is sustained and supported by congruent attitudes (Andreasen, 2003; McKenzie-Mohr, 2000). If a consumer has a congruent attitude and behaviour, they can be generalizable across different sustainable contexts. Literature suggests that this will also yield longer term

behavioural outcomes (Andreasen, 2003). Therefore, the research purpose is to explore the behaviour-attitude gap in the context of sustainable consumer behaviour. Can sustainable actions encourage sustainable attitudes?

1.2 Research purpose

This thesis aims to gain further understanding about the role that attitudes and behaviours have on sustainable consumption behaviour. How do sustainable behaviours encourage sustainable attitudes? A well-established attitude-behaviour gap exists in sustainable consumption, in which consumers' attitudes do not align with resultant behaviours (Prothero et al., 2011; White et al., 2019). For instance, consumers say they value the planet yet do not buy items with pro-environmental attributes. However, the reverse is also being seen, as some consumers can behave in a sustainable way (e.g., buying second-hand designer fashion) without congruent sustainable attitudes (such as having green values). This thesis terms this the behaviour-attitude gap, whereby consumers are behaving sustainably without holding sustainable attitudes. The research purpose is to explore the behaviour-attitude gap in the context of sustainable consumer behaviour. The theories of planned behaviour and social cognition (Ajzen, 1991; Bandura, 1986) will be used to understand the phenomenon. In addition, the social factors that affect sustainable purchasing decisions is a vital aspect to understanding this phenomenon. This thesis explores this behaviour-attitude gap in the context of second-hand designer fashion in New Zealand.

This thesis proposes that sustainable consumption can be performed by consumers as a social signal. This is evident in the fashion industry as consumers behave for personal reasons rather than for environmental or social reasons (McNeill & Moore, 2015). The behaviour-attitude gap, whereby consumers perform a sustainable behaviour without a corresponding attitude, provides the context for this thesis.

1.3 History of resale in New Zealand

New Zealand is world leading in its resale behaviour, followed by Sweden and Canada (Euromonitor International, 2020). The growth in resale has stemmed from a few defining moments in the country's economic history. In the 1940s, in response to a tough economic situation, the New Zealand government placed a tight control on

imports into New Zealand, which remained a distinctive policy until the mid-1980s (Bassett, 2013). This prompted manufacturing to be set up in New Zealand, assisting the country's economic prosperity as goods were made in New Zealand. However, due to the small size of the New Zealand market, competition was scarce, and manufacturers put hefty price tags on their products (Singleton, 2008). Due to import controls, cheaper and better-quality goods were less able to be imported (Singleton, 2008). This fuelled a growth in buying and selling second-hand goods. For most New Zealanders, buying new made-in-New Zealand products was too expensive and often these goods were poorer quality. Specialist second-hand stores provided an alternative. They offered used but quality and valuable products for resale. One of New Zealand's oldest second-hand fashion stores is Wellington's Ziggurat, established in 1979. Charitable shops also had a significant uptake. The first opportunity shops (op shops) opened in New Zealand in the late 1920s and shortly after shifted into proper store fronts in town centres (Pollock & Labrum, 2010). Although New Zealand's import controls relaxed, the habit of re-selling or donating unwanted but still useful items continued and in the 1990s online trading of second-hand goods began. Of note, in 1999 Trade Me was launched and allowed people to sell their goods through online auctions (Pollock & Labrum, 2010). Buying and selling quality second-hand items has been a part of New Zealand's shopping experience for decades and second-hand designer clothing has been a staple on New Zealand fashion streets. Businesses such as Encore Designer Recycle have been around for over 40 years, along with newer stores such as Recycle Boutique (going on 15 years) and online stores such as Designer Wardrobe (Fashion Recycle, n.d.; Recycle Boutique, n.d.).

1.4 Background to research

Sustainable consumption is broadly referred to as the decoupling of economic growth from resource use (United Nations, 2018). Importantly, sustainable consumption is one of 17 United Nations sustainability goals as part of its 2030 Agenda for Sustainable Development. Consumerism has been identified as one of the key factors contributing to climate change along with industrialisation (including CO₂ emissions from fuel consumption), deforestation, and overfishing. Consumerism is the need to have the latest product, and that paired with the social norm of frequent and carefree disposal contributes significantly to the challenges faced by those seeking to achieve

sustainable development goals (Ivanova et al., 2016). For example, it has been estimated that more than 60% of greenhouse gas emissions and 80% of total land, water and material use is caused by products used by humans (Ivanova, et al., 2016).

The fashion industry accounts for a small proportion of global carbon emission, yet it is a significant industrial polluter (Conca, 2015). Each year more than 80 billion pieces of clothing are made worldwide (Chung, 2016). Producing one t-shirt uses approximately 2,700 litres of water, the same amount of water a person drinks in over 900 days (Chung, 2016). Efforts to reduce the resource impacts of production and consumption in the fashion industry have tended to focus on creating efficiencies in terms of environmentally friendly operations and products (packaging, supply chain, alternative materials) but still retaining the economic growth imperative (Kennedy & Santos, 2017). In other words, the fashion industry has followed other businesses in “implementing sustainability to increase consumption of sustainable products” (Kennedy & Santos, 2017, p. 110) rather than seeking a shift in consumption behaviours (Wang & Wallendorf, 2006). Sustainability scholars have called for a shift from this production emphasis on achieving sustainability goals, to an integrated and holistic approach that includes a consumer centric approach (Prothero, McDonagh & Dobscha, 2010; Kilbourne, 2010). A holistic and integrated approach could be achieved by adapting a value co-creation lens to sustainable consumption (Domegan et al., 2013). Nevertheless, this will require changes in organisational practices and a better understanding of consumer value.

1.5 Theoretical Lenses

This thesis will rely on the theory of planned behaviour (TPB) (Ajzen, 1991; Chatzidakis, Hibbert, & Smith, 2007; De Pelsmacker, & Janssens, 2007; Carrington, Neville, & Whitwell, 2010) and social learning drawn from social cognitive theory (SCT) (Bandura, 1986) to develop a way to better embed sustainable behaviour in the context of a consumer’s life. No sustainable action happens in isolation and these theories allow the present research to explore the factors that impact everyday sustainable behaviour enactment by consumers. For instance, TPB is a linear model that predicts behaviour. It states that intention leads to behaviour and there are three antecedent factors that influence intention; attitude, subjective norm, and, perceived behavioural control. In the TPB these three factors influence a person’s intention, which directly

results in their behaviour. In addition, perceived behavioural control also has a direct impact on behaviour, not mediated via intention. Given the aim of this thesis to understand attitudes and behaviours of sustainable consumption, TPB provides a basis for understanding antecedents to intention as well as the attitude-behaviour gap and where this gap is occurring.

SCT advances this linear nature of behaviour and theorizes that human behaviour occurs in a social context and is the result of a dynamic and continuous interrelationship between behavioural determinants, environmental determinants, and personal determinants (Bandura, 1986). In this way, SCT understands each behaviour as part of a cycle and means a person is not only influenced by the factors of SCT but also creates these factors in a dynamic process. SCT therefore offers the ability to not only measure the level of influence each determinant has on an individual's behaviour, but also provides insight into the complex relationship between these factors on behaviour (Phipps et al., 2013). SCT's grounding in the social context is a further reason to include this theory in this research as social influences are likely a significant aspect contributing to the behaviour-attitude gap.

1.6 Key literature

Key literature that grounds this research is first and foremost social marketing, or marketing that is concerned with a social good (Anker & Kappel, 2011; Brenkert, 2002; Peattie & Peattie, 2009). An anticipated outcome of this thesis is around what marketing tools can be used to help enhance and create sustainable attitudes that are congruent with existing sustainable behaviours. This aligns with the principal idea of social marketing, that is to achieve socially desirable behaviour or attitude change for social good through the use of marketing principles (Anker & Kappel, 2011; Brenkert, 2002). Although the goal of social marketing is to achieve behaviour change rather than merely improving levels of awareness or understanding (Peattie & Peattie, 2009), attitudes are recognized as driving behaviour and hence this thesis seeks to understand how to stimulate attitude change. The overriding purpose of social marketing is to achieve desired behavioural outcomes. However, for the desired behaviour to be habitual, attitudes need to 'catch up' with behaviour, as attitude is equally important to social marketing efforts (Mckenzie-Mohr, 2000). This is crucial as sustainable behaviours that individuals regularly perform will inevitably create long-

lasting sustainable change and benefits to our environment if the behaviours endure beyond societal trends (Andreasen, 2003).

Further to this is sustainability marketing literature, which provides a basis to further understand marketing elements central to sustainability. Sustainability marketing and sustainable consumer behaviour include both pro-environmental benefits and prosocial benefits, as these actions are interrelated and linked to sustainable behaviour and is central to this thesis (Kajikawa, 2008). Participating in the second-hand designer wear market involves elements and actions that are both prosocial, as it provides items for others that they may not have otherwise been able to obtain, and pro-environmental as it extends the use of the item (Luchs et al., 2011). This thesis seeks to understand why consumers perform a sustainable behaviour in the absence of a congruent sustainable attitude.

Specifically, prosocial behaviour has been less researched within the field of sustainable consumption (White, Habib & Dahl, 2020). Prosocial behaviour can be explained as a behaviour that causes no harm to the environment or society, or is an act involving self-sacrifice for the benefit of others (Small & Cryder, 2016). Participating in the resale of second-hand designer clothing is an example of prosocial behaviour. Not only is it important to understand the prosocial benefits of this behaviour, it is also important to explore motivations to behave prosocially. These motivations provide insight into consumers who have congruency between attitudes and behaviour. Some motivations from other contexts of prosocial behaviour include altruism, equitable and fair behaviour, distribution of resources and treating others fairly (Toni, Renzi, & Mattia, 2018). Understanding the motivations of consumers with congruency between their attitudes and behaviours can yield factors to encourage congruent attitudes of those who only display the behaviour. This should provide further insight into the behaviour-attitude gap.

Similarly, buying and selling second-hand designer clothing is also a pro-environmental behaviour and is an example of green consumerism, as it includes activities that have an environmental perspective (Arli, Tan, Tjiptono & Yang, 2018; Joshi & Rahman, 2015). The act of re-selling clothing prolongs the items' lifecycle and delays the ultimate disposal of the item (Luchs et al., 2011). By purchasing second-hand fashion,

the consumer is contributing to the circularity of the item. Sustainable consumption research, which is a part of the wider social marketing context, is based on the premise that prosocial and environmentally sustainable behaviour is sustained and enhanced when attitudes and behaviours are congruent (Andreasen, 2003; Mckenzie-Mohr, 2000; Peattie & Peattie, 2009). Conversely, when attitudes are not congruent with sustainable behaviour, scholars maintain that sustainable behaviour can fluctuate (Andreasen, 2003; Mckenzie-Mohr, 2000). This reinforces the need for research to understand the behaviour-attitude gap and explore ways in which social marketing can shift attitudes when the sustainable behaviour has been achieved in the absence of a congruent sustainable attitude.

Given this thesis is largely consumer centric, focusing on consumer attitudes and behaviours, seeking to understanding what drives consumer sustainable consumption is crucial. Key factors that influence these behaviours include sustainability knowledge, the role and structure of attitudes, and symbolic consumption (Griskevicius, Tybur, & Van den Bergh, 2010). Value co-creation (Vargo & Lusch, 2004, 2008) is another important lens used in this research as the resale market is co-created as customers interact with businesses to create both supply and demand.

Sustainability knowledge helps guides consumers' sustainable attitudes and behaviours (Ok Park & Sohn, 2018). Interestingly, there is a "green knowledge" deficit among consumers (Connell, & Kozar, 2012; Heeren et al., 2016), however, it is not as straightforward as simply educating consumers. Sustainability knowledge on its own may not have the desired effect, but knowledge when including all elements of sustainability— economic, environmental, and social— as well as the context of the consumer is more likely to have the desired effect (Heeren et al., 2016). Therefore, sustainability knowledge is an aspect that influences consumer attitudes and behaviours but needs to be considered in conjunction with other factors at play in consumer sustainable consumption behaviour.

As this research investigates attitude change and the incongruency between attitudes and behaviours, the complex nature of attitudes will also be explored. In addition, recognizing the role and structure of attitudes helps to achieve the research purpose of understanding the behaviour-attitude gap.

This research further draws from work on symbolic consumption, whereby consumers behave sustainably based on the symbolic value and meaning that the sustainable behaviour or product has (Sexton & Sexton, 2011). Consumers can be socially motivated to behave sustainably, being “green to be seen,” as opposed to being green solely for the sustainability benefits of their behaviour (Aagerup & Nilsson, 2016; Griskevicius et al., 2010). Similarly, social signalling theory provides further insight into this socially motivated sustainable consumption, which suggests that there are perceived cues or signals that communicate qualities related to or to gain social status (Nelissen & Meijers, 2011).

Sustainable consumption in some instances has become a ‘trendy’ behaviour and in this way is a type of symbolic consumption or a social signal. Adding to this complexity specific to the context of this research of resold designer fashion, is the brand of the item that is being purchased. The brand value or ‘trendiness’ is also a type of symbolic consumption. In this way, these elements of symbolic consumption and social signalling theory might drive this sustainable behaviour in the absence of a congruent sustainable attitude.

Despite the consumer centric nature of the phenomena under study, this research also examines the phenomena through a service lens (Bettencourt, Lusch & Vargo, 2014). Businesses that specialise in selling second-hand designer clothing are crucial to continuing the circularity of this market (James, Reitsma, & Aftab, 2019). By doing so they not only provide a service that facilitates the exchange of second-hand fashion, but the value that all the actors within the exchange (buyers, sellers, business owners) experience is also co-created (Bettencourt et al., 2014). By applying a service lens to this phenomenon, it is not only the consumers that are of interest but also the business owners as they too play a role in this market and can influence consumers’ sustainable consumption experience, just as consumers can influence business owners’ offerings. Understanding the value co-creation relationship between consumers and business owners in this context is important to provide further insight into what is driving sustainable consumption and insight into the incongruencies between consumers’ sustainable behaviours and attitudes.

1.7 Research objectives

The research purpose is to explore the behaviour-attitude gap in the context of sustainable consumer behaviour. Can sustainable behaviours encourage sustainable attitudes? The aim of this research is to firstly understand participants' experiences of buying and selling second-hand designer clothing, their attitudes and behaviours, and any other influences on their experience. Secondly, this work seeks to investigate if marketing efforts can encourage a congruent sustainable attitude when participants already have a sustainable behaviour.

Therefore, there are three research objectives:

- RO1: To explore the sustainability attitudes, behaviours and knowledge of consumers who engage in sustainable behaviours and are motivated by sustainable attitudes.
- RO2: To explore the sustainability attitudes, behaviours and knowledge of consumers who engage in sustainable behaviours but are not motivated by sustainable attitudes.
- RO3: To investigate the effect of sustainable marketing messages on attitude change among consumers.

Through a better understanding of both consumers who have a behaviour-attitude gap and those who have congruency between their sustainable behaviour and sustainable attitude, this research seeks to provide an in-depth understanding of this behaviour-attitude gap and will provide marketers with a model to encourage sustainable (environmental and prosocial) attitudes.

1.8 Research methodology and method

This research is grounded in pragmatism as a research philosophy as it is concerned with the research problem and outcomes and is focussed on finding a solution that works to increase understanding (Creswell, 2009). In line with this pragmatic approach, this research adopts a mixed method sequential approach, allowing for the phenomenon to be explored both broadly and in-depth (Harrison & Reilly, 2011; Johnson, Onwuegbuzie, & Turner, 2007). The research takes place in two stages: firstly, in the qualitative phase, study 1 consists of in-depth interviews. This stage plays a

significant role in seeking to gain new understanding and insight into consumer sustainable behaviour. Secondly, this is followed by study 2, an experimental design and quantitative analysis.

Study 1 aims to gain an in-depth understanding of the behaviour-attitude gap. Study 2 aims to determine if social marketing messages and social signals can encourage consumer attitudes to be more sustainable.

1.9 Research parameters

Specifically, the research parameters include consumers who have participated in second-hand designer clothing exchange throughout New Zealand. The research participants are aged between 18-35, capturing the Gen Z and millennial age cohorts as this segment accounts for almost half of second-hand shoppers (Thred Up, 2019). This research has chosen participants from all genders to allow for comparisons to be made across genders. Business owners from second-hand designer clothing stores were also included in the scope of this research.

The thesis focusses on participation in a market where ownership changes, it does not investigate access-based consumption or collaborative consumption and shared use consumption models, such as renting or borrowing.

This thesis focuses on consumers' behaviour and attitudes and what drives their participation in sustainable consumption. Specifically, this thesis focusses on the micro level, individual level, although recognising that individual behaviours have dynamic and interdependent relationships with system factors at meso and macro levels (Padela, Wooliscroft & Ganglmair-Wooliscroft, 2020).

1.10 Intended contributions

The goal of this thesis is to provide a better understanding of consumer attitudes and buying behaviours of resold designer fashion. This will help practitioners to use marketing initiatives to encourage consumers to behave, think, and feel in a more sustainable way. By first understanding what contributes to incongruency between sustainable behaviours and attitudes, quantitative research can then test what marketing efforts encourage sustainable attitudes based on existing sustainable

behaviours. If a consumer has congruency between their attitude and behaviour, this is more generalizable across different sustainable contexts (Andreasen, 2003).

Potentially this behaviour-attitude gap is formed due to the trendiness of sustainability. Firstly, this research intends to understand and explain why this behaviour-attitude gap exists and provides a conceptual model, the social determinants of sustainable consumption model, for understanding this occurrence. Then, by testing ways in which to encourage sustainable attitudes, this research intends to provide a means by which to shift sustainable behaviours (that are motivated by easily changeable attitudes such as trendiness) into a habitual, sustainable behaviour through congruency of sustainable attitudes. This research will provide insight into sustainable consumption, paving a way forward using marketing as part of the solution to the sustainable issues society is facing.

1.11 Outline of thesis

To answer the research objectives, specifically to understand if sustainable behaviours can encourage sustainable attitudes, the thesis is structured according to seven interrelated chapters (see Figure 1). The following is a summary of the content of these chapters.

Chapter 2 presents an analysis of existing literature in fields pertaining to the research objectives. Key literature areas covered are sustainable consumption including prosocial behaviour, green consumerism, and sustainability knowledge; theoretical lenses, theory of planned behaviour and social cognitive theory; value co-creation; attitude-behaviour gap, the role and structure of attitudes in consumer decision making; symbolic consumption and the role of social signals in consumer behaviour; and the research gap this thesis explores. Chapter 3 details the methodology that underpins this research and the mixed method approach that was used, with specific focus on study 1, the qualitative data collection via in-depth interviews of consumers and business owners and analysis phase. Chapter 4 delves into the findings that emerged from the consumer in-depth interviews and results in a preliminary social determinants of sustainable consumption model. Chapter 5 explores the findings that emerged from the business owner in-depth interviews and the additions to the revised social determinants of sustainable consumption model. Chapter 6 details the research

approach specific to study 2, the quantitative data collection via experimental survey design and analysis phase. Chapter 7 presents the analysis of the data collected from the experimental survey design of study 2. Chapter 8 discusses the research findings and presents a model for understanding the determinants that impact sustainable consumer behaviour. Finally, chapter 9 presents the implications of this research, along with a discussion of the limitations and areas for future research.

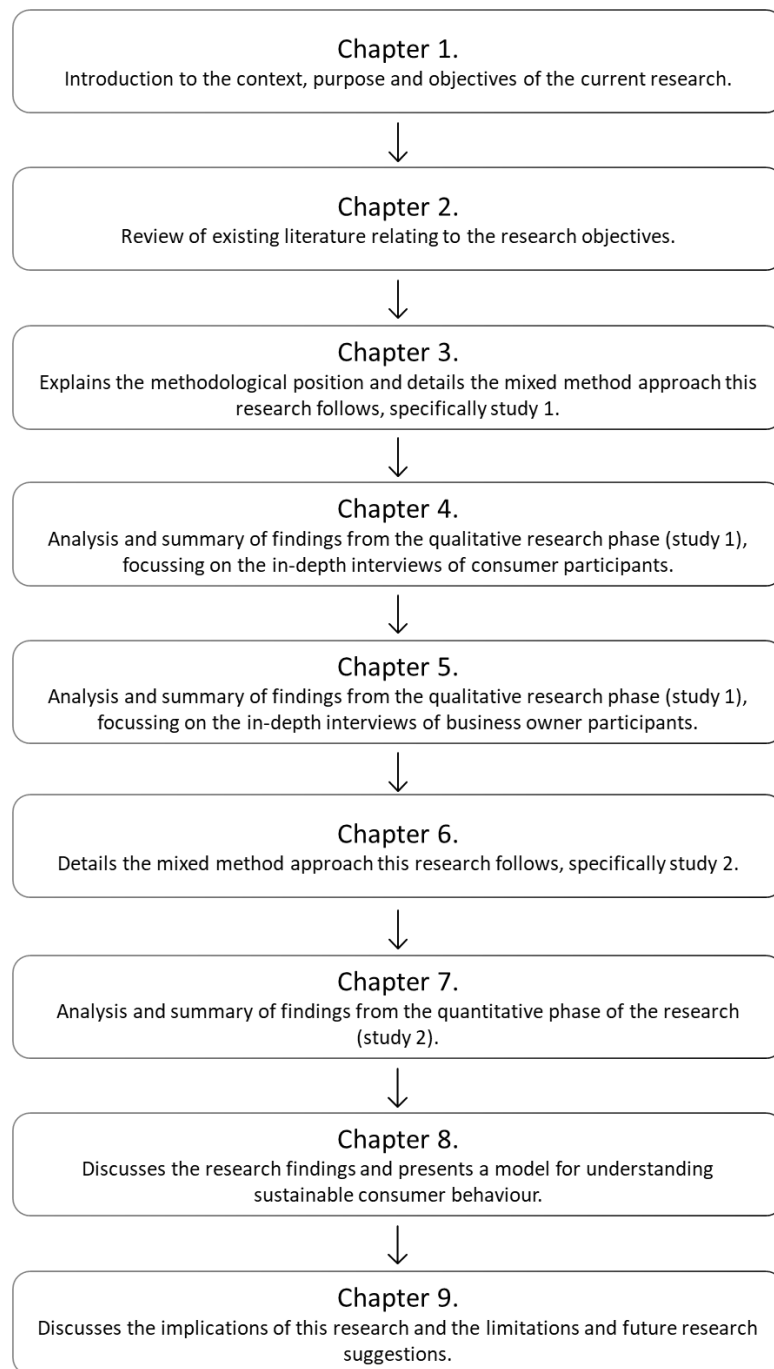


Figure 1. Overview of thesis

1.12 Chapter summary

This chapter provides an overview of the importance of this research and begins to summarize the main areas of literature related to the three research questions.

Specifically, this chapter outlines the key bodies of literature to be examined, the research purpose and objectives, the methodology and method, intended contributions, scope and limitations, and outlines the structure of this thesis. The next chapter presents a review of key literature.

Chapter 2 Literature review

2.1 Introduction to chapter

In 2018, the New Zealand government announced it would begin phasing out single-use plastic bags. This is a positive step toward preserving the environment and shows that the New Zealand government acknowledges the negative environmental impacts of plastics (Ministry for the Environment, 2018). Policy is one way to encourage sustainable behaviour. Social marketing and consumer behaviour research is another approach that can help encourage desired sustainable consumer behaviours (Antonides, 2017). Performance of a desired behaviour, for example stopping using single-use plastic bags albeit due to a ban, can occur in the absence of a sustainable attitude. If a behaviour occurs in the absence of a corresponding attitude, can the behaviour encourage development of a corresponding sustainable attitude? If a sustainable attitude toward one aspect of sustainability can be encouraged by a habit and behaviour, e.g., the negative impact of plastics on the environment, consumers may become aware of other sustainability issues (Zsóka, Szerényi, Széchy & Kocsis, 2013). This thesis seeks to investigate how performing a sustainable behaviour might encourage consumers to adopt corresponding sustainable attitudes. And if so, can the adoption of new habits and behaviours encourage broader sustainable attitudes and actions? The following literature review summarises the current research on the attitude-behaviour gap within the context of sustainable consumption and explores the potential for behaviours to drive corresponding attitudes.

This chapter will first introduce a sustainable consumer typology that categorises sustainable consumers by their attitudes and behaviours. Some consumers claim to be sustainable yet do not behave sustainably (Moraes, Carrigan, & Szmigin, 2012), exhibiting a gap between their attitudes and behaviours. Conversely, some consumers behave sustainably without a sustainable attitude (Balderjahn, Peyer, Seegebarth, Wiedmann & Weber, 2018), displaying a behaviour-attitude gap. These concepts are explained as part of the sustainable consumer typology unique to this thesis. This thesis falls within the realm of social marketing and therefore social marketing is summarized next. Following on from this, this chapter will review what is currently understood regarding sustainable consumption and what is known about consumers'

motivations to behave sustainably. The theory of planned behaviour and social cognitive theory are two different theoretical lenses that will help frame how the attitude-behaviour gap phenomenon is conceptualised. Value co-creation is an additional lens that will be used to help understand the phenomena. The attitude-behaviour gap in sustainable consumption is then explored in further detail. Symbolic consumption and social signals and the roles these play in consumers' purchase decision making and their relevance to sustainable consumption is also discussed. Finally, the gaps in the existing literature are outlined.

2.2 Sustainable consumer typology

A sustainable behaviour can be performed in the absence of a sustainable attitude. Shoppers can remember to bring their reusable bags to avoid fines for plastics at the grocery store. Consumers can avoid purchasing bottled water and refill canisters at public water fountains as a cost-cutting measure. Restaurant eaters can opt for a vegetarian meal because they are on a diet, instead of to boycott the environmental impacts of factory farming. And fashion lovers can buy second-hand fashion because it is less expensive rather than because buying second-hand fashion delays the ultimate disposal of the item. In this thesis, the presence of a sustainable consumer behaviour without a corresponding and related attitude is termed the behaviour-attitude gap.

This research endeavours to find out what might motivate this behaviour-attitude gap and aims to uncover whether a sustainable attitude can be encouraged from a sustainable behaviour. In attempting to understand this research gap, this thesis has theorized sustainable consumers along a continuum within a grid forming a typology of sustainable consumers (see Figure 2). The sustainable consumer typology shares the perspective that all consumers have the potential to behave sustainably (Young et al., 2010), and that sustainable behaviours are not only reserved for those who are 'green'.

Previous literature segmenting sustainable consumers is very diverse and is done in many ways using many different aspects to categorize consumers, such as, type of sustainable behaviour (e.g., ethical, healthy lifestyle, green behaviour) (Dickson, 2001; Verain, Sijtsema & Antonides, 2016), socioeconomic attributes (Balderjahn et al., 2018), attitudes, values, and sustainable concern (Balderjahn et al., 2018; Johnstone &

Tan, 2015). The sustainable consumer typology used in this thesis specifically focusses on sustainable attitudes and behaviours. Attitudes are of particular interest since it is attitudes that this research intends to influence as this may be a successful means to reduce attitude-behaviour incongruency (Antonides, 2017). The sustainable consumer typology, developed for this thesis, has been built on early typologies and interpreted from literature to be specific and useful for this research. Therefore, the typology (Figure 2) while derived from literature, is unique to this thesis. This typology helps inform the research and subsequent interpretation of the data.

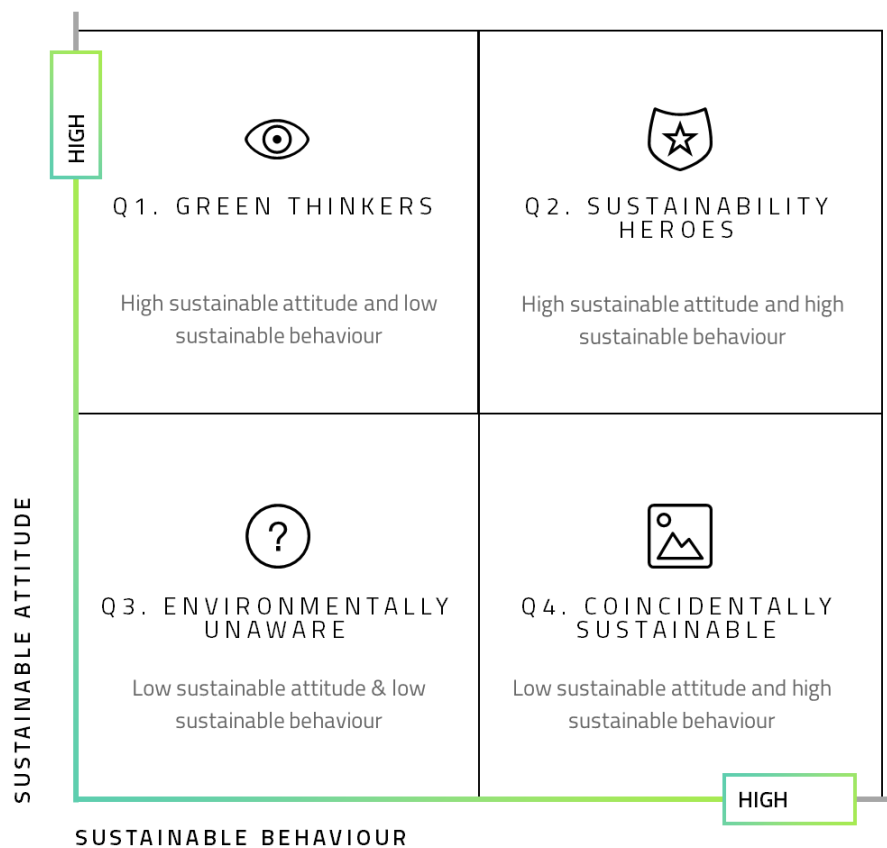


Figure 2. Sustainable consumer typology

Adapted from Balderjahn et al., 2018; Bly et al., 2015; Johnstone & Tan, 2015; Moraes et al., 2012.

In the sustainable consumer typology in Figure 2, the X axis represents sustainable behaviour, and the Y axis represents sustainable attitudes. The typology is then divided into four quadrants. In quadrant one, consumers are green thinkers who have sustainable attitudes but non-sustainable behaviours. This segment is the area that has been thoroughly researched and displays a more typical attitude-behaviour gap in green consumption (Moraes et al., 2012). Quadrant two consumers are sustainability heroes who have both sustainable attitudes and sustainable behaviour. Their attitudes

and behaviour are congruent and sustainable. In previous research in a similar context these consumers have been called 'sustainable fashion consumption pioneers' (Bly, Gwozdz & Reisch, 2015). Quadrant three consumers are environmentally unaware, and they have neither sustainable behaviours nor sustainable attitudes. Balderjahn et al. (2018) termed these consumers as 'non simplifiers' who have little concern with simple living, are high spenders on overall clothing expenditures but spend very little on sustainable products. Quadrant four consumers are coincidentally sustainable. They have sustainable behaviour but non-sustainable attitudes. Previous literature has termed these consumers 'socially conscious financial simplifiers' and have been described as those who show little environmental concern but nevertheless have high social concern and purchase a lot of sustainable fashion products (Balderjahn et al., 2018).

The sustainable consumer typology provides a way to both categorize consumers whilst also allowing these categories to be fluid. Consumers can move within them and into other quadrants. There are additional factors that influence how consumers shift within the typology, such as sustainability knowledge and self-efficacy, that may also impact how consumers change quadrants (Shaw & Clarke, 1999; Schultz, 2002). The typology allows for the different combinations of sustainable attitude and sustainable behaviour to be captured. The intended purpose of this thesis is to then explore and understand what factors contribute to and help shift consumers within this model and to what extent.

Table 1 below further describes these quadrants. Most of the existing research focuses on the green thinkers (quadrant one) who are sustainably minded and display the typical attitude-behaviour gap. This thesis instead focuses on coincidentally sustainable consumers (quadrant four) who display the behaviour-attitude gap. Understanding this behaviour-attitude gap and seeking ways to shift consumers' attitudes to be more sustainable is the intended outcome of this thesis. In addition, identifying and understanding the role sustainability knowledge plays in this relationship (Heeren et al., 2016) and how sustainability knowledge can be improved to benefit and encourage sustainable attitudes is also an intended outcome of this thesis. Furthermore, the present research may also provide insights into how to shift

environmentally unaware consumers (quadrant three), through either attitude and/or behaviour change, to become more sustainable.

Quadrant two consumers, sustainability heroes, provide a useful comparison to quadrant four consumers as the goal is to be able to shift coincidentally sustainable consumers to be sustainability heroes. It is important to know why sustainability heroes (quadrant two) have sustainable attitudes and why they behave the way they do. These findings may help to shift quadrant four, coincidentally sustainable consumers, into quadrant two.

Table 1. Description of consumer segments within the sustainable consumer typology

	Description	Example
Q1: Green thinkers	Consumers have sustainable attitudes with non-sustainable behaviour. There is a gap between these consumers' attitudes and their behaviours . These consumers are sustainably minded but do not behave sustainably. There is a range of barriers that could be stopping them from behaving sustainably, including availability, price, social stigma, perceptions of difficulty, effort required.	Consumers are aware of the bad working conditions and environmental impacts caused by production of regular household items such as coffee and tea, and as a result have a positive attitude toward products that are Fairtrade, but do not purchase Fairtrade products.
Q2: Sustainability Heroes	Consumers have congruency between sustainable attitudes and sustainable behaviours. They are committed to sustainable causes and their behaviour matches this commitment.	Consumers want to help their community, they know others are less fortunate and want to help, they do so by donating second-hand goods to second-hand stores and charities.
Q3: Environmentally Unaware	Consumers have no sustainable attitude and no sustainable behaviour. There is likely to be a range of consumers that fall into this quadrant and are in this quadrant on the basis that they have congruency between attitude and behaviour.	Consumers are not aware of and/or do not acknowledge the impact of plastic waste on the environment and use single-use plastic bags regularly. Some consumers may be aware of sustainability issues but disagree with them or are sceptical and are then knowingly unsustainable.
Q4: Coincidentally Sustainable	Consumers behave sustainably but do not have a corresponding sustainable attitude, displaying a behaviour-attitude gap . They are behaving sustainably based on an attitude unrelated to sustainability. This quadrant includes consumers who are "green to be seen" (Griskevicius et al., 2010), and are behaving in a way that suits their social approval needs, and it is coincidental that this behaviour has sustainable benefits.	Consumers buy from second-hand shops and do so for reasons unrelated to sustainability, e.g., because it is trendy.

Informed by Balderjahn et al., 2018; Bly et al., 2015; Johnstone & Tan, 2015; Moraes et al., 2012; Young et al., 2010

The sustainable consumer typology (Figure 2Error! Reference source not found.) posits that consumers can shift between quadrants. In addition, change in either

attitude and/or behaviour within each quadrant (e.g., higher or lower sustainable attitude) can also occur. As consumers move between quadrants, they are doing so based on an attitude change or a behaviour change. This research endeavours to understand the factors that can cause these shifts in attitude and behaviour that move consumers within the typology (Figure 2). It is important to understand the context in which these changes in consumer attitudes and behaviours are occurring. Sustainable consumer behaviour and encouraging sustainable attitudes is a social good and thus marketing techniques that help encourage sustainable attitude change are functions of social marketing. In this way social marketing is explained next followed by sustainable consumption.

2.3 Social marketing

Social marketing is the use of marketing principles (strategies and techniques that are consumer-centric) to achieve socially desirable behaviour or attitude change for a social good (Anker & Kappel, 2011). One of the fundamental aspects of social marketing is that, compared with commercial marketing, it makes a normative statement about a social good with the goal of significantly altering individuals' choices and lives (Anker & Kappel, 2011; Brenkert, 2002). The goal of social marketing is to achieve behaviour change rather than merely improving levels of awareness or education or understanding (Peattie & Peattie, 2009). While attitudes are understood to drive behaviour and hence social marketing seeks to stimulate attitude change, the overriding purpose is to achieve desired behavioural outcomes.

Evaluating if a behaviour is socially good or not, is influenced by ethical and political orientation. Ethically, a social good can be viewed from a utilitarian perspective (Mill, 2011) whereby the decision is based on what provides the greatest good to the greatest number of people, or a deontological perspective (Kant & Korsgaard, 2018), where the decision is based on ethical standards, rules and obligations. In addition, political opinion also influences the judgement of a social good and of social marketing efforts (Gordon, Russell-Bennett, & Lefebvre, 2016). Despite the complexity of determining a social good, a core element to social marketing, the United Declaration of Human Rights identifies fundamental human rights regardless of race, age, and culture (United Nations, 1948). Given that social marketing is the wider context for this

thesis it is important to acknowledge this core element of social marketing and the complexity regarding understanding the concept of “social good.”

A significant challenge for social marketing is that the individual and social outcomes of the normative behaviour are often long term (Andreasen, 2003). By reducing barriers to the desired behaviour, consumers are more likely to perform the behaviour. In addition, given social marketing often focuses on the behaviour, it effectively bypasses attitudes, to achieve the desired behaviour change (Hastings & Domegan, 2013). However, for the desired behaviour to be habitual, attitudes need to 'catch up' with behaviour, as attitude is equally important to social marketing efforts (Mckenzie-Mohr, 2000).

As social marketing's primary objective is behaviour change, the inherent risk is that much social good behaviour could be performed in the absence of congruent attitudes. This thesis aims to firstly explore this behaviour-attitude gap and secondly discover ways in which a congruent attitude could be encouraged as a result of the behaviour. Intuitively, if there is congruence between an attitude and behaviour, both might be long term, mutually reinforcing and might act as a catalyst for other similar behaviours, returning to the goal of social marketing of long-term behaviour change (Andreasen, 2003). For example, if someone has a sustainable attitude toward fashion and only buys sustainable fashion (such as second-hand, sustainably made and ethically sourced), not only is the behaviour likely to be more enduring but this sustainable attitude is likely to be a catalyst for other sustainable attitudes and behaviours, such as recycling, or buying an electric vehicle. These consumers, referred to in Figure 2, are sustainability heroes. The aim of this thesis is to understand how to shift consumers who have a sustainable behaviour, perhaps as a result of social marketing initiatives or due to social influence, to having a corresponding sustainable attitude, thus converting them to sustainability heroes.

Sustainable consumption falls within the social marketing sphere. It is the context of this thesis and the focus of the sustainable consumer typology (Figure 2). Sustainable consumption is explored in detail in the following section.

2.4 Sustainable consumption

2.4.1 Sustainability

Sustainability issues include a wide range of social and environmental causes (Lim, 2017). Sustainability literature is present in a multitude of disciplines and has a vast amount of research devoted to it. However, it is generally accepted that sustainability has three pillars (Kajikawa, 2008): environmental, focusing on the earth's natural resources; social, focusing on society and achieving social wellbeing; and economic, focusing on business profitability and stability. Furthermore, this phenomenon can be studied at different levels – micro (individual), meso (business), and macro (system) levels. Sustainability issues can be understood within the complex social mechanisms of the marketing system (Layton and Duffy, 2018). For example, debates around sustainability challenge values at multiple levels of the system, creating action within the other interdependent system elements; delivery systems may change, values of consumers may change, suppliers may respond to activist pressures, all of which shape future marketing system actions and the assortments offered (Layton and Duffy, 2018). While recognising “the interdependence of social actors and the aggregation of the individual attitudes, beliefs, and behaviors” (Padela, Wooliscroft and Ganglmair-Wooliscroft, 2020, p. 360) in the reciprocating relationships with meso- and macro-level forces, in this research context micro level behaviour is the primary focus. This thesis examines sustainability in terms of sustainable consumption behaviour, consumers' commitment to sustainability, prosocial behaviour (social sustainability) and green consumerism (environmental sustainability).

2.4.2 Sustainable consumption behaviour

As a subset of sustainability research, sustainable consumption can be defined as consumption that meets the needs of the present without compromising the needs of the future, and as a result conserves the physical environment and protects individuals and groups (Brundtland, 1987). Others have used Peattie and Collins' (2009) definition of sustainable consumption, when consumers only consume their 'earth share' of the planet's resources (Dermoddy, Hanmer-Lloyd, Koenig-Lewis & Zhao, 2015; Prothero et al., 2011).

Lim (2017) explains sustainable consumption practices as having three theoretical perspectives: responsible consumption, anti-consumption, and mindful consumption. Responsible consumption is when consumers consider social, ethical, and environmental concerns as part of their consumption decision. In this type of consumption, consumers feel a duty to make good consumption decisions and by doing so this encourages a sustainable consumption focus. Anti-consumption is when consumers engage in activities that avoid, abandon, reclaim or restrict consumption. This aspect of consumption occurs when consumers show their commitment to sustainability by their lack of purchases. Mindful consumption is when consumers have a sense of awareness and engagement toward themselves, the community and nature and they consume in moderation. In identifying mindful consumption, Lim (2017) found that this facet of sustainable consumption was scarce in scholarly articles. Lim (2017) concludes that sustainable behaviours are motivated by consumers' beliefs in relation to sustainability. If they develop a sense of care for the environment, nature, and the community, this can then lead consumers to develop environmental, social and ethical responsibilities, forming their beliefs. Similarly, Lewis and Chen (2016) explain sustainable consumption behaviours as having three components: refuse, to avoid or reduce consumption; effuse, to make deliberate consumption decisions because of the sustainable benefits; and diffuse, community or societal collaboration toward a sustainable goal. Furthermore, when the sustainable behaviour enacted is commonplace in everyday life for consumers, this can be categorised as everyday sustainable behaviours. These everyday sustainable behaviours often fall into the domains of food, mobility, housing, consumer goods and leisure (Ayanoglu, Duarte, & Pereira, 2019; Lewis & Chen, 2016). Participating in the second-hand designer fashion market is an example of an everyday sustainable behaviour. Table 2 shows further examples of everyday sustainable behaviours, which behaviour domains these behaviours fall under and what type of behaviour perspective (Lim, 2017) or behaviour component (Lewis & Chen, 2016) these are examples of.

Table 2. Types of everyday sustainable behaviours

Everyday sustainable behaviour domains	Lim's (2017) sustainable behaviour perspectives	Lewis and Chen's (2016) sustainable behaviour components	Examples of behaviours
Food	Anti-consumption	Refuse	Avoid food waste

	Responsible consumption	Effuse	Choose local and in-season produce
	Mindful consumption	Diffuse	Participate in local farmers market
Mobility	Anti-consumption	Refuse	Avoid private car use
	Responsible consumption	Effuse	Use public transport
	Mindful consumption	Diffuse	Car-pooling
Housing	Anti-consumption	Refuse	Reduce energy consumption
	Responsible consumption	Effuse	Use/switch to energy efficient light bulbs
	Mindful consumption	Diffuse	Start or join a local (or neighbourhood) tools library for rarely used household tools
Consumer goods	Anti-consumption	Refuse	Avoid using single use plastic products, such as plastic cups.
	Responsible consumption	Effuse	Purchase green products that are environmentally friendly
	Mindful consumption	Diffuse	Rent less-used goods, such as occasion wear
Leisure	Anti-consumption	Refuse	Avoid tourism locations that have sensitive biodiversity
	Responsible consumption	Effuse	Re-use hotel towels
	Mindful consumption	Diffuse	Participate in environment initiatives, such as beach cleans, planting trees

Adapted from Ayanoglu, Duarte, and Pereira (2019), Lewis and Chen (2016) and Lim (2017).

When examining sustainable consumption behaviour, it is important to note the shift from linear models of consumption to circular models of consumption. This shift to a

more sustainable consumption model of circularity is centred around the concept of reuse of value within the circular economy (Medkova & Fifield, 2016). In other words, circularity means items are kept within the cycle, they are reused, recycled, and repurposed (James et al., 2019). For example, a garment is resold and reused until it is not wearable, at which point the fabric is recycled or repurposed into a 'new' useable good, and in this way the value is retained throughout the cycle. Consumers who are performing sustainable consumption behaviours that are effuse or diffuse (Lewis & Chen, 2016) or Lim's (2017) responsible or mindful consumption, may be participating in circular consumption models. The context of this research, buying and selling second-hand designer clothing, is a part of this circular fashion model (James et al., 2019).

Consequently, sustainable consumer behaviour also covers diverse behaviours, but generally includes both pro-environmental benefits and prosocial benefits since these actions are interrelated and linked to a holistic view of sustainable behaviour (Schultz, 2001; De Young, 1996; Morelli, 2011). Unsustainable consumption behaviours are increasing and as a result the need to address them is increasing (Prothero et al., 2011). However, some researchers believe that the term sustainable consumption is a paradox, as to be truly sustainable there would be no consumption of newly produced goods or services. Therefore, some researchers have opted to avoid a single definition of sustainable consumption. Lim (2017) takes a holistic approach and identifies sustainable consumption as that which: meets the basic needs of the current generation; does not deprive generations to come; does not permanently harm the environment; and improves efficiency of resources and quality of life. Sustainable consumption is bigger than traditional explanations of consumption, going further than individual needs and wants to incorporate social responsibility into the decision-making process (Lim, 2017).

Consumer commitment to sustainable consumption

However, across all three perspectives of sustainable consumption described by Lim (2017), commitment is required from the consumer. Consumers have varying levels of commitment to sustainable consumption (Dermody et al., 2015). For instance, consumers with a low level of commitment maintain existing purchase habits and purchase products or services whose production, use and disposal are not sustainably

driven. On the other end of the scale, consumers with high commitment levels stop purchasing specific products and services, redefining their needs and identity as they reduce their consumption (Dermody et al., 2015). Although buying eco-friendly products has some benefits, sustainable consumption must incorporate consumption reduction for sustainability to be achieved (Dermody et al., 2015). Sustainable consumption also has potential for consumer inconvenience with sustainable alternatives sometimes underperforming, being a higher price, or requiring the consumer to change their habits (Haws et al., 2014).

Personal values and cultural values influence consumers' commitment to sustainable consumption (Sharma & Jha, 2017). Compassion, acceptance, and universalism have a significant positive relationship with sustainable consumption. Consumers who respect and are compassionate towards others show higher inclination to behave sustainably. Interestingly, consumers with internally oriented values are motivated by the value to oneself and can experience attitude as a moderator for behaviour (Sharma & Jha, 2017). In other words, people with internally oriented values are more likely to behave sustainably when presented with a positive attitude toward sustainable behaviour. In contrast, people with externally oriented values, or values that are oriented toward others and where motivation is influenced by others, do not show evidence that their behaviour is moderated by attitude (Sharma & Jha, 2017).

Consumers' commitment to sustainability issues also has a collective dimension, wherein consumers interpret their effort in relation to how much influence they will have on global sustainability issues. Terlau and Hirsch (2015) argue that sustainable development requires a collective effort. As a result, consumers can feel as though their own behaviour makes little difference to these global issues. This feeling is explained by Hanss, Böhm, Doran and Homburg (2016) as sustainable development self-efficacy and can be direct or indirect. Direct impact is when the person's actions affect sustainable development and indirect impact is when a person's action contributes to sustainable development. Instead of using self-efficacy as the perceived ability to perform the behaviour (perceived behavioural control), Hanss et al. (2016) use self-efficacy in terms of a consumer's perceived ability to contribute to or affect sustainable development. Sustainable development self-efficacy thus can explain the variance in intentions better than attitudes and norms. Self-efficacy when representing

indirect impact had the strongest association with intention. When consumers believe their actions have social impact, they are motivated and have greater commitment to behave sustainably. This provides support for future research to use sustainable development self-efficacy, as it includes consumers' commitment to and consumers' perceptions of their impact on global and local sustainability issues. Both have been shown to impact consumer sustainable purchase decisions.

Prosocial behaviour

Prosocial behaviour has been less researched within the field of sustainable consumption and is harder to identify a single unifying definition (White et al., 2020). Sustainable consumer behaviour can sometimes be both prosocial and environmental, making it difficult to tease out the specifics of either one. Nevertheless, most researchers' prosocial definitions include an element of self-sacrifice for the good of others, while others merely define prosocial behaviour as that which causes no harm to the environment or society (Small & Cryder, 2016; White et al., 2020). Examples of prosocial behaviour include volunteering, donating, sustainable purchasing and ethical purchasing. Motivations to behave prosocially include; altruistic, enhancing benefits for others and improving others' wellbeing; equitable and fair behaviour, distribution of resources and treating others fairly, regardless of who they are (Toni et al., 2018). Sustainable consumption research also differentiates between the impact of the behaviour and the intent of the behaviour (Geiger, Fischer & Schrader, 2018). By exploring the intent underlying unsustainable consumption behaviour, scholars argue that unsustainable behaviours could then be steered to a sustainable consumption behaviour (Geiger et al., 2018). This conception goal in part supports this thesis' sustainable consumer typology goal to shift consumers from a behaviour-attitude gap to congruence between their sustainable behaviour and sustainable attitude.

In this regard, marketing messages and message framing pertaining to prosocial consumption can influence consumer intent. For example, Antonetti and Malkin (2015) show that altruistic and self-interest goals and the context, public or private, contribute to whether consumers purchase for a prosocial motivation. Thus, the implication is that consumers with self-interest goals search for and respond to marketing messages that align with these goals and in doing so overlook prosocial marketing stimuli. As a result, their behaviour can be prosocial but driven by attitudes

that are not necessarily prosocial. These attitudes may have been formed by marketing messages largely unrelated to prosocial issues, contributing to the potential for behaviours that are prosocial to stem from sources other than prosocial attitudes.

Green consumerism

The use of dual terms to describe sustainable consumption is evident in the use of 'green consumerism.' While green consumerism has been defined as a form of prosocial behaviour, a social conscience or socially responsible behaviour, it is typically used to describe those activities that have an environmental perspective (Arli et al., 2018; Joshi & Rahman, 2015). Green consumerism can sometimes be a prosocial behaviour as it encompasses ethical issues and involves elements of fairness and justice (Mosiander, 2007). Indeed, an important characteristic of green consumerism is the socially conscious elements of the behaviour (Anderson & Cunningham, 1972; Mosiander, 2007). Moraes et al. (2012) define green consumption as consumption that is predominantly motivated by the consumer's environmental concerns. Yet, Haws et al. (2014) describe green consumption as decisions based on values oriented toward protecting both environmental and personal resources.

Many researchers have endeavoured to define and profile the green consumer, however, their conclusions are varied and have definitional inconsistencies (e.g. Johnstone & Tan 2015; Laroche, Bergeron, & Barbaro-Forleo, 2001; Straughan & Roberts, 1999). Some scholars have examined demographic factors, consumers' affiliation with nature, and consumers' environmental knowledge to explain why some consumers are "green" and others are not (Johnstone & Tan, 2015). Despite discrepancies, current research tends to explain green behaviours and attitudes as binary functions. Haws et al. (2014) suggest a green scale, capturing green consumption values, allowing consumers to have varying levels of green consumerism. There are a wide range of environmental concerns that motivate green consumption and consumers' subsequent green behaviours may not directly reflect their motivating concerns.

Situational influences on green consumerism

Although demographic factors, motivational factors and attitudes may predict green behaviour, other influences often impact consumers' green consumption (Johnstone &

Tan, 2015). Situational factors can create barriers to green consumption, such as economics and lack of choice. In addition, consumers' internal barriers, for example their ethical standards, social pressure, and their sense of responsibility, contribute to their green consumption decisions. Johnstone and Tan (2015) suggest that perceptions influence consumption behaviour. They found this to be true as respondents' perceptions could be grouped into the following: "it's too hard to be green," "I'm not ready to be green," and "green stigma." Interestingly, green stigma, or the pejorative perception of green consumption behaviours, was found to have a negative impact on consumers' green consumption.

By using consumers' perceived readiness to be green, Arli et al. (2018) measure the influence this has on purchase intentions. Their rationale for examining perceived readiness to be green was that being green is not yet a pervasive social norm and therefore other social norms and the perception of being green impacts consumers' ultimate green behaviour. Attitude, subjective norm, perceived behavioural control, pro-environmental self-identity and ethical obligation had positive impacts on a consumer's intention to purchase environmentally friendly products (Arli et al., 2018). Interestingly, when consumers believed that their green purchasing behaviour would gain approval from people they respected, they had positive intentions to behave green, even with low perceived readiness to be green. This illustrates the importance of social norms and reference groups in green consumption and shows the importance of the symbolic meaning of purchases.

Individual influences on green consumerism

Adding to the complexity of green consumerism is the identification of the motivations that lead to green consumption decisions. There are a wide range of environmental concerns that motivate green consumption and consumers' subsequent green behaviours may not directly reflect their motivating concerns. A green consumption decision can be expressed in a multitude of behaviours and each "green" behaviour can have numerous motivational factors, driving consumers to make a certain consumption choice (Mosander, 2007). There are many areas of environmental concern and possible motivations for behaving green, including preserving the ocean, protecting endangered species and concern for waste, as well as the lack of agreement as to what constitutes environmentally sound behaviour (Haws et al., 2014). However,

these motivations for behaving 'green' may be expressed in a range of different ways, all contributing to the complexity of this area. For green motives to be manifested, Mosiander (2007) suggests that consumers need a sound understanding of environmental problems and impacts. Furthermore, Mosiander (2007) draws attention to consumers' compensatory green consumption behaviour patterns. For example, consumers may not be able to afford energy efficient light bulbs, but they use public transport or walk or bike instead of driving. In this way, green attitudes and sustainable consumption are better understood on a continuum and by categorising motivations leading to the behaviour instead of solely categorising the behaviour (Terlau & Hirsch, 2015).

In Joshi and Rahman's (2015) meta-analysis of green consumption behaviour, factors that influence behaviour are categorized as either individual or situational. Table 3 provides a summary of the internal and situational factors highlighted in their meta-analysis and how they impact green consumption behaviour. Joshi and Rahman's (2015) analysis shows that consumers' high environmental concern is a core motivator for green purchasing. Their summary of the factors that influence green consumption behaviour indicates the complexity of such behaviour and a need to further understand consumers' inconsistent green behaviour.

Table 3. Joshi and Rahman's (2015) individual and situational factors and their impact on green consumption

	Elements	Overall research conclusions
Individual	Emotions (environmental concern)	Direct and positive impact from environmental concern on green purchase behaviour
	Habits	Significant barrier to green behaviour
	Perceived consumer effectiveness	Positive correlation between perceived consumer effectiveness and green consumption behaviour
	Perceived behavioural control	Little research with differing results
	Values and perceived norms	Positive impact with individualistic values having a stronger impact than altruistic
	Trust	Barrier to green behaviour
	Knowledge of environmental issues	Positive impact on green consumption
Situational	High price	Barrier to green consumption behaviour
	Limited availability	Barrier to green consumption behaviour
	Subjective norms	Positive but indirect effect on green consumption behaviour
	Reference groups	Strong direct influence on green consumption behaviour
	Product attributes and quality	Negative impact. Consumers favoured functionality
	Store related attributes of sustainability	Positively influenced purchase decisions
	Brand image and consumer loyalty	Barrier when brand loyalty was to non-green brands
	Eco labelling and eco-certifications	Positive effect if consumers trusted the information

To conclude, green consumerism is a type of prosocial behaviour with an emphasis on environmental issues and as result involves ethical dilemmas. Green consumers are motivated to be green by a range of individual and situational factors. Despite these motivations to be green, consumers face barriers to behaving green, similar to sustainable consumption. These barriers include availability, price, and green stigma (the pejorative perception of green consumption behaviour). On the other hand, consumers are also motivated to be green by their self-identity and reference groups, meaning that a consumer's environment and self-perception also contribute to their 'green' consumption intentions and behaviours.

Sustainability Knowledge

Knowledge is an important aspect to consider when understanding sustainable consumption practices. In general, knowledge is considered as a factor that affects consumers' beliefs and behaviours (Shaw & Clarke, 1999; Schultz, 2002). During a consumer decision making process, knowledge has a direct impact on behaviour as it helps consumers evaluate alternatives and an indirect impact on consumers' attitude (Fishbein, 1963). Sustainability knowledge has a positive impact on consumers' attitude toward sustainable consumption and a positive impact on their behaviour (Aitken, Watkins, Williams, & Kean, 2020; Ok Park & Sohn, 2018). Referring to Figure 2, for example, consider the sustainability heroes in Q4 who have a positive sustainable attitude and a sustainable behaviour. There are likely consumers within this group with varying levels of sustainability knowledge and this knowledge impacts their behaviour. For example, a sustainability hero with a low level of sustainability knowledge is aware of the negative impacts of fast fashion but might not understand the specific cost their clothing purchases have on society and environment. On the other hand, a sustainability hero with higher sustainability knowledge will be aware of the specific impact that their behaviour has on the environment. Their knowledge helps guides their attitudes and behaviours.

It is generally accepted that there is a "green knowledge" deficit (Heeren et al., 2016) contributing to unsustainable behaviour. However, it is not as straightforward as simply addressing this sustainability knowledge deficit. Knowledge on its own may not have the desired effect but knowledge when including all elements of sustainability, economic, environmental and social as well as the context of the consumer, is more likely to have the desired effect (Heeren et al., 2016). Knowledge has been found to have a positive effect on behaviour when attitude, norm and behavioural control are considered (Heeren et al., 2016). In addition, when measuring and implementing sustainability knowledge, content should encompass causes, outcomes, change strategies, and vision of sustainable behaviour to promote actual consumption behaviour (Jensen, 2002). Therefore, sustainability knowledge can be broken down into four dimensions, change strategies (how?), causes (why?), effects (what?) and visions (where?). Understanding sustainability knowledge via these four dimensions captures the different perspectives individuals may have toward a sustainability problem (Jensen, 2002). These different perspectives as well as the role sustainability

knowledge plays in sustainable consumption decisions supports the need to include sustainability knowledge when understanding sustainable attitudes and behaviour, more specifically, the importance of including knowledge with the other factors that impact consumer attitudes and behaviour.

2.4.3 Concluding comments on sustainable consumption behaviour

Sustainable consumption can be explained in a multitude of ways and definitions including prosocial behaviour, pro-environmental behaviour and ethical and moral responsibility to environment issues. Sustainable issues affecting the planet are many, from saving the oceans, to reducing waste, and protecting endangered species. Consumers' sustainable attitudes may be expressed through a multitude of different consumption behaviours, adding to the complexity of the area. In addition, sustainable consumption requires a level of commitment from the consumer (Dermody et al., 2015; Lim, 2017). Consumers can have varying levels of commitment which impact how they perform and enact sustainable behaviours. Furthermore, consumers can have differing levels of sustainability knowledge (Heeren et al., 2016), influencing their attitudes and behaviours. Sustainable consumption research acknowledges that prosocial and sustainable behaviour is sustained and enhanced when attitudes and behaviours are congruent (Andreasen, 2003). Conversely, when attitudes are not congruent with sustainable behaviour, scholars maintain that sustainable behaviour can fluctuate (Andreasen, 2003; McKenzie-Mohr, 2000).

A consumer can be motivated by a multitude of environmental issues to be green and act sustainably. However, their behaviour may not directly reflect the original issue that resonated with them. For example, a consumer may be passionate about reducing carbon emissions, but, they are unable to cycle to work or use public transport and instead, recycle and grow their own vegetables. This illustrates the complexity of the motivational forces for both sustainable consumption behaviour and green consumerism. This lack of symmetry between motivation, intention and behaviour is further complicated by consumer's attitudes or intentions to be green which are not followed through with a corresponding behaviour. This is known as the attitude-behaviour gap in sustainable consumption and is explored in more detail in section 2.7. This thesis will use two theoretical lenses to guide understanding and theorizing of this phenomenon, Theory of Planned Behaviour (TPB) and Social Cognitive Theory (SCT). In

addition, a service lens will also be applied to this research to understand the value co-creation that occurs from the collaboration between business owners and consumers. These are explained in detail in the following section.

2.5 Theoretical lens

2.5.1 Theory of planned behaviour

Theory overview

The theory of planned behaviour (TPB) (Ajzen, 1991) is a widely used theoretical framework for explaining the purchase decision making of sustainably minded consumers and for predicting their purchase intentions (Chatzidakis et al., 2007; De Pelsmacker, & Janssens, 2007; Carrington et al., 2010; Maichum, Parichatnon, & Peng, 2016). As a model that predicts behaviour, it states that intention leads to behaviour and that there are three antecedent factors that influence intention: (1) Attitude, influenced by behavioural beliefs; (2) subjective norm, formed by normative beliefs and expectations of others; and (3) perceived behaviour control, influenced by control beliefs that may facilitate or impede the performance of the behaviour. According to the theory of planned behaviour these three factors influence a person's intention, which directly results in their behaviour (see Figure 3). In addition, perceived behavioural control also has a direct impact on behaviour, not mediated via intention.

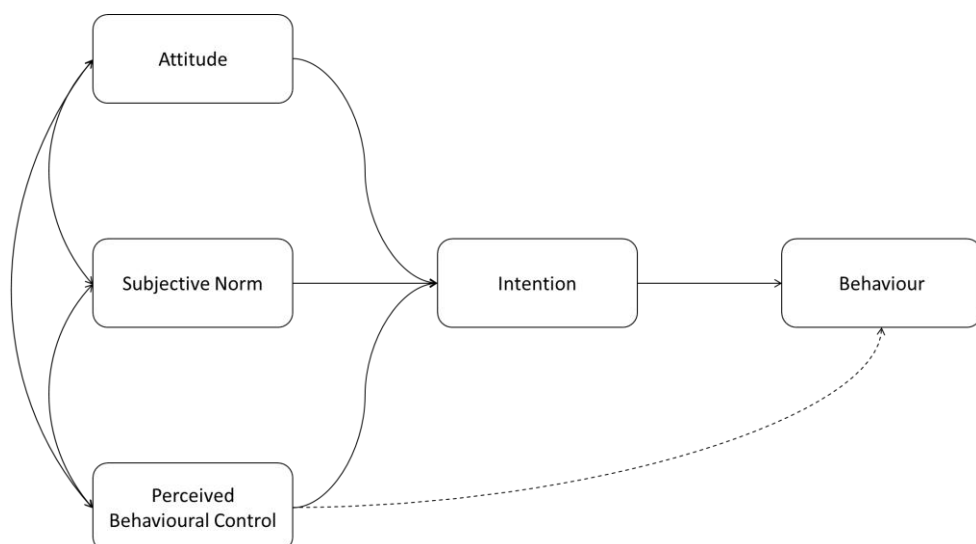


Figure 3. Theory of Planned Behaviour Model (Ajzen, 1991)

TPB is a highly researched and tested framework for understanding behaviour across many disciplines including psychology, marketing, and social marketing (Armitage &

Conner, 2001; David & Rundle-Thiele, 2018; Hassan, Shiu & Parry, 2016). For example, David & Rundle-Thiele (2018) concluded that TPB allows researchers to identify which factors explain behaviour, thus allowing social marketers to focus their efforts on those factors with the highest impact on consumer behaviour. In addition, they emphasise the importance of measuring all factors in the model (attitude, subjective norms, perceived behavioural control and intentions) when conducting research as this allows for the findings and theoretical implications to be applicable across contexts and comparable to future research. TPB has been shown to be confidently applied to social marketing research, specifically when examining factors influencing behaviour (David & Rundle-Thiele, 2018).

Predecessor: Theory of Reasoned Action

The predecessor to TPB is the theory of reasoned action (Ajzen & Fishbein, 1980), which proposes that attitudes and subjective norms influence intention, which then in turn influences behaviour. However, Ajzen (1988) further argues that not all behaviours are performed under complete volitional control, and therefore there is always an element of uncertainty. To allow for the model to predict non-volitional behaviours, perceived behaviour control was included, and the model was then called, theory of planned behaviour. Unlike attitudes and subjective norms, perceived behavioural control directly influences intention and directly influences behaviour in this model (see Figure 3).

Theory of Planned Behaviour and sustainable consumption behaviour

TPB provides a central theoretical lens for questions of what drives sustainable consumption behaviours. Social norms, attitude, subjective norms and moral norms, consumer knowledge, self-identity, social identity, culture, and context are explored next due to their relevance to sustainable consumption and the benefits they offer when using TPB. For example, Terlau and Hirsch (2015) propose a decision-making model to understand sustainable consumption, similar to TPB, in which individual factors, social factors and situational factors combine to impact the complex relationship between attitude, intention and/or resulting behaviour.

TPB is an appropriate and common theory to use in the field of sustainable consumption and green marketing (Kalafatis, Pollard, East & Tsogas, 1999). In the

context of eco-labelling, TPB predicted and explained consumers' intention to buy environmentally friendly products (Kalafatis et al., 1999). Importantly, in the same study, social norms had a significant direct effect on purchasing intentions. This demonstrates the important role of social norms in the attitude-intention-behaviour relationship. However, TPB in its original form does not explicitly include this element, though it appears to play a fundamental role in sustainable behaviour. Therefore, there is a need for social norms to be incorporated into the TPB model when examining sustainable consumer behaviour. Furthermore, Michaelidou and Hassan (2014) conclude that including the role of emotion or multiple attitudes in TPB studies will allow for greater explanation of consumer decision making. This shapes consumers' subsequent behaviour.

Theory modifications

TPB allows for additional predictors of behaviour to be included to the original model. These modifications improve the predictability of complex motivational and attitudinal processes underlying consumers' intentions and subsequent behaviours (for a full review see Ajzen 1991; Armitage & Conner, 2001; Mittelman & Rojas-Méndez, 2018). The original TPB therefore evolved to include additional constructs such as moral norms, moral attitudes, consumer knowledge, self-identity, ethics, wilful ignorance, and culture (Michaelidou & Hassan, 2014; Mittelman & Rojas-Méndez, 2018; Shaw, Shiu & Clarke, 2000). TPB has also been extended by combining social identity theory (Fielding, Terry, Masser, & Hogg, 2008). Scholars suggest exploring mediating elements of the TPB model in order to provide greater insight into the attitude-behaviour gap. Hassan, Shiu and Shaw (2016) conclude that researchers should use TPB as a base and incorporate secondary elements or theory to extend understanding. Similarly, Carrington et al. (2010) suggest that exploring the mediating elements of TPB (such as actual behaviour control and situational context) will provide insight into the intention-behaviour gap of ethical consumers. Figure 4 summarises some of the modifications and additional constructs that scholars have incorporated into the original TPB model, showing its ability to incorporate additional theories and constructs in the original model. Key modifications, subjective norms, moral norms and attitudes, consumer knowledge, self-identity, ethics, wilful ignorance and culture, are explored below as they are most relevant to theorising around why, when and how a behaviour can occur in the absence of a congruent, related attitude.

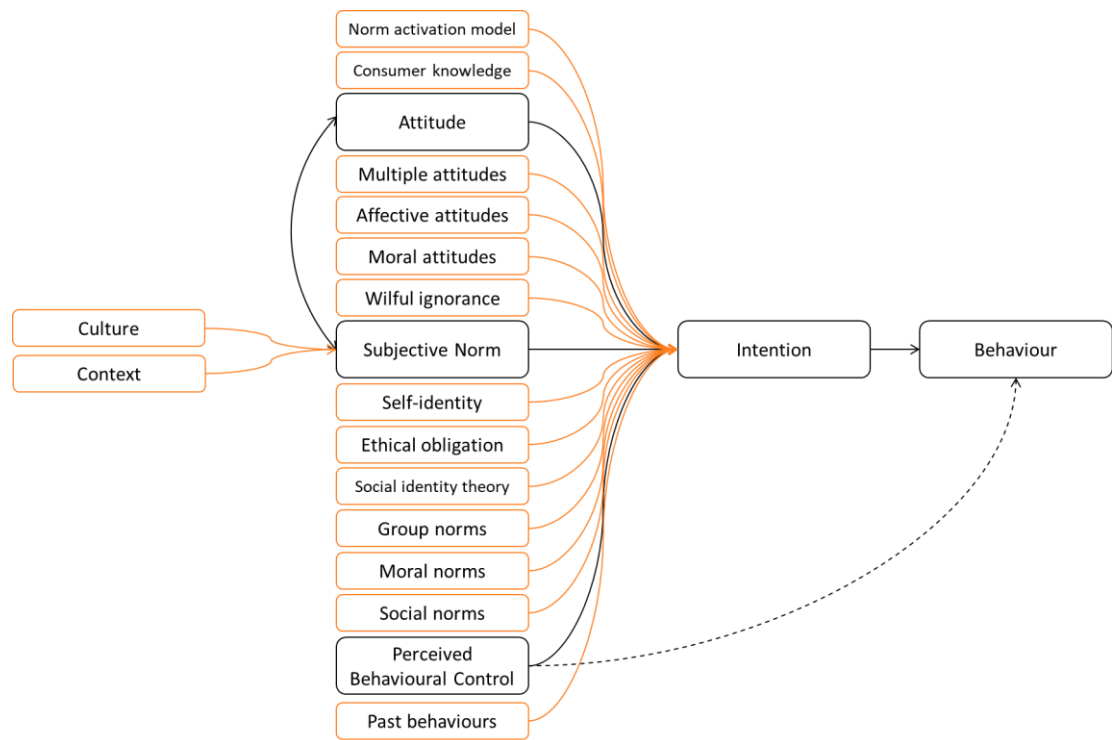


Figure 4. Summary of proposed and tested modifications to theory of planned behaviour from literature

(Arvola et al., 2008; Ehrich & Irwin, 2005; Fielding et al., 2008; Hassan, Shiu & Parry, 2016; Kang, Liu & Kim, 2013; Michaelidou & Hassan, 2014; Mittleman & Rojas-Mendez, 2018; Mosiander, 2007; Park & Ha, 2014; Shaw, Shiu & Clarke, 2000; Terry, Hogg & White, 1999; Van der Linden, 2011; Zane, Irwin & Raczek, 2016).

For instance, Park and Ha (2014) used TPB and norm activation model to gain insight into consumers' recycling behaviour. They found that subjective norms had little direct impact on recycling intention, but subjective norms did impact attitude, personal norms, and perceived behavioural control, which directly impact recycling intention. Thus, using a relevant additional theory alongside TPB provides greater insights into ethical consumer behaviour (Park & Ha, 2014). Hassan, Shiu and Shaw (2016) similarly conclude that researchers should use TPB as a base and must add mediating factors, such as actual and perceived behaviour control and implementation intentions, to the model to provide insight into the sustainable attitude-behaviour gap.

Some researchers suggest that consumers can hold multiple attitudes toward a behaviour or product and these multiple attitudes should be represented in the TPB model to better explain that attitudes-behaviour process (Fishbein & Ajzen 1975; Mittelman & Rojas-Méndez, 2018). In the context of charitable giving, Mittelman and Rojas-Méndez (2018) identified three attitudes donors may hold toward this activity: attitude toward helping others, attitude toward the charity, and attitude toward

donation. Attitudes toward donation and attitude toward helping others had a significant impact on consumer's intention to donate. In this way the attitude component of TPB is made up of complex constructs that need to be identified in order to better understand the relationship between attitudes, norms, behavioural control and intention.

Subjective norms

Subjective norms account for the social pressure to perform (or not perform) the behaviour, and as result are effectively social norms (Van der Linden, 2011). If significant others endorse a behaviour, it leads to greater impact on the person's intention to perform the behaviour. Arvola et al. (2008) found similarity between subjective norm and moral attitude, to be expected given the high correlation of the constructs.

Moral norms and attitudes

While subjective norms reflect social pressures and expectations, moral norms reflect personal responsibility or duty to the behaviour as it is the "right thing" to do (Mittelman & Rojas-Méndez, 2018). Researchers have examined social norms and moral norms in relation to TPB and how they effect a person's intention to donate (Van der Linden, 2011). Moral norms have been found to be the main driver of behavioural intention, rather than subjective norms (Van der Linden, 2011). However, moral norms are not included in TPB. Research thus suggests that moral norms should be included as an antecedent to behavioural intention.

When incorporating moral attitudes into TPB, it is important to understand the connection between moral attitudes and culture. Arvola et al. (2008) examined the usefulness of incorporating affective attitudes and moral attitudes within the TPB model in the context of organic food consumption behaviours across three countries. Cultural elements can further influence consumer purchase intentions. For example, Arvola et al. (2008) found that in Finland moral attitude did not add to the predictability of the behaviour.

When incorporating a measure for either moral norms or attitudes in TPB, researchers can draw on either negative or positive emotions that arise. Negative feelings that arise from moral behaviour include feelings of guilt or obligation, which typically occur

when consumers view the behaviour as a moral imperative. However, not all sustainable consumption situations are viewed as a moral imperative, for example, the purchase of organic food (Arvola et al., 2008). Drawing on the positive feelings that arise from 'doing the right thing' shows moral norms being operationalised as positive self-enhancing factors.

Consumer knowledge

Consumer knowledge is a further construct that has been used in conjunction with TPB to understand consumers' ethical behaviour. Kang, Liu, and Kim (2013) found that the greater a consumer's knowledge about environmental issues, the more likely they were to disregard social pressure. For example, if consumers are made aware of the sustainability issues created by fast fashion, they are more likely to buy second-hand fashion, despite their friends wanting the latest fashion at a low price.

Self-identity

Self-identity has been consistently shown to be a significant construct in understanding and explaining consumer behaviour across diverse contexts (Aaker, 1999; Kalafatis et al., 1999; Terry, Hogg & White, 1999) but is not included in the original TPB model. Self-identity is the extent to which a behaviour aligns with how a person sees themselves and the importance of that behaviour to the person's self-concept. Terry et al. (1999) suggest that incorporating self-identity into TPB is beneficial to capture more predictors of intention and behaviour. Despite self-identity influencing intention and behaviour, it is uncertain whether self-identity has a direct or indirect impact on behaviour.

A person's social identity is partly derived from group memberships, forming an important element in an individual's self-identity. As a result, consumer behaviour becomes guided by group norms (Fielding et al., 2008). Consumers are encouraged to behave based on expectation of role appropriate behaviour and how engaging in the behaviour validates their status as a group member (Terry et al., 1999).

Fielding et al. (2008) integrated social identity theory with TPB to investigate what factors influenced engagement in sustainable agricultural practices. Their results show that group norms, not subjective norms, have a significant impact on intention, and that group identification is also a significant predictor of behavioural intention. Past

behaviour accounts for a significant proportion of variance and is a strong predictor of intention. Overall, Fielding et al. (2008) show that behaviour and expectations of a relevant reference group guide individuals' behavioural intentions and subsequent behaviour. Therefore, consumer reference groups should be an explicit part of TPB, particularly in the context of sustainable consumer behaviour.

TPB and ethics

Buying Fairtrade grocery products is an example of sustainable consumer behaviour that involves elements of fairness and justice, which in turn introduce ethical components to decision making (Mosiander, 2007). This establishes the need to include an ethical or moral measure that reflects this focus and captures the complexity that sustainable issues raise in consumer decision making (Shaw et al., 2000). These authors highlight the role of self-identity in influencing intentions to behave. Some ethical consumers make ethical consumption decisions based on the degree to which these ethical issues have become part of their self-identity. Both ethical obligation and self-identify had a significant and independent effect on intention.

Wilful ignorance

Ethical consumers have been found to deliberately avoid learning about a product's ethical features because they would then need to behave ethically, in accordance with their ethical self-identity. This wilful ignorance has been found to impact a consumer's decision-making process. Consumers search for ethical information much less than they would use that information to influence their decision making if it was readily available (Ehrich & Irwin, 2005). This is an important aspect of ethical consumption to consider as it may further explain why there is an attitude-behaviour gap among sustainable consumers (Zane, Irwin, & Reczek, 2016).

Culture

The TPB model also should be extended to include a measure for culture and the influence culture has on behaviour (Michaelidou & Hassan, 2014). Subjective norms have been found to have a different level of impact on intention across cultures (Hassan, Shiu & Parry, 2016). This could be explained by the varying power distances present in different cultures, due to subjective norms being socially constructed. Interestingly, the impact of the other factors of the TPB model, such as the role of

perceived behaviour control and attitude on a consumer's intention, do not tend to change across cultures (Hassan, Shiu & Parry, 2016). Incorporating culture into the TPB model allows for findings to be generalisable to cultures and contexts that share similarities.

Concluding comments on Theory of Planned Behaviour

Most research using the TPB model uses intention as a measure for behaviour (Armitage & Conner, 2001). Consequently, an issue with TPB reported by multiple scholars is around self-reporting (Armitage & Conner, 2001). Respondents may provide socially desirable answers when asked about their attitudes and intentions rather than their actual intentions. Therefore, future research using TPB needs to include a measure for actual behaviour, helping to eliminate the impact of this social desirability bias (Armitage & Conner, 2001; David & Rundle-Thiele, 2018; Michaelidou & Hassan; 2014).

TPB has been widely used to explain sustainable behaviour and to test the attitude-behaviour gap phenomenon observed in sustainable consumption. TPB has been studied across numerous disciplines and in diverse contexts. In particular, it has been successfully implemented in social marketing programmes and is the foundation for many studies examining sustainable consumption behaviours. TPB helps scholars understand the antecedents to intention to behave, in other words, the impact certain factors have on a person's intention to behave. The theory is thus a valuable tool in understanding sustainable consumption as it clearly outlines the largely linear process that drives intent and subsequent behaviour. However, research drawn from this lens often only measures intention to behave, not an individual's actual behaviour, consequently providing limited insight on the sustainable attitude-behaviour gap phenomenon. More recently scholars have highlighted the complexity of antecedents and moderators not explicitly conceptualised in the TPB model including self-identity, moral and group norms, and culture. However, the model does allow for modification to include these and researchers have successfully explored these modifications (see Figure 4). One alternative of the TPB, Social Cognitive Theory, although relatively new to sustainable consumption research, incorporates these elements and conceptualizes behaviour as cyclical.

2.5.2 Social cognitive theory

Theory overview

Bandura's social cognitive theory (SCT) theorizes that human behaviour occurs in a social context and is the result of a dynamic interrelationship between behavioural determinants, environmental determinants, and personal determinants, as shown in Figure 5 (Bandura, 1986). Behavioural determinants include past, present, and future behaviours. Environmental determinants include a person's physical environment, sociocultural environmental factors, and situational factors. Personal determinants are a person's knowledge, expectations, attitudes, and self-efficacy. The interrelationship between these three determinants is continuous. All determinants influence the performance of the behaviour but not all the determinants have the same effect (Lin & Hsu, 2015). The feedback loop of SCT (noted in Figure 5) is crucial to understanding sustainable behaviour as it captures two key occurrences that are vital to understanding sustainable purchase decisions: past behaviour, and behaviour affecting personal and environment factors (Phipps et al., 2013). However, the feedback loop does not always result in a positive outcome. It merely predicts the relationship between the three elements (Phipps et al., 2013).

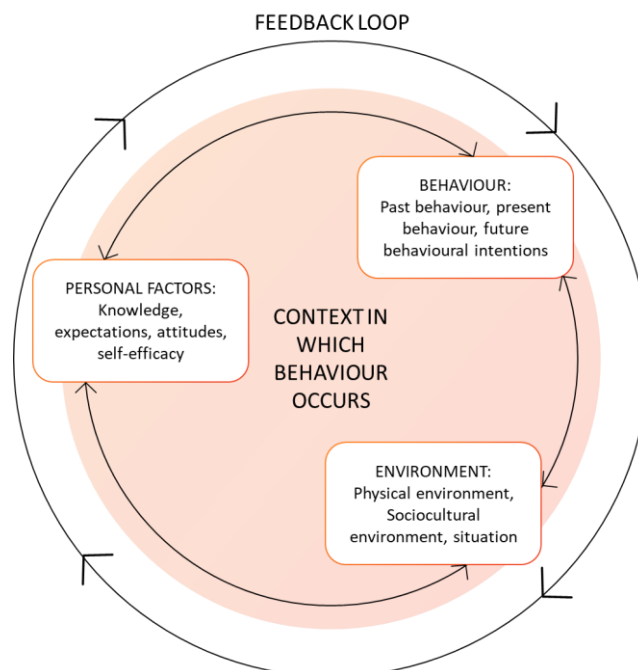


Figure 5. Social cognitive theory (Bandura, 1986; Brennan, Binney, Parker, Aleti, & Nguyen, 2014; Phipps et al., 2013)

All three factors of the SCT model continually interact and in doing so a person is not only influenced by these factors but also creates these factors in a dynamic process. SCT therefore offers researchers the ability to not only measure the level of influence each determinant has on an individual's behaviour but also provides insight into the complex relationship between these factors on behaviour (Phipps et al., 2013). SCT proposes that individuals develop moral standards from several sources, including direct instruction, observation of others, and reinforcement and punishment (Bandura, 1986). People feel good when their actions match their moral standards, and they feel bad when their actions violate these standards (Bandura, 1986). Parallels can be drawn between moral standards in SCT and moral norms that researchers have added to TPB (Bandura, 1986; Mittelman & Rojas-Méndez, 2018).

Key theory constructs

Behavioural determinants

The behavioural determinants in SCT account for past behaviours, present behaviour, and future behavioural intentions. Scholars have found that sustainable consumption behaviour in one area can positively influence future performance of a sustainable consumption behaviour in a different, unrelated area (Thøgersen & Crompton, 2009). Moreover, past behaviour can affect future behaviour due to the influence of past behaviour on both personal and environmental determinants (Phipps et al., 2013). This is illustrated in the SCT model (Figure 5) as a feedback loop, whereby past behaviour influences current behaviour, and current behaviour influences future behavioural intentions. This reciprocal dimension of SCT helps to explain the complexity of consumption behaviour. It accounts for the feedback consumers experience from past behaviour and how these then influence personal and environmental elements and their subsequent future behavioural intentions. Within sustainable consumption behaviour research, past behaviour has been shown to have a significant impact on sustainable behaviour (Jackson, 2005). In sustainable consumption this reciprocal dimension and the behavioural determinants element of SCT provides a unique and valuable perspective.

Personal determinants

Central to SCT is the construct of self-efficacy. Self-efficacy determines how individuals think and feel about themselves and is defined as one's belief that they can perform

the behaviour and that individual actions will result in the intended outcome (Bandura, 1997; Lin & Hsu, 2015). Self-efficacy is more than the physical skills to perform the behaviour, it is a person's conviction to perform the behaviour (Lin & Hsu, 2015).

Green consumption self-efficacy is an important determinant of sustainable behaviour (Lin & Hsu, 2015). A person's self-efficacy needs to be enhanced for marketing messages to drive participation in green consumer behaviour. For practitioners, this may include promotion of the benefits of continued behaviour from donating one second-hand item for resale and how it extends the garment's lifetime and delays its arrival to landfill. Interestingly, in Lin and Hsu's (2015) study, climate change messages, mass media influence and green consumption outcome expectations had little impact on motivating green consumption. This demonstrates and supports Bandura's (1987) views that when an ethical dilemma is raised, consumers need strong self-efficacy and strong outcome expectations to motivate behaviour. This also further demonstrates the dynamic interrelationship central to SCT.

Furthermore, if consumers believe they can influence their own environment through their behaviour, they are more likely to have positive attitudes toward ethical consumption. In other words, if they can see the benefit of their actions affecting their own environment (community, country, flora, and fauna) they are more likely to adopt sustainable consumption behaviour (Kang et al., 2013).

In addition, if a person has strong contextual support and weak barriers, they are more likely to participate in the behaviour, for example, the availability of recycling facilities or quality of public transport (Sawitri, Hadiyanto, & Hadi, 2015). Conversely, lack of contextual support and/or barriers to the behaviour will have a negative effect on one's self-efficacy or may impact negatively on a consumer translating their goals into the desired behaviour. Less available facilities and formats for recycling and inconsistent and/or unreliable public transport can lower the adoption of sustainable behaviours, despite a consumer's explicit goals to recycle or use public transport. Therefore, SCT conceptualises the dynamic interrelationship between environmental determinants and personal factors, explicitly considering the impact of environment and context on one's behaviour.

Environmental determinants

Environmental influences, that is physical environment, socio-cultural environment and situational, include elements such as, peers, family members and local community as well as social norms, cultural norms and economic conditions and have been found to be a major factor in consumer decision making (Fraj & Martinez, 2006; Hastings & Domegan, 2013). For example, Johnstone and Hooper (2016) used SCT as lens to examine the environmental and social factors that influence consumer decision making. Johnstone and Hooper (2016) divided their findings into three sections based on the varied social factors and behaviour patterns of green consumption behaviour: social influence at home, social influence in public and when social influence is not enough. Most of what takes place in the home is inconspicuous consumption, often without influence from reference groups, and has minimal social influence aside from household members. The research revealed that respondents are aware of the importance of cooperation and support from everyone when participating in green consumption behaviours in the home. When in a public environment, respondents noted that their actions and objects carried symbolic meaning, supporting Bandura's (1987) view that people use symbols to change and adapt their environment. Therefore, consumers are concerned about how their consumption behaviours would be perceived in public, motivating them to engage in green consumption behaviour in the public sphere. Given the important role social setting plays in consumers' sustainable behaviour, it likely contributes to the behaviour-attitude gap phenomenon. This thesis suggests that if consumer attitudes can shift to be sustainable in line with their sustainable behaviour, the behaviour will be less dependent on social influence and in the long term the behaviour might continue regardless of whether it is performed in the public or private sphere.

Empathy toward sustainability has also been used to explain behaviour relating to personal norms (beneficiary focus) and social norms (cultural focus). Font, Garay, and Jones (2016) researched sustainable behaviour focusing on culture and cultural orientations as it influences the environmental determinant of SCT. The SCT model proposes that several individual characteristics influence the relationship between external environment factors and sustainable behaviour decisions. One influential individual characteristic regarding sustainable behaviour is self-efficacy, which is often linked to an individualistic cultural orientation. However, self-efficacy does not

preclude behaviours that work towards a public good (Font et al., 2016). Individualistic societies respond better to out-group sustainability issues, such as global environmental issues (Matsumoto, Kudoh & Takeuchi, 1996). On the other hand, collectivist societies are motivated by sustainability issues that are local or socio-economic. Collectivist societies empathized with these issues and as a result respond more positively (Font et al., 2016; Matsumoto et al., 1996). An individual's characteristics (e.g., self-efficacy) interact with cultural orientation (collectivism vs. individualism) to impact the environmental determinants of SCT. Culture as a key facet of consumer environment needs to be accounted for when examining behaviour.

Concluding comments on Social Cognitive Theory

Using an SCT lens offers further insights into sustainable consumer behaviour as it captures the complexity of factors that influence sustainable consumption (Phipps et al., 2013; Sheth, Sethia, & Srinivas, 2011; Sawitri et al., 2015). However, SCT has rarely been used in understanding sustainable behaviour, green consumer behaviour, ethical decision making or pro-environmental behaviour. Perhaps due to the existing gaps in scholars' understanding of these areas or because of the presence of the attitude-behaviour gap phenomenon, scholars have proposed the use of SCT for this area (Phipps et al., 2013; Sawitri et al., 2015). Few studies have used SCT to examine sustainable consumption behaviour, but scholars have theorised about its usefulness in explaining and understanding sustainable consumption behaviour.

A complex array of factors influences a person's behaviour. SCT provides a concise model to help marketers understand human behaviour. SCT's cyclical model provides insight into the dynamic relationship between different determinants that impact a person's behaviour. Sustainable consumption research has relied on the TPB model to explain behavioural intent, and this helped explore varying levels that certain factors and independent variables have on predicting behaviour. However, SCT allows researchers to examine the interrelations of these factors with the inclusions of self-efficacy and environmental factors that are existing determinants included in SCT. Such factors as social norms, cultural norms and economic conditions impact sustainable consumption, thus broadening the understanding of why consumers might behave sustainably.

2.5.3 Comparison of theoretical lenses

TPB has been shown to be a sound theory to understand sustainable consumption behaviour. However, more recently scholars have shown the complexity of sustainable consumption. As a result, there are some elements that TPB does not explicitly account for. Recently scholars have incorporated additional constructs into TPB, for example, to account for past behaviours (Fielding et al., 2008), social norms (Van der Linden, 2011) and culture (Hassan et al., 2016; Michaelidou & Hassan, 2014).

Furthermore, using TPB with additional constructs supports the use of an additional theory such as SCT. SCT provides a novel way of understanding the role of personal, environmental, and behavioural determinants in sustainable consumer behaviour. The aspects included in SCT are typically what has been missing in TPB research. As a result, this thesis intends to rely on the lenses provided from both theories in the context of sustainable consumption. Table 4 below provides a comparative summary of TPB and SCT.

Table 4. Theoretical Comparison: Theory of Planned Behaviour and Social Cognitive Theory

	Theory of Planned Behaviour	Social Cognitive Theory
Definition	TPB holds that intentions lead to behaviour. Intentions have three antecedents: attitude, subjective norm and perceived behavioural control. Perceived behavioural control also directly impacts behaviour.	SCT holds that behaviour is due to the interrelationship of three determinants: behaviour, environment, and person. The feedback loop helps situate the complexity of behaviour as it accounts for the influence of the behavioural outcome on all three determinants within the model, adding to the reciprocal nature of the model.
Key characteristics	Focuses on the antecedents of intention Linear model	Model is context dependent Socially embedded Feedback loop makes explicit the dynamic process of behaviour, which incorporates the impact of past behaviours and how behaviour impacts personal and environmental determinants
Research focus	Areas that frequently use this theory: social marketing, sustainable consumer behaviour, and psychology Often used in quantitative research	Areas that frequently use this theory: education, social psychology, and communication Used in ethical decision making and sustainable marketing
Strengths	Provides a testable model to predict behaviour Additional antecedents can be incorporated into the model Able to identify what elements have the highest impact on consumer intention Empirically tested	Shows the impact of each determinant as well as the interrelationship between the determinants Includes moral and culture elements
Limitations	Research often measures intention to behave, not actual behaviour Does not explicitly include past behaviour Moral norms, culture and social identity are not explicitly included in the model	Only recently has SCT been applied to sustainable and green consumer behaviour, as a result, findings in this area are limited.

Relevance to this thesis	Appropriate to use in sustainable consumer behaviour context Ease of testing antecedents to intention	Captures the complexity of sustainable consumption SCT provides a theoretical model to understand contextual complexity of a behaviour
Prominent researchers	Ajzen, 1991; Armitage & Conner, 2001; Fishbein & Ajzen 1975; Terry & Hogg, 1996	Bandura, 1986; Bandura, 2004; Phipps et al., 2013; Thøgersen & Grønhoj, 2010

2.6 Value co-creation

In addition to TPB and SCT, this research also explores the phenomena of a sustainable behaviour-attitude gap in the context of resold fashion through a service lens of value co-creation. By applying a service lens, it brings the focus away from specific output or product and instead focusses on the value co-creation that occurs between all actors within the exchange, customers, and business owners (Bettencourt et al., 2014). Value co-creation is relevant to this research because this type of sustainable consumption falls into the domain of collaboration as it is a circular consumption model (James et al., 2019) and relies on collaboration from both the business owners to operate and consumers to resell and buy the items (Lewis & Chen, 2016). In this way the value and experience are co-created by all parties.

Traditionally value was produced and delivered by a provider via a value proposition. However, the contemporary perspective of value co-creation posits that value is a function of human experience (Ramaswamy, 2011) co-created through a reciprocal exchange and integration of resources (Vargo & Lusch, 2004, 2008). Value is created for all the actors in the service system and is uniquely determined and subjectively experienced (Bettencourt et al., 2014; Grönroos & Ravald, 2011). Importantly, customers' knowledge and skills are necessary resources for integration in a service relationship (Chandler & Vargo, 2011; Grönroos & Ravald, 2011; Vargo & Lusch, 2004). Moreover, the resources for value co-creation exist not only in the service relationship but in highly interconnected networks of actors and institutions. Customers integrate resources from multiple sources including self-generated resources (Vargo & Lusch, 2008). Therefore, resource integration for value co-creation is in fact embedded into social structures and networks and in sustainable consumption, specifically circular economies, value co-creation is pivotal (Lan, Ma, Zhu, Mangalagiu & Thornton, 2017).

Circular economies, such as second-hand designer clothing, require engagement from both consumers and businesses (James et al., 2019). In this way the circular economy and its effectiveness are co-created by both consumers and businesses. Business owners must manage the motivational network for consumers' resource integration and value co-creation. In other words, business owners provide the space and are a mechanism for encouraging buyers and sellers to engage and remain engaged in the second-hand designer fashion reselling service system.

Although there is value derived from the consumption of material things (second-hand designer fashion) and the integration of resources between the focal actor (either reseller or buyer of second-hand designer items) and the organisation (second-hand designer fashion business owner), value also comes from the perceived benefit to others, either presently or in the future. Therefore, there is value in context, the aspects of the situation that are relevant for resource-integrating activities (Lobler and Hahn, 2013). Applying a value co-creation perspective, this research can extend the discussion of the complexity of value co-creation to the context of resold designer fashion and suggest ways that this sustainable consumption exchange can be captured and encouraged.

2.7 Attitude-behaviour gap

Attitudes are one of the major factors that influence human behaviour. However, in the context of sustainable consumption this relationship has been shown to break down. An attitude-behaviour gap occurs when consumers' attitudes towards ethical or sustainable consumption do not match their actual consumption behaviour (Carrington et al., 2010; Szmigin, Carrigan, & McEachern, 2009).

2.7.1 The role and structure of attitudes

Attitudes broadly refer to a set of emotions, beliefs and behaviours toward an object, person, or event. One of the foundational definition of attitudes is from Fishbein and Ajzen (1975): "a learned predisposition to respond in a consistently favourable or unfavourable manner in relation to some object" (p. 6). Thus, attitudes are learned based on new information or experiences, they have consistency and stability (which means that individuals tend to develop attitudes that last and are consistent with each other), and attitudes can be strong or weak. A defining characteristic of attitudes is that they are evaluative, being either favourable or unfavourable towards an attitude-object, person, behaviour, idea, or brand (Fazio, Powell, & Williams, 1989; Szmigin & Piacentini, 2018).

Attitudes can be positive or negative, known as an attitude valence. Attitude certainty refers to the confidence an individual has about the attitude. Also, attitudes can be categorised by the dimension of extremity, which is the distance from a neutral position (Tormala & Rucker, 2018). Tormala and Rucker (2018) conclude that these

elements are conceptually distinct from one another, although they may be correlated, for example, extreme attitudes can be held with great certainty.

Attitude strength can be explained by many dimensions such as commitment, accessibility, importance, certainty, durability, and the power to produce a reaction (Ahluwalia, Burnkrant & Unnava, 2000; Krosnick & Petty, 1995). Attitude strength is important because stronger attitudes exhibit greater resistance to contrary information (Ahluwalia et al., 2000). While attitude strength is important and needs to be considered when examining attitude change, the specific details of the construct remain uncertain. Nevertheless, attitude accessibility – the ease to which an attitude comes to mind (Rocklage & Fazio, 2018) – is considered a key indicator of attitude strength. Importantly social psychologists including Krosnick and Petty (1995) describe attitude strength as comprising durability and the level of impact of attitudes. Durability of an attitude is the persistence of that attitude or stability, referring to the extent to which the attitude remains unchanged. Secondly, durability of an attitude is also related to the resistance that an attitude has to challenges or attacks. The level of impact that an attitude has is influenced by the impact it has on information processing, that is its role in prompting certain information to come to mind. Finally, attitudes can guide behaviour. The level of impact an attitude has will determine the extent to which the attitude guides behaviour. Strong attitudes, therefore, are more likely to guide behaviour than weaker attitudes (Krosnick & Petty, 1995).

Scholars generally accept that attitudes have three main components: affective, behavioural, and cognitive. The affective component relates to the emotional connection, the behavioural component refers to the action associated with the attitude, and the cognitive component refers to a person's beliefs or thoughts associated with the attitude-object. Based on this conceptualization of the components of attitudes, Fazio (1990) proposed a model to present a sequence of steps that describe how these elements interrelate to form the basis of behaviour. Generally, attitudes translate into behaviour either through conscious deliberation or a spontaneous reaction to the situation. Consumers form attitudes through an interrelationship of cognition, affect and behaviour, and the sequence of these components differs based on involvement, knowledge, and content. The basis of how an individual's attitudes are formed has been widely researched due to its impact on

attitude strength. For instance, attitudes based on emotion have been found to be better predictors of judgement and behaviour and are often more consistent (Petty, Fabrigar & Wegener, 2003; Rocklage & Fazio, 2016). This leads to a general conclusion that emotionally based attitudes are stronger (Rocklage & Fazio, 2018).

The balance theory of attitudes considers the relationship between affect, behaviour and cognition and holds that there is a need for these three elements to be balanced. If they are not balanced, discomfort may arise, and consumers may adjust one of the elements to bring back balance (Hummon & Doreian, 2003; Woodside & Chebat, 2001). For example, a consumer buys clothing from a fast fashion retailer (behaviour) so that they can feel good in cheap, on-trend clothing (affect). But they realise the negative impacts that fast fashion has on the environment and workers (cognition). Given the inconsistency, consumers may adjust their behaviour, for example, they stop shopping at fast fashion retailers and find a more sustainable and ethical fashion store, or they may change their cognition, for example, "I don't buy from this shop often, my contribution is very minimal." In the context of the sustainable consumption attitude-behaviour gap, balance theory could help explain the process that consumers experience when their sustainable attitude is not matched with a sustainable behaviour.

Importantly, there is not a single dimension to categorise attitudes. When investigating attitude change and the attitude-behaviour gap, the complex nature of attitudes thereby needs to be taken into account.

2.7.2 Understanding the attitude-behaviour gap

An attitude-behaviour gap occurs when consumers have a favourable attitude toward something, but their behaviours do not align with this attitude (Carrington et al., 2010; Szmigin, Carrigan, & McEachern, 2009). In sustainable consumption traditional product attributes, such as price, availability, and functionality, have been found to contribute to the sustainable attitude-behaviour gap phenomenon (De Pelsmacker, Driesen & Rayp, 2005; Terlau & Hirsch, 2015). In this way, consumers may have positive sustainable attitudes and environmental concern, yet their purchasing behaviour may be unsustainable as the sustainable product may be of a higher price and thus inhibits the performance of the sustainable behaviour (De Pelsmacker, Driesen & Rayp, 2005;

Terlau & Hirsch, 2015). In addition, if the sustainable alternative is not viewed as being of the same quality of the non-sustainable product, consumers may choose the perceived higher quality non-sustainable alternative despite their sustainable attitudes (Bray et al., 2011). However, recently scholars have begun delving deeper into consumers' motivations, suggesting these attributes may be minor contributors to the phenomenon. Recently, the sustainability attitude-behaviour gap has been described as socially imbedded, complex, and context-dependent by nature (Caruana, Carrington & Chatzidakis, 2016).

When looking at the attitude-behaviour gap using TPB it is important to note that the gap can occur between attitude and intention, or between intention and behaviour (Michaelidou & Hassan, 2014), see below Figure 6. The latter has also been explored more specifically as an intention-behaviour gap. This is because intention is a proposed mediating step between attitude and behaviour, as conceptualised in Ajzen's theory of planned behaviour (Ajzen, 1991). Research has subsequently looked to intention as a determining factor of behaviour. However, using intention as a proxy for behaviour should be avoided in case the gap (as mentioned above) occurs between intention and behaviour. Similarly, Carrington et al. (2010) draw attention to the social desirability bias that occurs when research does not measure actual buying behaviour and merely self-reported buying behaviour. Respondents can experience social pressure to respond in ways that are socially acceptable (Carrigan & Attalla, 2001).

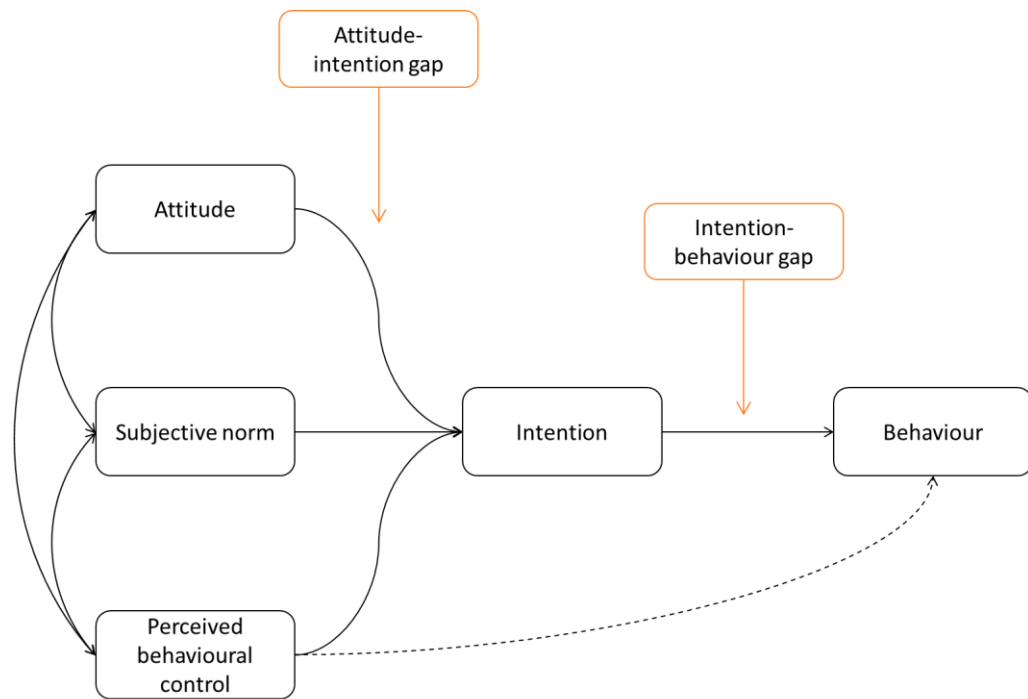


Figure 6. Theory of Planned Behaviour identifying the attitude-intention-behaviour gap (Michaelidou & Hassan, 2014)

Johnstone and Tan (2015) explored the impact that consumers' green perceptions have on their attitude toward environmentally sustainable behaviour. They conclude that the attitude-behaviour gap occurring in the context of green purchasing is a result of 'green stigma' – the pejorative perception of green consumption behaviours as well as the perceived difficulty of being 'green'. Individuals strive to maintain a positive social identity, and when sustainable consumption is associated with a negative stereotype and perceived negatively, such as being a 'hippie', consumers are less likely to behave sustainably, contributing to the attitude-behaviour gap (Johnstone & Tan, 2015). In addition, when consumers fail to act ethically or sustainably and observe other consumers behaving sustainably, they react in one of two ways, either they will be encouraged to behave sustainably, or they will denigrate the sustainable consumers, creating a negative comparison (Haidt, 2003). This negative view created by the denigration of the sustainable consumers, ultimately makes these consumers less likely to behave sustainably (Zane et al., 2016). In other words, the positive or negative social perception of sustainable behaviours can either strengthen or weaken consumers' own sustainable values, resulting in increased or decreased likelihood to behave sustainably in the future (Zane et al., 2016).

When self-identified prosocial consumers behave sustainably, they may do so due to a sense of obligation or responsibility as it is part of their value set and self-identity. Related to this idea is Shaw, McMaster and Newholm's (2016) work on commitment and care being influential precursors to sustainable behaviours. The implication of this research is that the attitude-behaviour gap may be explained by a lack of care about the sustainable issue, lack of commitment to the behaviour, and/or the lack of sense of obligation. This finding is useful for exploring the sustainable consumption attitude-behaviour gap as it highlights the element of consumer commitment in encouraging adoption of sustainable behaviour.

Moraes et al. (2012) examines the attitude-behaviour gap by looking at the social processes that facilitate sustainable consumption behaviour. They suggest the need to view consumers as members who engage in socially embedded practices and whose actions carry symbolic meaning in one way or another. Their findings support the notion that changing individual behaviour to become more sustainable involves a change in social norms. This reinforces that the attitude-behaviour gap in sustainable consumption is socially embedded. The implication of this for future research is that social norms need further study.

Papaoikonomou, Ryan and Ginieis (2011) take a holistic approach to understanding the attitude-behaviour gap occurring in sustainable consumption. These factors are divided into external limitations and internal elements. External elements that explain participants' attitude-behaviour gap include lack of availability of ethical alternatives, lack of transparency of information and concern about legitimacy of product claims, higher price of ethical products, compromising on features or benefits when buying ethical alternatives, social obligations, and pester power (children's influence on parents' purchase decisions). Internal elements were found to be ease of behaviour, not wanting to compromise on everyday life, and that changing to become a more ethical consumer takes time. The authors demonstrate how consumers consider a multitude of factors, both internal and external, when they participate in a sustainable behaviour, thus emphasising the need for explanatory models of the attitude-behaviour gap to include multiple interrelated dimensions.

To bring greater understanding to the attitude-behaviour gap phenomenon, Chatzidakis et al. (2007) incorporate neutralisation theory into their research. In the context of Fairtrade, a social organisation advocating for better working and trading conditions in developing countries, there is clear attitude-behaviour gap. Consumers claim to have ethical concerns relating to Fairtrade yet fail to purchase Fairtrade products. Neutralisation theory is a mechanism that allows for a behaviour to occur that does not align with the consumer self-concept. In other words, when social norms are not internalised to the point that they guide all behaviour, consumers develop a form of neutralisation to deal with the dissonance that is created (Chatzidakis et al., 2007). It is suggested that neutralisation acts as a moderating factor on all elements of the TPB model, minimizing any incongruence between attitude and behaviour. This is similar to wilful ignorance in which self-reported ethical consumers deliberately avoid learning about ethical features as this would then require them to behave ethically and as a result their attitude and behaviour remain congruent (Ehrich & Irwin, 2005). Interestingly, social norms play a significant role in explaining incongruent behaviour of consumers. This reinforces the need to examine social norms and social factors that influence the attitude-behaviour gap in sustainable consumption. These findings describe how consumers restore equilibrium when their behaviour does not match their attitude. This is directly applicable to this thesis. Such finding may explain how consumers can change their attitude to match their behaviour, i.e., in the reverse direction to what is frequently examined.

Terlau and Hirsch (2015) explore the attitude-behaviour gap in sustainable consumption in the context of organic food, outlining barriers to consumers behaving in accordance with their 'green' attitudes. These include high prices, sensory elements, lack of availability, lack of information or too much information and/or having mistrust in this information, and finally, consumers' own habits acting as a barrier to sustainable consumption. To help overcome these barriers and change consumer habits, a greater sustainable or green awareness is needed. Terlau and Hirsch (2015) suggest that to reduce the attitude-behaviour gap marketers should raise awareness to nudge consumers, improve communication quality and create transparency and trust through certification and labelling of products. Similarly, Aitken et al. (2020),

found that consumer purchase intentions increase when labelling informs consumers about the environment and social benefits of their behaviour.

2.7.3 Concluding comments on attitude-behaviour gap

In summary, the attitude-behaviour gap occurring in sustainable consumption requires further research and a novel perspective to bring greater understand this phenomenon. The attitude-behaviour gap may be occurring due to traditional marketing factors, such as price, availability, and functionality, however, recent research has found that ethical messages and social groups impact final purchase decisions (De Pelsmacker, Driesen & Rayp, 2005; Moraes et al., 2012; Terlau & Hirsch, 2015). This research focuses on consumers who can be categorised as green thinkers (refer to Figure 2) who have sustainable attitudes but fail to behave sustainably. TPB has been used frequently to help explain this phenomenon (Michaelidou & Hassan, 2014), and although there are elements which have been found to impact consumers that TPB does not allow for, it provides a sound theoretical lens to help understand this phenomenon. In addition, a secondary theoretical model, SCT, is also used to understand this phenomenon (Phipps et al., 2013; Sawitri et al., 2015).

Despite the increase in research into the attitude-behaviour gap within sustainable consumption, there remains a lack of consensus regarding how and why the attitude-behaviour gap occurs (Carrington et al., 2010; Szmigin, Carrigan, & McEachern, 2009). Furthermore, little research has explained why and when the behaviour-attitude gap occurs (quadrant four, coincidentally sustainable consumers, see Figure 2) (Bernardes et al., 2018). Why do consumers behave sustainably without the corresponding sustainable attitude driving their behaviour? This thesis suggests that by understanding this behaviour-attitude gap, marketers can better understand and predict the attitude-behaviour gap phenomenon. Social marketing seeks to achieve behaviour change (Anker & Kappel, 2011; Peattie & Peattie, 2009). Yet behaviour change alone may not achieve attitude change. If an attitude can be formed from a behaviour, it is more likely both will endure and be a catalyst for other related behaviours and attitudes (Andreasen, 2003). Firstly, this behaviour-attitude gap needs to be explored. The sustainable consumer typology (Figure 2) is specific to sustainable attitudes and behaviours, it has been developed as current research categorising consumers is diverse and fragmented, and by focussing on sustainable attitudes as well

as behaviours this may extended current understanding (Antonides, 2017). A possible explanation for the behaviour-attitude gap, that is coincidentally sustainable consumers (quadrant three), is that these consumers may be using sustainable behaviour as a social signal (Bernardes et al., 2018). This is explained further in the following section.

2.8 Symbolic consumption and social signals

2.8.1 Key concepts

Closely linked to consumption behaviour is the symbolic nature of consumption and consumers' own social identity and self-image. These factors play an important role in the consumer's decision-making process and in some instances, have been found to outweigh the functional benefits of the product (Belk, 1988; Solomon, 1983). Products have greater significance than simply their functional or utilitarian value, they carry symbolic value for the consumer. This value is created by the product's ability to communicate meaning (McCracken, 1986). This symbolic value allows people to make inferences about what others possess, for example a high price handbag such as a Louis Vuitton, has elements of high status and high-income elements that are a part of the symbolic value that is communicated.

Meaning can be created and attached through branding, significant others, culture, and consumption rituals. Moreover, symbolic meaning of a product can be viewed as a social tool to communicate to others and align individuals to aspirational reference groups (Holbrook, 2005). Consumers then decipher these signals of symbolic value based on associations with the brand and typical consumers who buy this product or brand (Wernerfelt, 1990). In addition, the association between brand and who typically buys this brand can contribute to its symbolic meaning (Muniz & O'Guinn, 2001). Consumers are influenced by their social group and who they aspire to be, adding significant importance to the symbolic meaning that is generated from typical consumers of that brand or products (Escalas & Bettman, 2003). For sustainable consumption, researchers have found that some consumers behave sustainably based on the symbolic value and meaning that the sustainable behaviour or product has (Sexton & Sexton, 2011).

The social meanings that a product holds influences consumer purchasing decisions, and for sustainable consumption behaviour this is an important aspect that should not be overlooked. Research shows that some consumers are socially motivated to behave sustainably, not for the sustainability benefits of their behaviour (Agerup & Nilsson, 2016; Griskevicius et al., 2010).

Social signalling

Social signalling theory suggests that there are perceived indicators or cues that communicate qualities related to or to gain social status (Nelissen & Meijers, 2011). These cues or signals are meant to influence the attitudes, beliefs, or behaviours of others. Social signalling is a means for consumers, via their behaviour or purchases, to send cues or signals to others about who they are, whether it be what social group they belong to, their occupation, or what they are passionate about. As a result, a consumer's sustainable consumption behaviour might not be related to the sustainable benefits of their decision. Social signalling indicates that some consumers' sustainable behaviour is performed because of what it says about them in relation to their self-image and social identity. Consumers who can afford to buy sustainable, green products and behave in a way that is less convenient to them are signalling to others that they have status. This thesis uses the term social signals to explain when consumers behave sustainably for symbolic meaning or for social influence.

Within the sustainable consumption field, some scholars have termed this as consumers being "green to be seen" (Griskevicius et al., 2010). Often sustainable alternatives are a higher price and lack some of the features or benefits of their non-sustainable competitors, for example cars with low carbon emissions are often more expensive and can be perceived to lack the performance of regular cars of a similar size (Luchs et al., 2011). Griskevicius et al. (2010) suggest that these types of purchase show the owner as willing to make the sacrifice for the benefits their behaviour has on the environment and society. In addition, the ability to perform this behaviour indicates the status of the individual due to their financial ability to incur the costs. These two aspects associated with a sustainable consumption decision, e.g., buying an electric car, demonstrate the consumers' social status and reinforce the notion that sustainable consumption for some consumers is used as a social signal. Similarly, virtue signalling explains behaviours that are performed to signal to others they are morally

decent (Tosi & Warmke, 2016). Consumers can be motivated to donate or recycle to convince others that they are morally concerned. They are thus performing the behaviour for the virtues that others attribute to that behaviour not for the actual benefit that behaviour has (Wallace, Buil & De Chernatony, 2020).

However, not all behaviour performed for social influence, or as a social signal is positive. If sustainable behaviour is viewed within certain societies or social groups negatively then it can deter consumers and act a barrier to sustainable consumption. A pejorative perception of green consumption, for instance deters consumers from behaving in a green way despite having green attitudes (Johnstone & Tan, 2015). This thesis suggests the opposite is occurring, i.e., being sustainable has positive social signals for certain societal groups and therefore consumers behave green without having a related sustainable attitude (coincidentally sustainable consumers, see Figure 2). However, Johnstone and Tan's (2015) research does support the premise that perception of the sustainable behaviour can encourage or inhibit performance of the behaviour, regardless of a sustainable attitude.

2.8.2 Implications for sustainable behaviour and the attitude-behaviour gap

Behaving sustainably is not only difficult to define and categorize, but it is equally difficult to understand peoples' motivations to behave sustainably. Why do some people say they are sustainably minded but lack the corresponding behaviour? Why do some consumers behave sustainably but lack the corresponding attitude? And how do behaviours influence future behaviours, especially in the sustainable consumption domain? In some contexts, acting sustainably is more about self-identity, reference groups and social norms, and is then used as a social signal, instead of for the sustainable or environmental benefit. Identifying the role that these elements play in sustainable consumption and the attitude-behaviour gap may provide further insight into the phenomenon.

Subjective norms and social norms

Consumers' sustainable consumption decisions can be influenced by social context and the social norms they experience, meaning social influences have a significant impact on consumers' behaviour intentions (Kalafatis et al., 1999; Lee & Green, 1991). Social influence in TPB is represented as subjective norms, which are similar to social norms

as they account for the social pressures to behave a certain way, impacting intention and subsequent behaviour.

Social norms regulate sustainable behaviour in two ways, via descriptive social norms (what appears to be the typical behaviour) and injunctive social norms (what appears to be the approved or disapproved behaviour). Descriptive social norms, injunctive social norms and personal norms have a significant and positive impact on behaviour intention in eco-friendly contexts (Doran & Larsen, 2016). Personal norms are linked to a person's self-concept and is the feeling of obligation to perform the behaviour or the feeling that the behaviour is the 'right' thing to do. Personal norms were found to have a stronger impact on behaviour intention than social norms (Doran & Larsen, 2016). In addition, descriptive social norms are positively related to expensive sustainable behaviour. This suggests that if marketing campaigns incorporate social norms, displaying the sustainable behaviour as typical and as the 'right' thing to do can encourage consumers to behave sustainably.

Furthermore, for years clothing has been a way people express their identity. In this way apparel carries strong symbolic meaning. In terms of sustainable clothing purchase decisions, those with a sustainable or environmentally friendly self-identity have a stronger commitment to behave in this way. Involvement in purchasing sustainable fashion increases when consumers have a self-identity that is environmentally friendly (Tung, Koenig & Chen, 2017). Both cognitive and affective motivational values have a positive relationship between green self-identity and purchasing of sustainable fashion (Tung et al., 2017). If consumers have a sustainable self-identity their purchase decisions are more likely to reflect this, making their sustainable consumption decision driven by their self-identity, raising the question, what has driven their self-identity? This thesis suggests that for some, their sustainable or green self-identity is driven by social influences and social context, rather than by sustainable reasons.

Cultural norms

Similarly, Minton, Spielmann, Kahle and Kim (2018) used two types of social norms, normative and self-enhancing, to understand sustainable attitudes and behaviours across three different countries (the U.S., France, and Japan). Pragmatism as a cultural

dimension explains how people understand their current situation and societies that are highly pragmatic are more likely to be long-term oriented. Subjective norms can be experienced as behaviours that group members actively participate in and share, and it also becomes what defines and differentiates the group. Subjective norms can also be experienced when consumers behave a certain way within a social group, either proving themselves to the group or establishing their rank in the group. Thus, consumers' sustainable behaviour can be motivated by consumers' self-enhancing desire (Minton et al., 2018).

By including culture when researching sustainable behaviour, further insight is provided into how consumers frame the world they live in. The cultural aspect of pragmatism is used by Minton et al. (2018) to help explain why consumers make sustainable purchasing decisions. Their results showed that pragmatism and sustainable behaviours are positively correlated. In societies with a high level of pragmatism (e.g., Japan), consumers are more likely to behave sustainably. Interestingly, this research found strong relationships between sustainable attitudes and sustainable behaviours, meaning they did not observe an attitude-behaviour gap. They also found that countries that are more pragmatic, such as Japan, are more likely to participate in self-enhancing sustainable behaviours. Behaviour may thus not need to be preceded by attitude in highly pragmatic societies as societal norm is more important than consumer opinions and attitudes (Minton et al., 2018). This supports the idea that social norms can encourage sustainable behaviour for those consumers who are coincidentally sustainable, as shown in the sustainable consumer typology (quadrant four, Figure 2).

2.8.3 Concluding comments on social signals

In this thesis, the term social signals encompasses behaviours motivated by self-identity, social norms, reference groups, and self-image, originating from social signalling theory. The symbolic meaning attached to products is central to consumer behaviour. Some research has shown that consumers can behave sustainably as a result of the symbolic meaning attached to the product (Sexton & Sexton, 2011). Moreover, researchers have also found that social norms can positively impact a consumer decision to behave sustainably when paired with a highly pragmatic culture (Doran & Larsen, 2016). In addition, social norms and personal norms have also been

found to encourage eco-friendly purchases. When examining sustainable consumption, it is important to acknowledge the influence that social signals have on consumer behaviour as they, and related concepts, such as symbolic significance and social norms, have been found to strongly impact purchase decisions. Consumers have been found to be motivated solely by self-identity or reference groups. Therefore, it is possible that consumers are motivated by social signals to behave sustainably without holding a corresponding sustainable attitude. The thesis intends to explore this in the context of sustainable consumption and intends to learn if a sustainable attitude can be encouraged after the sustainable behaviour is performed, shifting consumers from coincidentally sustainable, to being sustainability heroes (Figure 2).

2.9 Research gap

Sustainable consumption

Sustainable consumption can be explained by the need to preserve the earth's resources for future generations. Mindful consumption, responsible consumption and anti-consumption are types of sustainable consumption. In particular, green consumerism is a term used to describe sustainable consumption that has a focus on environmental friendliness and care for the environment. Sustainable consumption is not only affected by traditional marketing elements, such as price, availability, and function, but also by reference groups, among others. Gaining better understanding of the potential role that reference groups and social signals play in sustainable consumption decisions would be beneficial as this would help explain the behaviour-attitude gap. It is important to understand what is driving commitment in sustainable consumers, to then understand if this commitment can be encouraged and created through social marketing initiatives.

Theoretical lenses

The literature review shows support for using factors in the theory of planned behaviour as a framework to understand sustainable consumption. TPB also allows for modifications to be proposed to the original theory, supporting the addition of using SCT alongside TPB to gain greater insight and capture elements that impact human behaviour that may not be represented in the original model. TPB is a model that predicts a person's intention to act and explains the antecedents to behavioural

intention (attitude, subjective norms, and perceived behavioural control). However, conceptually it is unidirectional and highly linear (see Figure 3).

The second theoretical lens underpinning this thesis is social cognitive theory, which explains human behaviour as the result of personal factors, environment, and behaviour (past and present), continually interacting via a reciprocal feedback loop (see Figure 5). Although only recently gaining traction in sustainable consumption behaviour literature, SCT has been shown to be a useful tool in explaining sustainable consumption behaviour. SCT includes examination of self-efficacy of the individual, social norms, environmental conditions, cultural norms, and past behaviours which provide greater understanding for enacting current behaviour. Researching sustainable consumption holistically has been demonstrated to be beneficial and the use of two theoretical lenses, TPB and SCT, will allow for this research to understand the phenomenon holistically.

Despite the successful application of TPB in understanding sustainable consumption behaviours, researchers have yet to fully understand the attitude-behaviour gap occurring in sustainable consumption. TPB tends to overlook some elements that have been found to impact on consumer behaviour. These elements include cultural norms, social norms, environmental factors, and past behaviours. On the other hand, SCT is a novel tool in understanding the complexity of sustainable consumption behaviour. SCT fills these gaps and provides an alternative theoretical lens. Using both TPB and SCT together provides a more holistic theoretical understanding of the phenomenon.

Attitude-behaviour gap

Notwithstanding the use of these theoretical lenses, scholars and social marketing practitioners identify an attitude-behaviour gap in sustainable consumption. When consumers have a sustainable attitude but then fail to perform the corresponding sustainable behaviour, an attitude-behaviour gap in sustainable consumption is evidenced (Carrington et al., 2010; Szmigin, Carrigan, & McEachern, 2009).

Researchers have endeavoured to explain why this gap is occurring. Traditional reasons such as price, availability, and functionality, although still impacting the consumer, do not explain the entirety of the gap between translating sustainable attitudes into sustainable behaviours (De Pelsmacker, Driesen & Rayp, 2005;

Johnstone & Tan, 2015; Moraes et al., 2012; Terlau & Hirsch, 2015). Recent research in the area suggests that there are other, more complex factors influencing consumers.

TPB has been frequently used in research to explain this gap in attitudes and behaviours due to its clear relationship with elements that influence intention and subsequently influence behaviour. Using TPB to explain this gap also raises the question of whether the gap is occurring between attitudes and intention, or intention to behaviour (refer to Figure 6). Scholars have shown that examining the attitude-behaviour gap holistically will deliver greater insights and have broader applicability across disciplines and contexts (Bernardes et al., 2018; Papaoikonomou et al., 2011). There is not always a one-to-one directional relationship between the attitude and behaviour in sustainable consumption behaviour. This contributes to the complexity of the area and why researchers have struggled with explaining why there is a gap and how to reduce this gap. Importantly, once the behaviour and the intent or attitude are congruent with each other, there is likely to be more consistent behaviours.

Symbolic consumption and social signals

Sustainable consumption as a social signal can be viewed as a type of symbolic consumption and has been discussed as being “green to be seen” (Griskevicius et al., 2010). Are sustainable (environmental and prosocial) behaviours motivated by similar social and self-identity factors? If so, what factors motivate the behaviour and in what circumstances do these occur? For example, buying second-hand designer fashion is a sustainable behaviour. Yet it also involves other aspects, such as trendiness, brand image, uniqueness, and price (Escalas & Bettman, 2003; Sexton & Sexton, 2011; Tung et al., 2017). Are these aspects motivating consumers, or is it the sustainability of the behaviour? If consumers are performing the behaviour as a social signal, can the behaviour positively impact a consumer’s attitude toward the sustainable benefits of their behaviour? Furthermore, if the behaviour is being performed as a social signal, marketers can then target coincidentally sustainable consumers (quadrant four, Figure 2) with the aim to change their attitude and shift them to sustainability heroes, creating congruency between their attitude and behaviour (refer Figure 2).

Research has shown that self-identity and social norms have a positive impact on sustainable consumption behaviour when the consumer already considers themselves

in some way sustainable or green (Tung et al., 2017). Belonging to a sustainably minded reference group or social group also will have a positive impact on sustainable consumption decisions (Doran & Larsen, 2016). However, these situations and this line of research addresses consumers who are already sustainably minded. It can be argued that if sustainable behaviours such as participating in the reselling of designer fashion, is linked to a social identity or reference group (e.g., an affluent sustainably minded group) then this can influence behaviour (Terry et al., 1999). However, it is important to note that intentions are most likely to be influenced by the norms of behaviourally relevant reference groups (Fielding et al., 2008).

What happens when a reference group begins incorporating sustainable behaviours and sustainable values into their actions and group identity? What do other members of the group do? It is suggested that the group will begin performing these behaviours and in addition, people whose self-identity aligns with that group will start behaving in a similar way (Escalas & Bettman, 2003; Holbrook, 2005). Consumers in Griskevicius et al.'s (2010) study indicate willingness to purchase hybrid and electric vehicles due to social motivators to indicate status and membership in a group of consumers that can afford the expense and inconvenience of driving electric vehicles. These consumers might now behave sustainably to align with this reference group or because of the change in social norms. Therefore, they are not motivated by sustainable reasons, yet they perform sustainable behaviour and actions.

A sustainable behaviour is a step toward ethical and sustainable consumption. But if the underlying attitude does not acknowledge the sustainable benefits of consumption behaviours, then that behaviour risks being subject to rapid change, easily influenced by trends or price, and not a long term, enduring behaviour (Amine, 1998). Consumers may act sustainably without corresponding sustainable attitudes during pre-purchase, purchase, and even post-purchase stages of consumption. Can these consumers develop sustainable attitudes from their sustainable behaviour? And during any part of the behaviour (pre-purchase, purchase, post-purchase) do these consumers experience sustainable rationale for their behaviour? This thesis argues that this sequence of events is a behaviour-attitude gap. By investigating this behaviour-attitude gap in sustainable consumption, the research findings can provide greater

explanation of the phenomenon and enable improved insights into sustainable consumption motivations and decisions.

2.10 Chapter summary

The theory of planned behaviour (TPB) and social cognitive theory (SCT) will be used to understand the attitude-behaviour gap phenomenon in the specific research context of sustainable behaviour in the absence of sustainable attitudes. Literature suggests exploring mediating elements of this model to provide greater insight into the attitude-behaviour gap. Some scholars suggest using TPB as a foundation for understanding sustainable consumption behaviour (Carrington et al., 2010; Hassan, Shiu & Shaw, 2016) and recommend additional constructs to extend conceptual understanding and practical application.

TPB has measurable elements and details of how individuals may make behavioural decisions. However, value can be added to this model by overlaying it with a more dynamic theory of SCT. SCT adds in the fundamental factor of a feedback loop between environment, behaviour, and social determinants. Importantly, SCT frames behaviour within a circular interrelated loop. Using both TPB and SCT to understand the phenomenon allows this research to present a more holistic understanding and insights. In addition, two theoretical lenses provide contrasting views of the phenomenon. By integrating elements of the two this thesis proposes to investigate the behaviour-attitude gap more fully.

The thesis proposes that sustainable consumption is performed by consumers as a social signal or to display their self-identity and/or to align with a reference group instead of for sustainability. Other researchers have labelled this as being 'green to be seen' (Griskevicius et al., 2010). In addition, research shows that self-identity and social norms have a positive impact on sustainable consumption behaviour when the consumer already considers themselves in some way sustainable (Arli et al., 2018; Shaw et al., 2000). Belonging to a sustainably minded reference group or social group also will have a positive impact on sustainable consumption decisions (Joshi & Rahman, 2015). Utilitarian value, self-identity, social signals, reference groups and non-sustainable attitudes combine to influence the consumers' coincidentally sustainable behaviours (see Figure 7). This is prevalent in the fashion industry as

consumers overwhelmingly behave for personal reasons, not for environmental or social reasons (McNeill & Moore, 2015). This behaviour-attitude gap, whereby consumers perform a sustainable behaviour without a corresponding sustainable attitude, is unique to this thesis and illustrated in Figure 7.

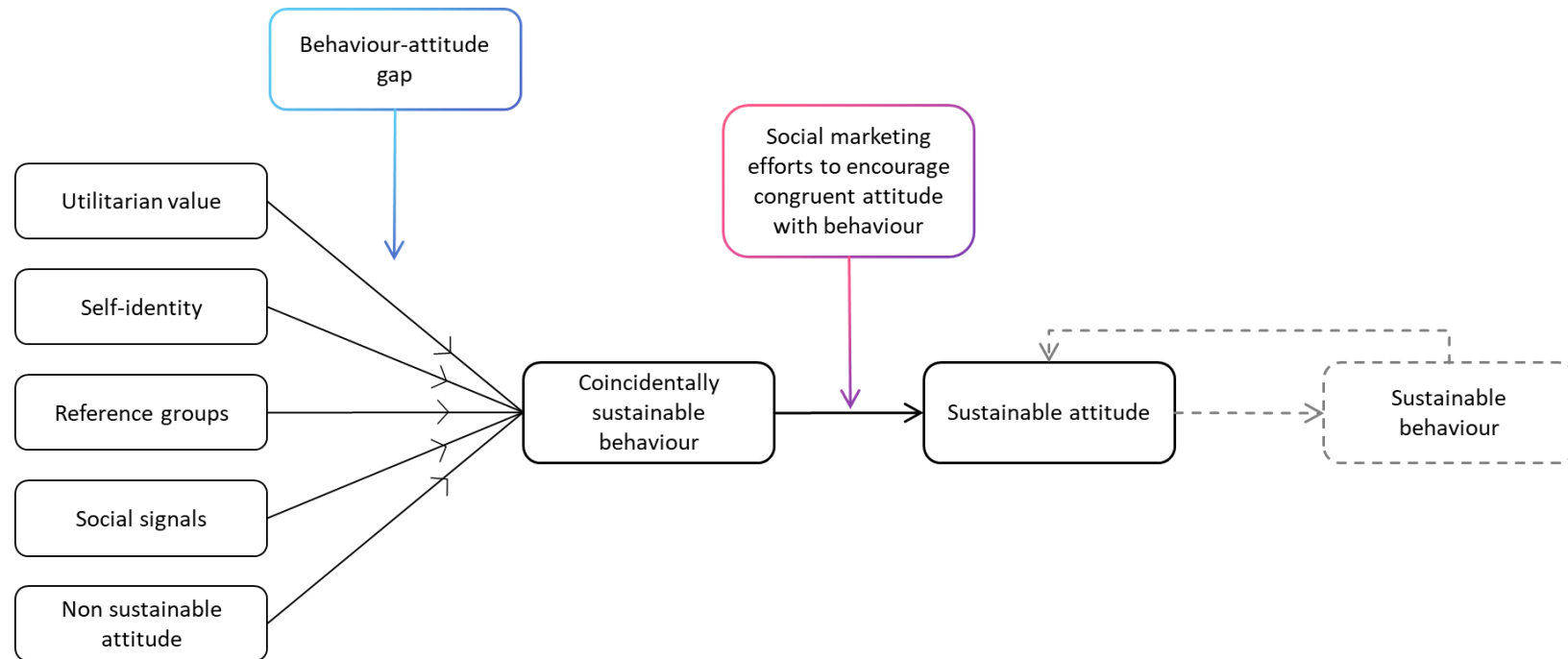


Figure 7. Behaviour-attitude gap model

In conclusion, the research purpose is to explore the behaviour-attitude gap in the context of sustainable consumer behaviour. More specifically, can sustainable behaviours encourage sustainable attitudes? And if so, how?

Therefore, there are three research objectives:

- i. To explore the sustainability attitudes, behaviours and knowledge of consumers who engage in sustainable behaviours and are motivated by sustainable attitudes (quadrant two, see Figure 2).
- ii. To explore the sustainability attitudes, behaviours and knowledge of consumers who engage in sustainable behaviours but are not motivated by sustainable attitudes (quadrant four, see Figure 2).
- iii. To investigate the effect of sustainable marketing messages on attitude change among consumers.

Through a better understanding of both consumer groups, this research will provide marketers with a model to encourage sustainable (environmental and prosocial) attitudes. The sustainable consumer typology presented at the start of this chapter will be used to develop a theory model from which specific hypotheses will be proposed and investigated through the mixed method approach discussed in the next chapter.

Chapter 3 Methodology and study 1 research method

3.1 Introduction to chapter

Every research study is based on certain guiding ontological and epistemological assumptions that significantly influence the research methodology and data collection methods (Burrell & Morgan, 1979). Therefore, it is crucial that researchers declare their philosophical perspective for their research to be genuinely understood and appropriate interpretations made. My worldview, that is how I see the world and how I understand the world, influences how I undertake my research. In choosing a research method it is important that there is a consistent link between the chosen research method(s) and the underlying research philosophy that is declared. Therefore, the methodological position is the next logical step for this thesis.

This research aims to understand and explain the processes that influence sustainable behaviours in the absence of sustainable attitudes. This research is grounded in pragmatism as a research philosophy since it seeks to answer both the 'why' and 'how' of a phenomenon while providing useful explanation (Creswell, 2009). A mixed method approach, allowing for an in-depth understanding, utilizes both qualitative and quantitative approaches. In-depth interviews and an experimental design will be used to gather results. The focus of this chapter is overall research method, with specific focus on the first phase of data collection and analysis, study 1.

3.2 Methodological position

Research perspectives are built on three aspects, ontology, epistemology, and methodology. Within these there are paradigms and schools of thought. This chapter will briefly describe these foundations of knowledge and research, which will then lead to a statement of the researcher's own position and how this consequently provides the foundation for the research methods for this thesis.

3.2.1 Ontology and epistemology

Ontology is concerned with what is out there to know and the nature of reality (Crotty, 1998). Epistemology is the theory of knowledge, i.e., how we know what we know. Epistemological assumptions are based on our belief of how knowledge is created, acquired, and communicated (Scotland, 2012). The ontological and epistemological

basis of any research informs the perspective of the researcher. Before justifying my own research methodology, a summary of the dominant research philosophies and their ontological and epistemological foundations are covered.

3.2.2 Development of research paradigms

There are several different belief systems or research perspectives that exist, each with their own ontology, epistemology, methodology and research methods (Carson, Gilmore, Perry, & Gronhaug, 2001; Crotty, 1998). These research perspectives are typically categorised into three types: positivism, interpretivism, and critical theory (Burrell & Morgan, 1979; Carson et al., 2001; Creswell, 2009). Although different hierarchies and categorises exist, there is also an additional worldview of pragmatism (Biesta, 2010; Creswell, 2009; Tashakkori & Teddlie, 2010). These four perspectives will be covered in the following sections.

Positivism

Positivism assumes that reality is distinct from the knower and that knowledge is out there to be uncovered. Within the positivist paradigm research is value free and the researcher is independent from the data, making it free from bias (Tashakkori & Teddlie, 1998; Crotty, 1998). Positivist researchers are impartial and seek to discover knowledge about an objective reality (Scotland, 2012); they search for casual relationships, resulting in the acceptance or rejection of hypotheses (Collis & Hussey, 2013).

According to positivist researchers, phenomena are typically viewed as quantifiable, and the researcher strives to uncover the relationships between variables (Ponterotto, 2005). The findings of the research can therefore be used to make predictions based on statistical and mathematical processing (Carson et al., 2001). Furthermore, positivist research via quantitative techniques, provides generalizable findings and conclusions. In addition, these methods also allow other researchers to replicate the study and assess the claims of other researchers (McGrath & Johnson, 2003), reinforcing the accurate knowledge or meaning of a phenomenon.

An underlying tenant of positivism is falsifiability, that seeks to uncover the truth. Falsifiability differs from traditional positivism, in that it seeks to test theory or hypothesis via either confirming or refuting predictions (Popper, 2014). For something

to be rejected, it first assumes there is a testable phenomenon (Ponterotto, 2005). This scientific, testability of predictions (or hypotheses) is the basis of positivism that consequently relies on research methods that include empirical formalized techniques and measurement (Creswell, 2009).

However, critics of positivism maintain that in searching for statistical fit and causal relationship between phenomena, complexity and contextual influences may be overlooked. Furthermore, some scholars (Johnson & Gray, 2010; Schwandt, 1994) argue that research cannot be value-free and recognise that the process of the research can impact the phenomena under study. The emergence of what is called post-positivism (Tashakkori & Teddlie, 1998) acknowledges that the world cannot be known with certainty although this paradigm still privileges hypothesis testing and measurement.

Interpretivism

Another major philosophical perspective, the interpretivist paradigm, is often viewed as the opposite of the positivist paradigm (Ponterotto, 2005). Within the interpretivist paradigm, reality is subjective, value-laden and context dependent. Reality is understood to be socially constructed, subjective and with multiple meanings (Schwandt, 1994). Knowledge is created through symbolic interaction and influenced by the meanings associated with the phenomena (Cavana, Delahaye, & Sekaran, 2001). These meanings are multiple and differ from person to person, and the meanings that people develop are subjective. Therefore, interpretive researchers aim to understand how individuals create and interpret their world (Gephart, 1999). They focus on in-depth understanding within the context that the phenomena are occurring. Only through interaction between researcher and participants in-depth understanding can be achieved (Cavana et al., 2001). Reality is created within individuals and thus the role of researchers is to interpret participant's understandings and views of the phenomena in question (Creswell, 2009; Ponterotto, 2005). Interpretivism lends itself to qualitative research methods, where open-ended questions are preferred. Researchers acknowledge that their own background and culture can shape the interpretation of the research (Creswell, 2009).

The subjectivity of interpretivism is both a strength and a weakness, as there are multiple meanings, and the researcher must present all meanings and appropriately represent them in the specific setting (Guba & Lincoln, 2008). In addition, due to multiple realities existing, each reality can offer different understandings and different contexts may offer different explanations of the phenomena. In other words, the subjectivity of interpretivism limits the generalizability of findings (Cassell & Symon, 2004).

Critical theory

The third major category is critical theory, which focuses on how injustices and power imbalances influence and shape the world (Kincheloe & McLaren, 2000). Like interpretivism, critical theorists believe that reality is socially constructed. However, more emphasis is placed on the influence that power relationships have on shaping reality (Ponterotto, 2005). Critical theorists focus on the social relationships, meanings and cultural practices as structured contradictions that inform the ideological structures that underpin society (Carson et al., 2001). The aim of such research is centred around emancipation and transformation (Ponterotto, 2005), often focused on the needs of people who are marginalised within society (Creswell, 2009). Within this paradigm, the researcher is actively involved in the research as they seek to promote change in the context of the study and liberate participants from the power imbalances (Tolman & Brydon-Miller, 2001). This significant role of the researcher is the main focus of critics of critical theory, as the belief system of the researcher influences the research (Guba & Lincoln, 2008).

Pragmatism

Finally, pragmatism is based on the work of key scholars William James, John Dewey, Charles Sanders Peirce, and Richard Rorty (Cherryholmes, 1992) and is concerned with the research problem and outcomes, finding a solution that works to increase understanding (Creswell, 2009).

A pragmatist perspective removes the epistemological hierarchies between research methodologies and research methods (Tashakkori & Teddlie, 2010). The pragmatist view does not maintain that certain research methods dictate the paradigm or vice versa, quantitative methods are not necessarily positivist and qualitative methods are

not necessarily interpretive. The research method is chosen based on the need and purpose of the research, both quantitative and qualitative methods can be compatible and used in the same research project (Brewer & Hunter, 1989; Datta, 1994).

Pragmatism accepts that reality can be both objective and subjective depending on the research phenomena (Tashakkori & Teddlie, 1998). Therefore, social, historical, and political contexts can influence phenomena. Pragmatism allows the researcher to explore different knowledge claims, research designs and strategies that are not restrained by epistemological boundaries (Biesta, 2010). Pragmatist research is driven by the research questions and utilizes the strengths from both quantitative and qualitative methods. In this way, pragmatism lends itself to a mixed method approach and as a result has the potential to combine different levels of understanding of the phenomena under study (Onwuegbuzie & Leech, 2005). By utilising multiple approaches, pragmatism avoids the limitations of a singular viewpoint that a singular approach provides (Bergman, 2008). A mixed method approach, taking a pragmatic view, allows for multiple world views and different forms of data collection and analysis to be used. Dewey (1931) states that there is not one way of knowing that can provide a deeper or more truthful account of the world. Different epistemologies merely account for the different ways researchers engage with the world (Ormerod, 2006). Pragmatism focusses on consequences, in other words, in pragmatic rationality the notion of truth is what results in a “useful description,” but which is subject to revision as new information emerges and understanding evolves (Rorty, 1979). As a result, the researcher’s role is crucial as they are responsible for asking the “right questions” (Fendt, Kaminska-Labbé, & Sachs, 2008, p. 473) and remaining open to the next idea or position.

Therefore, pragmatism as research philosophy holds that research and hence knowledge should be driven by “... what we are justified in believing ... [and] justification is a social phenomenon rather than a transaction between a ‘knowing subject’ and reality” (Rorty, 1979, p. 9). This basic tenant means that the knowledge outcome is more important than adherence to a single philosophical stance.

My position as a researcher is therefore a pragmatic one. In other words, I believe that it is important to find and use the best research method that fits the research purpose

and phenomenon under investigation. Pragmatism best suits this research as the research objectives are to both explore the phenomena and test the phenomena. Furthermore, pragmatism within social marketing allows for flexibility in research methods in order to achieve meaningful contributions (Collins, 2015; Domegan et al., 2013). Knowledge and the search for knowledge is not the domain of either scientists or humanists, but according to Rorty (1987) is the best we have at the moment, judged according to the quality of the justification.

Mixed method

Mixed method research has grown in popularity in the last 25 years. Mixed method allows for different types of methods and methodologies to be used within a single larger study. Mixed method can be within a single paradigm for example, the larger study being both grounded in positivism and using two different research methods, questionnaire survey and database research methods. Or it can mean mixed methodologies and methods; for example, taking an interpretivist view and conducting interviews and taking a positivist view and undertaking questionnaire surveys.

There are three general research strategies used in mixed method; sequential, concurrent, and transformative (Creswell, 2009; Tashakkori & Teddlie, 2010).

Sequential occurs whereby the researcher will expand on the research from one study in the following study. Concurrent strategies are where the data from each method is collected simultaneously. Finally, transformative is guided by the theoretical lens or framework and can be either sequential or concurrent. By combining research methods (e.g., qualitative and quantitative), a mixed method research design allows for the phenomenon to be explored broadly and in-depth (Harrison & Reilly, 2011; Johnson et al., 2007).

Table 5. Summary of underlying assumptions of research paradigms.

Philosophical assumptions	Positivism	Interpretivism	Critical theory	Pragmatism
Ontology	Objective, single reality	Subjective, multiple reality (differs from person to person)	Subjective, multiple reality shaped by power imbalances	Accepts external reality. Chooses explanations that best suit the desired result
Epistemology	Objective view. Knowledge is discovered	Subjective view. Knowledge (meaning) is created through symbolic interaction within social groups	Subjective. Knowledge is influenced by powerful discourses	Accepts both objective and subjective. Knowledge is constructive
Types of reasoning	Deductive	Inductive	Deductive and inductive	Deductive, and/or inductive, and/or abductive
Role of researcher	The researcher is independent from the research	The researcher and the research are related	The researcher and the research are related and advocates for changes	Researcher role depends on the nature of the problem and chosen research method
Values	Research is value free	Research is value-laden	Research is value-laden	Value plays a role in interpreting results
Research method	Quantitative	Qualitative	Qualitative	Quantitative and Qualitative (Mixed Method)

Adapted from: Tashakkori & Teddlie, 2010; Creswell, 2009

3.3 Overall research method

Following on from the methodology and in line with the pragmatic approach, this research adopts a sequential mixed method approach. First, the in-depth interviews provide an understanding of what drives sustainable behaviour in the absence of sustainable attitudes. Then the experimental design of study 2 tests the emergent aspects and the relationships between these and consumers' sustainable attitudes, self-efficacy, and sustainability knowledge. Variations of this mixed method approach have successfully been used before in consumer research literature (e.g., Dahl & Moreau, 2007; Scott & Vargas, 2007). A mixed method approach to research allows researchers to understand both breadth and depth of a phenomena (Johnson et al., 2007).

The research takes place in two sequential stages: firstly, study 1, in-depth interviews and qualitative analysis, and second, study 2, an experimental design and quantitative analysis. Figure 8 shows the sequential stages that this research followed. The remainder of this chapter focusses on the research method for study 1. This is then followed by two chapters on analysis of study 1 results, after which the research method for study 2 will be explained and subsequent data analysis will follow.

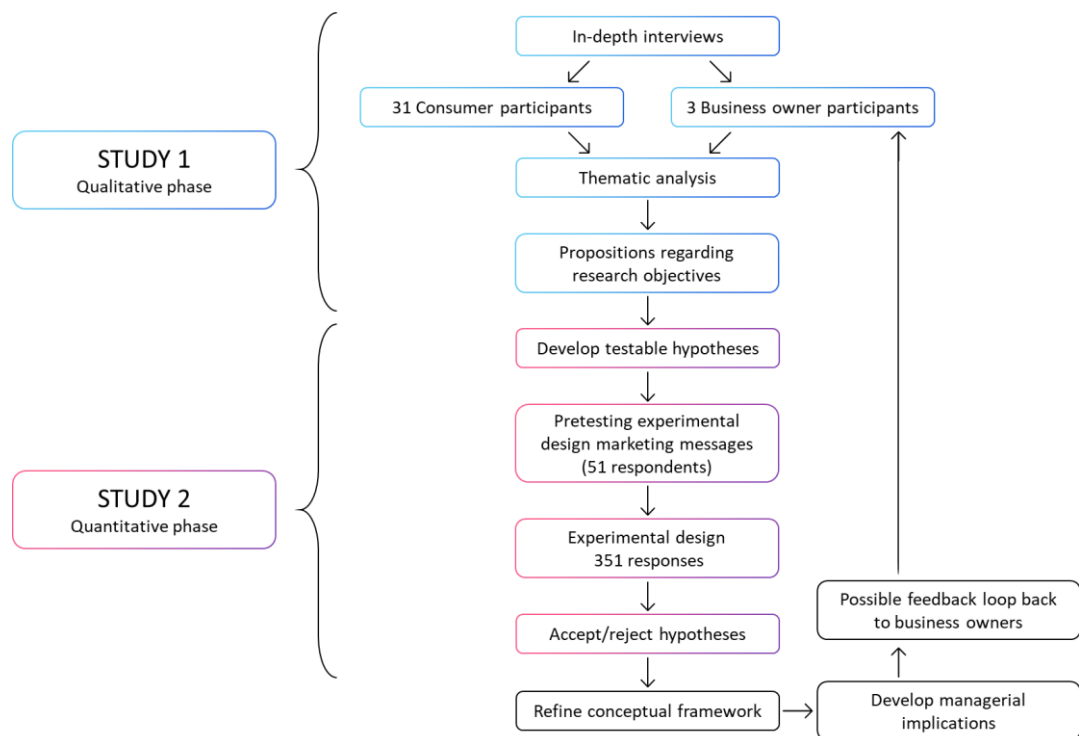


Figure 8. Stages in research method

Building on the behaviour-attitude gap model (Figure 7) from the literature review chapter, the method for this thesis can be divided in relation to this model (refer to Figure 9). Study 1, the qualitative phase, used in-depth interviews. Study 1 aims to gain an in-depth understanding of the behaviour-attitude gap, specifically coincidentally sustainable consumers, and sustainability heroes (refer to the sustainable consumer typology, Figure 2). Study 2, quantitative phase, is an experimental design with the research aim to find out if social marketing messages can change consumers' attitudes to be sustainable once they have participated in a sustainable behaviour.

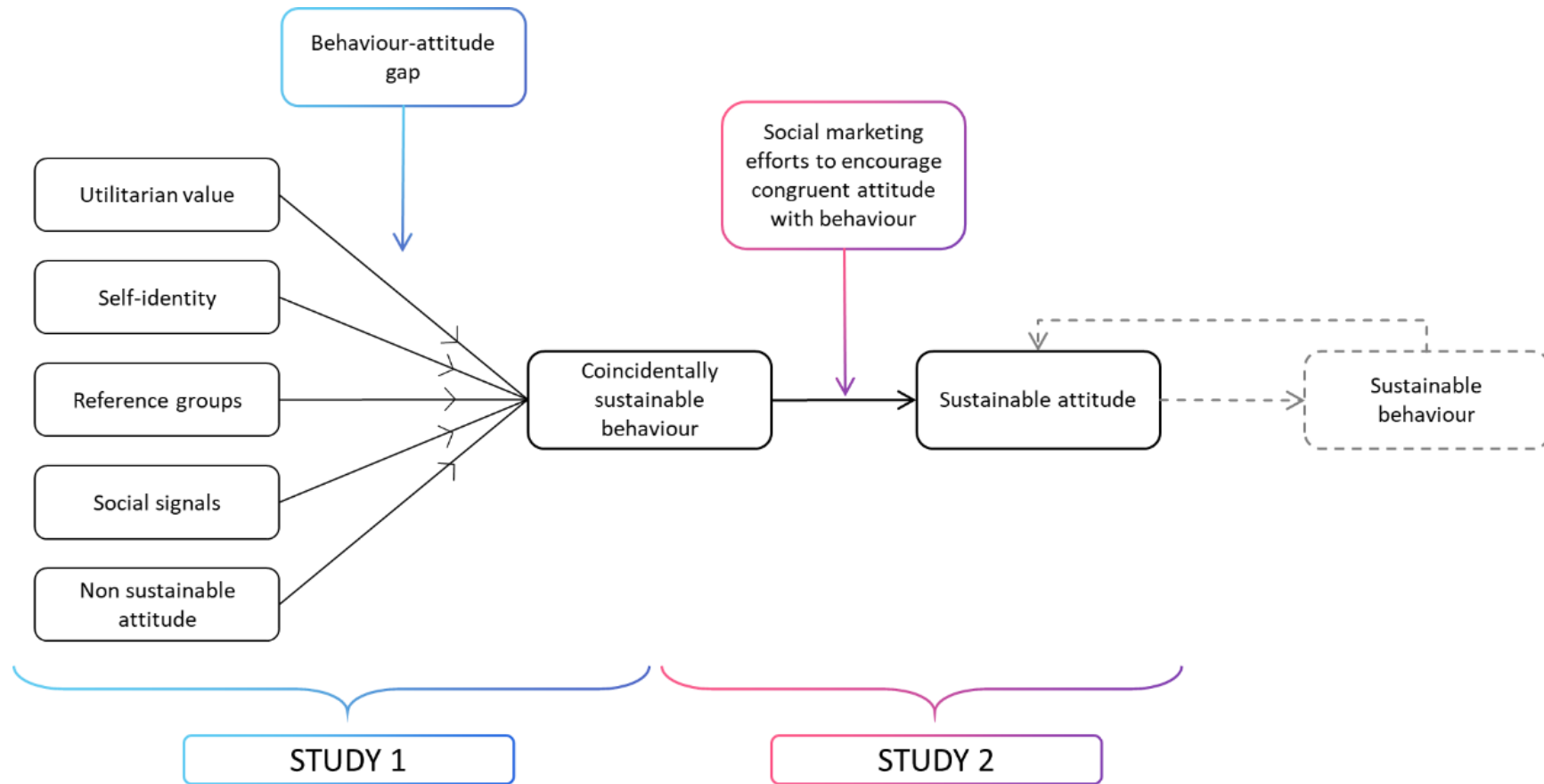


Figure 9. Behaviour-attitude gap model highlighting each study

3.3.1 Research context

The research context is the examination of sustainable behaviours. In particular, the context centres on second-hand designer fashion, for example, women's designer clothing, men's designer clothing, designer sportswear and designer accessories.

Analysing the attitudes of consumers making these purchase decisions highlights how sustainable behaviours can occur in the absence of sustainable attitudes. Preliminary observations of consumers buying second-hand designer fashion suggest they do not participate in this exchange based on sustainable attitudes (Balderjahn et al., 2018). Possible reasons for this include that vintage or second-hand is 'trendy,' affordability of second-hand designer labels, and to contribute to consumers' self-image.

There are various linear forms of consumption (buying, having, disposing) with the types of goods, how they are consumed, how the goods get to market and their product lifecycle. The circular economy is based on a closed loop model; in fashion this is where garments, fabrics and materials are reused, recycled, and repurposed (Dahlbo, Aalto, Eskelinen & Salmenperä, 2017; Vehmas, Raudaskoski, Heikkilä, Harlin & Mensonen, 2018). Within the circular economy, there are three different models of consumption whereby consumers use products and services differently to traditional consumption behaviour, resale, access-based (renting, hiring, leasing) and collaborative consumption and shared use (Edbring, Lehner, & Mont, 2016). The defining difference between these consumption models is ownership (Benoit, Baker, Bolton, Gruber, & Kandampully, 2017). In the resale consumption model (the context of this thesis) ownership is transferred, whereas access-based and collaborative consumption and shared use models, ownership does not change (Eckhardt & Bardhi, 2016; Ritter & Schanz, 2019).

There is a growing movement for consumers to re-sell their designer fashion, consequently providing opportunities for other consumers to purchase pre-loved designer clothing. It is proposed in this thesis that such purchases of second-hand designer fashion may not necessarily be triggered by sustainable and environmental principles, yet the behaviour can be described as sustainable since such purchases of second-hand items delay the ultimate disposal of still-useful items (Luchs et al., 2015; Vehmas et al., 2018). Moreover, consumers are retaining clothing (across all types) less

than half the time they used to over a decade ago (Remy, Speelman & Swartz, 2016) and textile waste is an increasing problem (Dahlbo et al., 2017).

Globally, there is trend of aspirational middle-class consumers, who seek to purchase affordable designer products (Euromonitor International, 2018). This need for affordable designer products is relevant to this thesis as second-hand designer fashion is often sold at an affordable price. Therefore, the sustainable purchase of second-hand designer fashion is often made due to the need for a less expensive designer product, not necessarily for the sustainable benefits of their behaviour. Contributing to this is the change in what millennials and Gen Z prefer when purchasing. Uniqueness and quality are becoming more important for designer purchases and in addition elements of sustainability have begun playing a role in consumer purchasing decisions (Euromonitor International, 2018). Consumers are becoming more aware of sustainable clothing alternatives and there is some consumer demand, however this is not resulting in improved sales (D'Souza, Gilmore, Hartmann, Apaolaza Ibanez, & Sullivan-Mort, 2015).

In 2018, those aged 18-35 accounted for 40% of the population in the designer wear market, this being the largest segment (Euromonitor International, 2018). In addition, countries with a higher share of millennials and Gen Z (18-35 year olds) are predicted to have a stronger growth in the designer wear and footwear market compared to countries who have a lower number of people aged 18-35, who will grow at a slower rate in these markets (Euromonitor International, 2018). Thus, this thesis targets this age range.

The resale market is a long-established activity but has gained rapid momentum from 2009 and grew faster than the retail market between 2016-2019 (Thred Up, 2019). New Zealand, followed by Sweden and Canada, is where consumers report the most resale behaviour (Euromonitor International, 2020). Multiple businesses in New Zealand, such as Recycle Boutique, Designer Wardrobe, and Ziggurat, are successfully using this opportunity to meet consumer needs by providing an outlet for the buying and selling of pre-loved designer fashion. It is important to note that this is different from collaborative consumption and the sharing economy. Resale does not change the ownership model, which collaborative consumption is based on (Toni et al., 2018).

For the selection criteria used to evaluate what businesses to include see selection criteria section on page 85. Designer fashion was chosen as it is an achievable segment as there is a large enough sample to recruit from and participants are easily reachable.

3.4 Study 1 method: In-depth interviews

Study 1 used in-depth semi-structured interviews. Interviews were face-to-face, where possible, and followed a semi-structured topic guide. Where interviews were unavailable to be face-to-face, they were done via phone or zoom (nine in total) and followed the same semi-structured topic guide. The proposed sample size was 20-30 interviews, which falls within the suggested range for qualitative research (Creswell, 2002; Guest, Bunce, & Johnson, 2006), comprising: 20-30 consumers (those who have bought or sold second-hand designer clothing) and three-five business owners. Emerging themes from the first phase of study 1 were used to guide further theorizing and testing of related motivations and attitudes toward sustainable consumption in the experimental design of study 2.

The aim of the qualitative study was to provide an in-depth understanding of the phenomenon. For coincidentally sustainable consumers, participants who have a sustainable behaviour but do not have a congruent sustainable attitude, what is influencing participation in a sustainable behaviour? For those participants who are sustainability heroes, who have both a sustainable attitude and sustainable behaviour, what is influencing their behaviour and attitude? These questions help this research understand both sustainability heroes and coincidentally sustainable consumers and provide insight into their attitudes and behaviour. Finally, participants were asked questions about their sustainability knowledge. Sustainability knowledge can be explained as having four dimensions, change strategies (how?), causes (why?), effects (what?) and visions (where?) (Jensen, 2002). These four dimensions capture the different perspectives individuals may have toward a sustainability problem and these four dimensions are incorporated into the interview guides.

3.4.1 Participants

There were two groups of participants in the in-depth interview phase. These are as follows:

1. Consumers, including sellers (those who sell their second-hand designer fashion) and buyers, (those who purchase second-hand designer fashion)
2. Business owners engaging in sustainable exchanges of second-hand designer fashion.

Consumer respondents were aged between 18-35 years and male and female. This age range is selected because millennials and Gen Z are a major consumer segment of the designer wear market (Euromonitor International, 2018).

Consumers (buyers and sellers) for both studies need to have supplied designer fashion for resale or purchased second-hand designer fashion in the last three months. Studies asking for participant reports of past behaviour vary with respect to recency and range up to six months (Hagger, Chatzisarantis, & Biddle, 2001). Moreover, shorter reference periods may not capture infrequent behaviours (Blair & Burton, 1987). In order to ensure accurate reporting of past behaviour, mental accessibility and to capture potentially infrequent behaviour, this study required participants to have supplied or purchased second-hand designer items within a time limit of three months (Danner, Aarts, & de Vries, 2008).

Business owners were anticipated to provide unique insight into the relationship and service exchange that occurs via observation into purchaser and supplier behaviour. They could also explain marketing initiatives used and reflect on their own rationale for operating businesses that facilitate this sustainable behaviour.

3.4.2 Recruiting participants

Interview participants were recruited using a snowball sampling method (Onwuegbuzie & Collins, 2007). Using this method, initial participants were selected by the researcher via initial contacts the researcher has and via social media (see Appendix C) and additional participants were obtained by referrals from the initial participants (Zikmund, D'Alessandro, Winzar, Lowe & Babin, 2014). A snowball sampling method allows this research to easily achieve an appropriate sample size of consumer participants. Through this method representativeness can be inferred as respondents are comparable to other members of the population from which participants belong (Bell, Bryman & Harley, 2018). Within the consumer participant group there were both suppliers and purchasers.

Business owners were purposefully selected so that their business model clearly facilitates the exchange of second-hand designer fashion. Between three-five business owners were sought.

3.4.3 Selection criteria

A list of business within New Zealand was generated to assist with the recruiting of participants (Appendix D). This list includes businesses that facilitate the selling and buying of second-hand or pre-loved designer fashion, including women's clothing, men's clothing, designer sportswear and accessories. Luxury and designer fashion for the purposes of this thesis includes global designer brands such as Chanel, Gucci, Louis Vuitton and Alexander Wang. Local brands, designers and boutiques based in Australia or New Zealand also are included, such as Zimmerman, Karen Walker, RUBY, Moochi, I Love Ugly, Meadowlark, Deadly Ponies; and high-end or designer sportswear brands, such as P.E. Nation, and Lululemon. This is not an exhaustive list of possible brands, but it allowed this research to develop a list of businesses that meet the designer fashion prerequisite. It also excludes shops or outlets such as Salvation Army and other charity stores as these stores are not the focus of this thesis. In addition, businesses will need to have been in operation for at least 1 year. This time frame is selected in order to capture participants' (buyers and sellers) one-off behaviours as well as regular behaviours and it avoids capturing only early adopters of a new store as this may influence the research findings.

3.4.4 Interview process and topic guide

The interviews were face-to-face where possible and followed a guided, semi-structured interview guide (for full interview guide see Appendix E). A face-to-face interview allowed for observation as well as listening to the participants' responses, enabling deeper insights into participants' attitudes. An interview guide allowed for the topics to be covered but in an informal and conversational manner, allowing for the specific question order or wording to vary. Interview guide structure and questions were adapted from Carson et al. (2001) and Zikmund et al. (2014). This format also allowed for flexibility, and while there were specific questions, the interviewer could also allow the respondent to talk freely.

The interview guide provided consistency across all interviews ensuring that all key questions are covered (Appendix E). Questions were open-ended and simple to allow for the respondent to answer the questions with freedom and allow them to talk about what was important to them. The interview questions included asking participants about their motivations and what led them to participate in the exchange of second-hand designer fashion, what their motivations were to do so, and what their opinion was of the exchange. Prompts were included in the interview guide in order to delve deeper into certain aspects of an answer. For example, consumer participants were asked to talk about the last time they participated in buying or selling second-hand designer fashion, and the prompts included, what made you donate this item/s? tell me about your feelings when you were in store? And after you made the gave it to the store what were your feelings of the experience? Questions that asked “why” were avoided as this can sometimes be misinterpreted and make the respondents defensive and reserved (Onwuegbuzie & Collins, 2007). All interviews were recorded and transcribed verbatim.

Participants were asked to sign a consent form (see Appendix F) and were given a participant information sheet (see Appendix G).

3.4.5 Profiles of participants

Table 6 shows the gender, age, and geographic location of the of the consumer participants for study 1. The average age of consumer respondents was 24 years old, and respondents were mostly female (female=28, male=3). This gender split, although not representative of New Zealand population, does confirm that women shoppers are more present in the resale market. In 2018, 64% of women bought or were willing to buy second-hand products (Thred Up, 2019). In addition, due to the snowball sampling method of recruitment, the sample was not intended to be representative of the entire population, however representativeness of the target population can be inferred (Bell et al., 2018). Furthermore, the consumer participants show a geographical spread throughout New Zealand, from Auckland, Hamilton, and Wellington (in the North Island) and Dunedin (South Island). The 31 consumer interviews achieved data saturation. Data saturation was achieved when no new data was emerging from the interviews and the dimensions and relationships pertaining to the phenomena under study were well established (Bell et al., 2018).

Table 6. Consumer participant profile

Code	Gender	Age	Location
C1	Female	24	Auckland
C2	Female	21	Hamilton
C3	Female	23	Auckland
C4	Female	24	Auckland
C5	Female	19	Auckland
C6	Female	22	Auckland
C7	Female	24	Hamilton
C8	Female	30	Hamilton
C9	Female	27	Hamilton
C10	Female	23	Auckland
C11	Female	22	Wellington
C12	Female	24	Hamilton
C13	Female	27	Auckland
C14	Female	25	Auckland
C15	Female	24	Hamilton
C16	Female	26	Auckland
C17	Female	25	Hamilton
C18	Female	22	Auckland
C19	Female	24	Wellington
C20	Female	25	Hamilton
C21	Female	22	Auckland
C22	Female	24	Hamilton
C23	Male	22	Hamilton
C24	Female	20	Hamilton
C25	Male	26	Auckland
C26	Female	23	Wellington
C27	Female	23	Wellington
C28	Female	21	Dunedin
C29	Male	24	Auckland
C30	Female	23	Auckland
C31	Female	23	Hamilton

Note: Participants were asked to select which gender they identify with (male, female, other, prefer to not say). The analysis of the transcripts are labelled and described based on the participant's selection. For the interpretation, those that identify with female are called women and those that identify as male are called men.

Business owner participant profiles are displayed in Table 7. The three business owner respondent interviews ranged from 44 minutes – 73 minutes in length and provided

rich insights into a business owner's understanding and observation of consumer attitudes and behaviours of buying and selling second-hand designer items. Although five interviews were the upper target, three interviews allowed the research to reach the relevance and depth and thus achieve data saturation. Data saturation for businesses owner interviews was achieved as the data was rich and detailed, the relationships were well established and the aspects emerging from the interviews were repeated and similar (not new) through all the interviews (Bell et al., 2018). The three business owner interviews provided a range of years within their relative businesses and also included a range of stores with geographical spread from large urban areas (Auckland, Wellington) to more sparsely populated towns and cities (such as, Bay of Plenty, Queenstown).

Table 7. Business owner participant profile

Code	Length of time working/owning the business (Years)	Number of stores	Location of stores (Region)	Interview Length (Mins)
B1	17	2	Auckland, Wellington	73.06
B2	6	10	Auckland (x3), Waikato, Bay of Plenty, Manawatu, Wellington, Canterbury (x2), Otago	44.05
B3	5	1	Auckland	45.45

3.4.6 Ethical considerations

Ethics approval for study 1 was received from AUT ethics committee (Appendix A). Data were collected in accordance to AUT protocols and as per the ethics application. Interviewees were provided an information sheet (Appendix G) and a consent form was signed for their information to be used and the interview recorded. This was signed prior to the interview beginning (Appendix F). All interviews were transcribed verbatim (see Appendix H for transcription confidentiality agreement). The interviewees were guaranteed anonymity with names removed and replaced with code numbers. These code numbers referred to either consumer (C) or business owner (B) and interview number (chronological date). A spreadsheet organised participants' code numbers with participant profile details.

3.4.7 Intercoder reliability

Intercoder reliability was checked to provide coding and thematic rigor (see Appendix I for coder confidentiality agreement). Intercoder reliability shows that the interpretations and findings from the research go beyond one individual's interpretation of the findings and therefore increase confidence in the findings among a diverse audience (O'Connor & Joffe, 2020). The Krippendorff's alpha test was used (Hayes & Krippendorff, 2007) to estimate intercoder reliability, and these alpha values are reported in the tests below. Krippendorff's alpha ranges between zero and 1; an alpha of 1 indicates perfect reliability and an alpha of 0 indicates the absence of reliability. In the social sciences an alpha of greater than 0.8 is acceptable, as it shows strong intercoder reliability (Hayes & Krippendorff, 2007; Neuendorf, 2002). An alpha of 0.7 or above is often used for exploratory research and is an acceptable level of agreement (Lombard, Snyder-Duch, & Bracken, 2002; Neuendorf, 2002). An alpha value of less than 0.67 shows low intercoder reliability (Hayes & Krippendorff, 2007).

3.4.8 Intercoder reliability results

Intercoder reliability was tested on 10% (Lombard et al., 2010) of the data sample (three transcripts taken from the sample of 31). Three interview transcripts were randomly selected to measure intercoder reliability, C12, C22 and C25. The detailed process was a macro add-in on SPSS – KALPHA. The data outputs for each of the intercoder reliability tests are added below.

The results for transcript C12 show a high intercoder reliability ($\alpha=0.83$), i.e. the two coders were in agreement with each other.

The results for transcript C25 show a modest degree of intercoder reliability ($\alpha = 0.77$), i.e., the two coders were in agreement with each other. Although the alpha is less than 0.8 it is nevertheless considered that this level of intercoder reliability is sufficient to continue, as it is above 0.7 (Lombard et al., 2010).

The results for transcript C22 show a high intercoder reliability ($\alpha =0.94$), i.e. the two coders were in agreement with each other.

The KALPHA values measure the level of agreement between each coder, when above 0.7, it shows that there is sufficient agreement between both coders (Lombard et al.,

2010). Once intercoder reliability was reached the remained of the transcripts were coded by the author.

3.4.9 Method of analysis of study 1

Thematic analysis is a method for analysing qualitative data. It allows researchers to describe and interpret the data to gain a deep understanding of a consumer perspective (Kiger & Varpio, 2020). It is a method that allows socially constructed meanings to be expressed and interpreted (Boyatzis, 1998). It has advantages of being able to capture all aspects of the consumer experience and identify the relationships that emerge from the data (Braun & Clarke, 2006; Kiger & Varpio, 2020). Furthermore, thematic analysis is not bound to a particular orientation, allowing it to be used within any paradigm (Braun & Clarke, 2006), making it a compatible method of analysis for this thesis as this research follows a pragmatic approach. It was used in this research because it provides a flexible and robust method to understand in depth and a complex phenomenon, such a sustainable consumption (Braun & Clarke, 2006; Kiger & Varpio, 2020).

There are typically three ways the coding can proceed: deductive, inductive or a combination of both (Attride-Stirling, 2001; Creswell, 2009). The purpose of a thesis is to understand a phenomenon that is under researched. Therefore, it is important to understand how participants experience the phenomenon of second-hand designer fashion and how they describe their attitudes. Consequently, inductive coding was used so that the codes reflect the information that emerges from the participants' own stories. In order for the coding to proceed, transcribed interviews were input into qualitative data analysis software NVivo. NVivo was used to organise and prepare the data for the coding process.

Adapting Braun and Clarke's (2006, p. 87) six steps for thematic analysis, study 1 analysis followed the four of the six steps as described below.

1. "Generating initial codes: Coding interesting features of the data in a systematic fashion across the entire data set, collating data relevant to each code.
2. Searching for themes: Collating codes into potential themes, gathering all data relevant to each potential theme.

3. Reviewing themes: Checking if the themes work in relation to the coded extracts (Level 1) and the entire data set (Level 2), generating a thematic ‘map’ of the analysis.
4. Defining and naming themes: Ongoing analysis to refine the specifics of each theme, and the overall story the analysis tells, generating clear definitions and names for each theme.”

Once themes were identified and labelled, the analysis described the complexity of the themes (see Appendix J for an example of the NVivo coding). The themes and sub themes were then taken a step further following Gioia, Corley & Hamilton’s (2013) data structure and aggregate dimension method. This allowed for further theorizing of themes and documentation of the process for interpretation of findings. This was illustrated with figures showing the first-order, second-order and aggregate dimensions (main themes). Quotations from the interviews are used to illustrate the themes that emerge. Consumer participant quotations are referenced by gender, age and participant code, for example (Female, 19 years old, C5). The participant code refers to whether the participant is a consumer (C) or business owner (B) followed by the chronological interview number. Business owner quotations are referenced by number of years as the business owner of their current store, how many stores they have, followed by their participant code, for example (17 years business owner, 2 stores, B1).

3.5 Chapter summary

In summary, the first phase of data collection (study 1) explored the sustainability attitudes, behaviours and knowledge of consumers who engage in sustainable behaviours with congruent sustainable attitudes and incongruent sustainable attitudes. Study 1 gathers qualitative data via in depth interviews and provides a thorough understanding of consumer attitudes and behaviours, focussing on their experiences participating in the second-hand fashion market. Business owners operating in this market are also interviewed as they provide further insight and perspective into the phenomenon.

Chapter 4 Determinants of sustainable fashion consumption a consumer perspective

4.1 Introduction to study 1 – a consumer perspective

Buying and selling second-hand designer clothing has grown in popularity with many 18-35-year-olds participating in this second-hand fashion cycle. In 2018, 64% of women report that they have bought or are now willing to buy second-hand products, up from 52% in 2017 (Thred Up, 2019). Furthermore, millennials made up 33% (ages 25-37) and Generation Z (Gen Z) 16% (ages 18-24), resulting in 18-35 years old with a combined total of 49% of second-hand shoppers (Thred Up, 2019). Buying and selling second-hand designer clothing is a sustainable behaviour that delays the ultimate disposal of still useful items (Luchs et al., 2011), but not all consumers may be performing this sustainable behaviour due to congruent sustainable attitudes.

The purpose of study 1 is to understand what influences this sustainable behaviour. Buyers and sellers of second-hand designer clothing in New Zealand were interviewed following a semi-structured interview guide (see Appendix E). Of interest was what influences their sustainable behaviour when they lack a congruent sustainable attitude, forming the behaviour-attitude gap in sustainable consumption. The value of qualitative research is in the depth of understanding that can be achieved through hearing consumers' experiences in their own words (Harrison & Reilly, 2011). In-depth interviews allow the consumer's experiences and feelings to be heard in their own words (Grayson & Martinec, 2004). In total 31 consumers were interviewed from across New Zealand (Auckland, Hamilton, Wellington, and Dunedin). They were both male and female participants. Participants were asked which gender they identify with (male, female, other, prefer to not say), with the analysis of the transcripts then labelled and described based on the participants' selection. For interpretation, those that identify with female are called women and those that identify as male are called men. Participants were aged 18-35 (millennials and Gen Z) and the average age was 24 (see Table 6).

Participants qualified for study 1 only if they had bought or sold second-hand designer clothing in the last three months. The semi-structured in-depth interviews covered participants' buying and selling of second-hand designer clothing, their other common

sustainable behaviours, and their sustainability knowledge. Participants were recruited based on having either bought or sold second-hand fashion or both. Buyers and sellers reported similar attitudes and behaviours for second-hand designer shopping and results for all groups are combined throughout this analysis. Any differences between buyers and sellers are indicated in the analysis.

4.2 Determinants impacting participants' sustainable behaviours

When participants spoke of their behaviour and attitudes when buying and selling second-hand designer clothing, three main themes emerged from the interviews. These are social context, sustainable attitude, and personal determinants. Within social context, four second-order themes emerged: (1) redefining new, (2) connected and conforming, (3) rational choice and (4) empathic sharing. The four themes under social context show incongruence between participants' sustainable behaviour via second-hand buying and selling and a lack of sustainable attitude, both empirically confirming and highlighting the behaviour-attitude gap which stimulated this research. The main theme of sustainable attitude encompassed the second-order theme of (5) environmental consciousness. Importantly, environmental consciousness is the only second-order theme that demonstrates behaviour and attitude congruence. Finally, the main theme of personal determinants includes the themes of (6) self-efficacy and (7) sustainability knowledge. These important themes emerged from the interviews due to their influence on participants' sustainable behaviours. Therefore, the factors influencing sustainable behaviours, in this context, are complex and multidimensional. The following quote exemplifies this layered complexity:

“... it was actually one of my like best friends. I was always commenting on her clothes. I was saying how the hell do you have so many clothes and like have the money to keep buying clothes and you know, make this an affordable lifestyle? Like these are all like designer clothes, what's going on? She was like oh Tatty's of course, so she kind of like introduced me to that sort of world of like recyclable fashion” (Female, 19 years old, C5)

4.3 Data structure

The below data structure (Figure 10), informed by Gioia et al. (2013), shows the data findings as first-order, second-order and main themes. This visual representation shows how the themes progressed from first-order concept to second-order themes to

higher level main themes. Figure 10 allows the data to be viewed theoretically and provides the basis for conceptualizing the findings in order to explore and demonstrate the relationships between the themes and higher-level behavioural determinants described next.

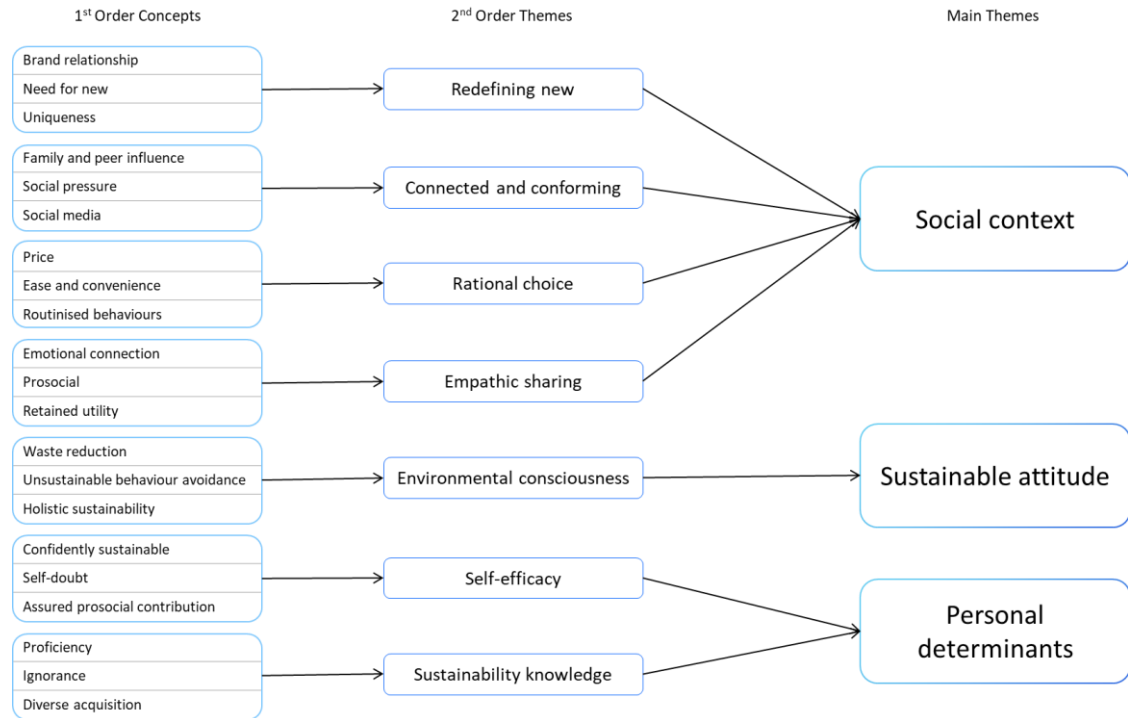


Figure 10. Data structure and main themes from thematic analysis of consumer participants

4.4 Social context

Social context is a main theme in second-hand designer clothing exchanges and includes the second-order themes of redefining new, connected, and conforming, rational choice and empathic sharing. These second-order themes are influenced by participants' social context and as a result influence participants' behaviour. In social cognitive theory (SCT), social context and the environment that surrounds a consumer helps determine what actions they take, when, and for what reasons (Bandura, 1986). In the context of eco-friendly decision making, that social influence can determine what role models and social facilitators drive a consumer's sustainable behaviour (Phipps et al., 2013). Yet, in the context of a behaviour that tends to occur in the absence of a related attitude, social context may be even more important in encouraging such behaviours. Social interactions in these consumer interviews were key to helping consumers of second-hand designer fashion (1) redefine their concept

of what is 'new' and worthy in a good brand, (2) use the designer goods to connect and conform with others with such first-order concepts as peer influence and social media pressure, (3) make the second-hand exchanges feel rational and focused on things like better price and convenience, and (4) help focus consumers of second-hand designer exchanges on empathetic sharing of fashion items and the retained utility from participating in second-hand exchange. Importantly, the themes that fall under social context all point to the behaviour-attitude gap described in the literature review; that is, enacting a sustainable behaviour (second-hand fashion exchange) but in the absence of a related sustainable attitude (in which consumers hold an attitude that buying or selling second-hand is good for the planet).

Table 8 provides a summary of the second-order themes, first-order concepts and exemplar quotes as part of the main theme of social context.

Table 8. Summary and description of first-order concepts and second-order themes relating to social context

Second-order themes	First-order concepts	Description	Exemplar quotes
Redefining new	Brand relationship	<p>The importance of the brand to the consumer.</p> <p>Popularity of that brand and desire to own the brand means participants seek these brands out.</p> <p>The designer brand not new is still better than another brand when purchased new.</p>	<p>"I usually just skip straight to like RUBY" (Female, 24 years old, C15)</p> <p>"When we go I always look for Rodd & Gunn. It's just - I don't know, it's just my thing. But yeah, definitely Rodd & Gunn, any like Adidas, Ralph Lauren..." (Male, 22 years old, C23)</p> <p>"I picked it mainly 'cause of the brand" (Female, 21 years old, C28)</p>
	Need for new	<p>Participants want to always have new items to wear.</p> <p>Need for new items makes them sell their unwanted clothing and this sustainable behaviour justifies them buying brand new items.</p>	<p>"...if I'm just being - I don't know - typical millennial and I need a new one, I go and look second-hand instead" (Female, 22 years old, C18)</p> <p>"it's exciting new to add to the wardrobe" (Female, 24 years old, C1)</p> <p>"I bought the new version of it" (Female, 23 years old, C26)</p>
	Uniqueness	<p>They value the rarity and uniqueness in the items they purchase.</p> <p>They want to be individual and have something no one else has got.</p>	<p>"Just that it was unique and I like that it wasn't perfect in a way" (Female, 24 years old, C22)</p> <p>"it'd be difficult to get anywhere else. No one else will have it" (Female, 24 years old, C22)</p> <p>"... I bought that because it's quite rare" (Female, 30 years old, C8)</p>
Connected and conforming	Family and peer influence	Participants want to do what their friends are doing, or their friends are encouraging them to do it.	"I think after hearing that like friends are doing it, then that's probably why I did it. That was the reason why I went and had a look and got involved." (Male, 26 years old, C25)

		<p>If reference groups or aspirational groups (including influencers on social media) do the behaviours, study participants will also because they see them doing it.</p>	<p>“having other friends selling and renting on the website made me go it as well” (Female, 21 years old, C2)</p> <p>“I always tell my friends like please, like come on, go to Tatty's or go to like Encore or wherever” (Female, 19 years old, C5)</p>
	Social pressure	<p>Popularity of item or brand drives the behaviour.</p> <p>Demand and pressure to buy it before missing out (fear of missing out).</p>	<p>“...because its Bassike its quite like a popular brand” (Female, 21 years old, C28)</p>
	Social media	<p>Attracting participants to the behaviour in a broad sense.</p> <p>The item or brand is popular on social media, so they buy it second-hand.</p> <p>Popularity of an item/brand on social media gives sellers confidence that an item will be able to be re-sold (resale value).</p>	<p>“social media was, was like the thing that attracted me to it..” (Female, 21 years old, C2)</p> <p>“... it's quite Instagram popular” (Female, 30 years old, C8)</p> <p>“Yeah, that skirt in particular is quite popular on social media. I see it pop up quite a lot. A lot of influencers have worn ...” (Female, 30 years old, C8)</p>
Rational choice	Price	<p>Trade off experience for functional benefit (price).</p> <p>Price is the initial driver for the behaviour.</p> <p>The brand retains value and therefore people are willing to buy it.</p> <p>Acted as precursor to explain other influences on their behaviour.</p>	<p>“It's more just because it's like cheaper than the retail price” (Female, 27 years old, C13)</p> <p>“I just can't afford to be galivanting around designer things and especially 'cause I have some designer things at my fingertips quite cheap, it just seems silly not to use that.” (Female, 22 years old, C21)</p> <p>“I kind of like dressing nice-ish, but I hate spending money on clothes” (Male, 22 years old, C23)</p>

Empathic sharing			<p>“Well probably the brand and also the like cost of the - the fact that it was so cheap for a brand that's usually like so expensive...” (Female, 21 years old, C28)</p> <p>“like there's still the opportunity to earn money off them rather than just throw out something.” (Female, 24 years old, C22)</p>
	Ease and convenience	<p>Convenient location.</p> <p>Easy process.</p> <p>Helpful staff.</p>	<p>“Plus it's close to my house, so it was just easy” (Female, 19 years old, C5)</p> <p>“Probably convenience of Designer Wardrobe.” (Female, 24 years old, C4)</p> <p>“I could buy and sell easily.” (Female, 27 years old, C9)</p>
	Routinised behaviours	<p>No emotional connection to the process.</p> <p>The behaviour is part of their life and becomes a habit.</p>	<p>“...when I'm having like a wardrobe clear out, like at the end of a season, like the end of summer, the end of winter” (Female, 24 years old, C4)</p> <p>“...it's just like a process...” (Male, 26 years old, C25)</p>
	Emotional connection	<p>Enjoyment from finding an item.</p> <p>They feel like they are bringing an item back to life and sell it so it can continue its life.</p> <p>They have loved it and now they sell it so someone else can love it.</p>	<p>“I think that's kind of like the fun is like trawling through the clothes and the hoping of finding the gems” (Male, 22 years old, C23)</p> <p>“she's obviously going to get a lot of wear out of them, so it's nice to see that like you're passing it on.” (Female, 24 years old, C15)</p>
	Prosocial	<p>They want to bring joy to someone else.</p> <p>Someone else can benefit from an item and they want to help do that.</p>	<p>“It definitely has to continue on its little life and make someone else happy, so it was, it was the best thing for it” (Female, 23 years old, C10)</p> <p>“I think it's like nice to let someone else have that” (Female, 25 years old, C14)</p>

	<p>Providing the opportunity for others be able to buy designer clothing.</p> <p>There is a sense of happiness and enjoyment from sharing and helping others.</p>	<p>“Even though you, you don't want to be wearing it anymore someone else might fancy it...” (Male, 26 years old, C25)</p>
Retained utility	<p>Quality of an item retains its monetary value.</p> <p>The value consumers place on the item, being individual unique etc. these qualities retain value throughout the cycle.</p> <p>Brand value retains its value throughout the resale cycle.</p>	<p>“... it kind of gets a second life, especially being like designer, high end, highly sought after as well. It kind of gets yeah, like a second life” (Female, 30 years old, C8)</p> <p>“So I generally look for like merino wool and Rodd & Gunn, that's what I look for...” (Male, 22 years old, C23)</p> <p>“they're still good quality...” (Female, 20 years old, C24)</p>

4.4.1 Redefining new

The first second-order theme of the social context dimension is redefining new. This redefinition of what is 'new' captures how participants, through their sustainable fashion behaviours and second-hand fashion cycle, redefine what they value from their purchases, the process and what they look for when shopping or deciding what to sell. The brand relationship, need for new, and uniqueness are first-order concepts of redefining new.

Brand relationship

Participants have a relationship with a brand that influences their decision to buy or sell second-hand designer clothing. This brand relationship or brand image contributes to the behaviour-attitude gap that these participants describe. When these participants go shopping for second-hand fashion they seek out and search for brands they know and value, as in: "I picked it mainly 'cause of the brand" (Female, 21 years old, C28) and "just like pieces that I've seen from a long time ago that I missed out on, or some like good classic RUBY pieces. I usually just skip straight to like RUBY, like online through the Designer Wardrobe like search" (Female, 24 years old, C15).

An item that is branded increases the likelihood for these consumers to perform a sustainable behaviour via second-hand exchanges, and this is the case for both buying or selling second-hand designer items. The brand is often associated with quality and value that are not diminished during the buying and selling cycle and therefore still hold their worth to fellow consumers.

"I always look like what it's made out of on the tags, or like the brand's name. If you've - I've heard like good stuff about it, I always go for that. So it's kind of just I like brands if I know the quality's good" (Female, 25 years old, C20)

The brand relationship is also related to and potentially influenced by the initial high price of the garment when it was purchased new. Due to the initial price of the garment, the relationship the consumer has with the item and brand has greater importance and value, "...but also because it is designer, so it is worth something I guess" (Female, 23 years old, C26). For sellers this was also articulated as a return on the initial investment in the item, "I wasn't going to put \$450 in the bin for no return"

(Female, 23 years old, C10). This brand relationship continues throughout the cycle of second-hand designer clothing.

As consumers redefine what new is to them, the relationship they have with the brand, the importance of that brand to them, and what that brand says about them influences their participation in the buying and selling of second-hand designer clothes. This process contributes to the behaviour-attitude gap for second-hand designer good purchases as the brand relationship can define and encourage participation in the sustainable behaviour, albeit in the absence of related sustainable attitudes.

Need for new

Consumers have a need for new items, which for some is driving the behaviour-attitude gap. This is likely encouraged by fast fashion and social media, as consumers are constantly seeing new items, posts from friends and influencers. This need for new is closely associated with seasonality and speeds up the idea that an item from a week or a month ago is now old, as in “I like something for a season, then I'd sell it” (Female, 27 years old, C9). This need for new was not always a need for brand new, never-worn items. Participants redefined what new was. New included items that may not have been purchased new but were new to them, and this redefinition of ‘new’ includes second-hand designer items. This need for new is encouraging consumers to shop second-hand, explained as “...I need a new one, I go and look second-hand instead” (Female, 27 years old, C18). This quote from participant C18, although not motivated by sustainable attitudes and still displaying the behaviour-attitude gap, indicates a shift to more sustainable fashion cycle. In addition, once participants found an item to purchase second-hand, they talked about the enjoyment they got from getting something new that they have not worn before. “[I]t's exciting new to add to the wardrobe” (Female, 24 years old, C1).

However, for some participants, predominantly sellers, this need for new was specifically for brand new first-hand items, and they would re-sell their designer items, which provided justification for them to buy brand new items: “it kind of justifies like buying new stuff, because like to buy new stuff I would usually try to like get rid of something old, like sell it” (Female, 24 years old, C19); “so I got quite a lot back in

return at once which was really cool and I ended up pretty much spending it all at once to buy new stuff" (Female, 24 years old, C7); and "I bought the new version of it" (Female, 23 years old, C26).

Although purchasing new clothing itself as a behaviour is not completely sustainable, the act of re-selling pre-loved clothing is a sustainable behaviour. Interestingly, these participants use the resale as justification to buy first-hand new items. Such justification signals that these consumer resellers have some level of awareness of the sustainability of their behaviour and the unsustainable nature of buying brand new. These consumers are still displaying the behaviour-attitude gap, however this mindfulness provides marketers a base to shift and build on their sustainable understanding and attitude, to encourage them to behave and think more sustainably.

Uniqueness

As participants broadly redefine what new is to them, the value placed on uniqueness increases and subsequently increases the value of the item they are buying or selling. Participants tended to value an item's rarity: "I bought a skirt, a designer skirt and I bought that because it's quite rare" (Female, 30 years old, C8); "it'd be difficult to get anywhere else. No one else will have it" (Female, 24 years old, C22). The uniqueness and rarity of having something different makes the item special, "...and it had like a collar and I thought I've never really seen that before..." (Male, 26 years old, C25). This also contributes to the value of the item and the feeling of that item being new for the participant. The uniqueness is important for these participants and encourages them to buy and sell second-hand designer items, without acknowledging the sustainable benefits of their behaviour, displaying the behaviour-attitude gap. As items travelled through the second-hand designer fashion cycle, the uniqueness remained important but how participants described this changed slightly. As one participant describes, "... it was unique and I like that it wasn't perfect in a way" (Female, 24 years old, C22). The imperfect, worn and vintage aesthetic of the item contributed to the item's uniqueness and attracted consumers to purchase these items and in so doing, behave sustainably.

4.4.2 Connected and conforming

The next second-order theme of the social context determinant is focused on the way interviewees' behaviour was described as both connected and conforming. This theme captures how participants see themselves, how they want to be perceived by others (through their behaviour or the item) and what social groups or reference groups they want to align with. Connected and confirming therefore includes first-order concepts of family and peer influence, social pressure, and social media.

Family and peer influence

Family and peer influence is a first-order concept of the connected and conforming second-order theme. Family and peer influence is experienced at a broader browsing behaviour level and at a targeted item-specific level, for instance going to shop at designer second-hand stores or buying and selling specific designer items.

Furthermore, some participants' behaviour was influenced because they had missed out on buying a desired item. Demand for a certain fashion item and fear of missing out is driven by social context and peer influence in this first-order concept.

"I do have friends that go there, 100 per cent and sometimes you know, I'll hear, hear of my friend like getting a really good - like something really cool and then I'll be like oh I haven't been in a while, like maybe I should go" (Female, 24 years old, C1)

Peer influence, such as friends purchasing something second-hand or selling second-hand items influences others to perform the behaviour. "I was like showing everyone in that flat, look at my new shirt!" (Female, 20 years old, C24). In addition, there are also elements of conforming to social and group norms, as some participants exemplified. "...[I]t's kind of a coveted item" (Female, 22 years old, C21). This aspect of peer influence contributes to the behaviour-attitude gap as participants perform the behaviour because of family and friends or other people of influence, including role models and peers whose fashion style the participants' respect. Interestingly, this first-order concept of connected and conforming shows how strong peer and family influence is on these consumers to encourage them to behave sustainably. Perhaps this could be used and built on by marketers to encourage sustainable attitudes from such a behaviour.

Social pressure

Closely linked to peer and family influence and another first-order concept of connected and conforming is social pressure. This is experienced by both buyers and sellers of second-hand designer fashion. The popularity of the brand and/or the specific style or item influences and drives the performance of the sustainable behaviour, as in the case of the following participant, “I'd say it was the brand and the style, like it had sold out quite quickly and lots of girls missed out” (Female, 22 years old, C21). Participants are aware of what is popular and what is sold out. This demand and social pressure for items drives the popularity of the item or brand in a continual cycle, “...because its Bassike it's quite like a popular brand” (Female, 21 years old, C28). Participants then make decisions on buying or selling due to this, and as a result they are performing the behaviour due to social pressure. Social pressure is also connected to brand relationships, as social pressure can drive the desire to own a brand and contribute to the brand's high resale value. This in turn encourages consumers to seek out certain brands and prefer such brands over others, mainly due to the social pressure to own and wear that brand.

Social media

Social media plays an important role in consumers' participation in buying and selling second-hand designer fashion. Participants learn about the stores and ways to buy and sell second-hand through social media, “so like social media was, was like the thing that attracted me to it 'cause like it's like all over Facebook and everything” (Female, 21 years old, C2). Participants also are influenced about what items to buy or sell through social media. Similar to social pressure, social media provides a channel for social pressure and family and peer influence to impact participants to buy and sell. If an item is popular on social media, influencers and friends post pictures in the item and tag the brand. This can increase the desirability of the item and as a result increase the resale of the item, “...especially if it's trending, so I know Anine Bing t-shirts are really popular, so you can get near retail for some of them, you know, depending on the condition” (Female, 30 years old, C8). This also works in a reverse way for buyers, as participants see an item frequently on social media and this creates a want for that particular item.

“I just always go on the feed to see if there's something that I like. I always save things on Instagram that I see as well that I might want to buy at some point and, and if I remember I'll just like search for it on Designer [Wardrobe]” (Female, 20 years old, C24)

This has overlaps with the other first-order concepts of connected and conforming as this influence of social media adds to and for some accentuates consumers' need to behave in a way that reflects their social identity, self-image, and conform to social norms, and reference groups (Holbrook, 2005; Wernerfelt, 1990).

4.4.3 Rational choice

Rational choice is a third second-order theme of social context and refers to the more pragmatic and practical decisions that influence participants' sustainable behaviour. Rational choice is made up of three first-order concepts: price, ease, and convenience, and routinised behaviours.

Price

Price is a first-order concept of rational choice and is a common element when participants spoke about the rational influences on their sustainable behaviour in buying or selling second-hand items. Price seemed an easy and tangible topic for most participants when describing their reason for their behaviour, “it's more just because it's like cheaper than the retail price” (Female, 27 years old, C13).

In addition, since price was an accessible and easy topic for participants other more complex themes and topics were often incorporated into the price discussion. In other words, price ‘opened the door’ to other topics that were not as accessible for participants to talk about. For example, elements of connectedness and conforming were included in the discussion about price. The price allowed participants to buy an item or brand and experience and benefit from what that brand or item symbolically communicated about them, “It's quite cool knowing that like you got it for a bit cheaper, but no one really knows if you got it from like the actual store, like second-hand and stuff” (Female, 25 years old, C20). Price was the precursor, to participants explaining these other factors that influenced their behaviour,

“I can definitely would prefer to cut costs on the experience and go for the, and go for the cheaper option.....I would much prefer to go to Recycle Boutique and yeah, it's expensive but it's nothing compared to

what I would pay full price if I was to go to Area51, but yeah, Area51 would provide me with a lot nicer service. The people in there are so awesome, so lovely, but I would much prefer to go somewhere where maybe the service isn't as great but I still - you know, like I'm, I'm giving that up for a cheaper garment I guess..." (Female, 23 years old, C27)

In addition, themes of redefining new and retained value were also linked to the initial conversation around price for these participants. "You get new clothes, you're not having to spend as much on new stuff - even though I did spend a lot of money on new stuff too" (Female, 27 years old, C9) exemplifies this theme, as does "I wasn't going to put \$450 in the bin for no return" (Female, 23 years old, C10) and "there's still the opportunity to earn money off them rather than just throw out something" (Female, 22 years old, C21). Participants viewed their item as still having a dollar value attached to it (although it has depreciated in monetary value from when they purchased it first-hand) and instead of putting their unwanted item in the rubbish or giving it away for free, they choose to resell it and by doing so receiving money in return. These quotes, albeit focusing on price, touch on underlying themes of redefining new and the retained value of the item. For some this could be because they began to discuss price and cost trade-offs, and as they did, they realised it was related to something else or it could be explained. For participants, price was an easy topic to verbalize rather than delving deeper and self-actualizing the other underlying influences of their behaviour.

However, price for both buyers and sellers is a key driver that led them to perform the sustainable behaviour of buying or selling second-hand designer clothing. It was also a key topic and precursor for participants to articulate the other influences for their behaviour. They may have begun to articulate price as a main reason for their behaviour, but for many what eventually was explained was something deeper. For example, C8 describes the appeal of second-hand sales "'Cause there's money in selling designer. It's not really throwaway fashion" (Female, 30 years old, C8). This participant is speaking about the money they get from selling, but they are also indicating an understanding of the sustainable benefits and the retained value and importance of the brand. Price is a tangible topic to encourage participants to talk about their attitudes and motivations to behave sustainably. It is clear that price is a hook for the behaviour, but that sustainable attitudes can be linked to that cost-

benefit analysis. Marketers could utilize this technique when crafting marketing messages that aim to encourage sustainable attitudes and behaviours.

Ease and convenience

Ease and convenience is a first-order concept of rational choice and was present for consumers who both purchased and sold second-hand designer clothing. Ease and convenience were often not the driving factor for the behaviour but for some participants it was the tipping point for them. For example, participants spoke about a time they purchased something because they had already been in the store dropping things off to be sold. Furthermore, convenience was regularly articulated as convenience of location to the participant; "it's right next to my work" (Female, 23 years old, C3).

In addition, understanding the process and helpful staff contributed to the overall perception of ease participants had, "they're always real lovely and they make it like real easy" (Female, 21 years old, C2) and "probably convenience of Designer Wardrobe. It's free to list it and however they do take a fee off when you do sell it" (Female, 24 years old, C4). As part of ease and convenience there was also a practical element in relation to the best location (store or online) for the item to be sold or purchased. Participants thought about what they had to sell or what they needed to buy; "it was just what was in trend, what wasn't, I could buy and sell easily" (Female, 27 years old, C9), and "I guess in Hamilton there's probably not really anywhere else you can take it to be sold again if that makes sense and once again, just like the convenience of it" (Female, 24 years old, C7). This was influenced by seasonality and demand, and they then made their decision for where to take their items and where to shop for what they wanted.

"it is really easy to do and for those kind of like more high end clothes, that's probably the perfect place for them to sort of be bought or like be worn again...Plus it's close to my house, so it was just easy, yeah, yeah, just over the other places, so yeah." (Female, 19 years old, C5)

Instead of taking their items to opportunity (thrift) shops, participants sought out a store in which their items would have the best chance to sell and/or they could find the brand name or style of item they were after. Again, the ease and convenience of

the location and process acted as the 'tipping point' for participants to perform the behaviour.

Routinised behaviours

For some participants, the act of re-selling their still-useful clothing was a routinised behaviour. For these participants, resale was a job to be done, a chore, a behaviour that was habitual and part of their routine, "it's just like a process" (Male, 26 years old, C25). Unlike those participants who had an emotional connection to the process, participants who indicated routinised behaviour saw it as something that was done each session or every couple of months, "probably when I'm having like a wardrobe clear out, like at the end of a season, like the end of summer, the end of winter" (Female, 24 years old, C4). Participants who spoke about this routinised behaviour were often sellers and although routinised behaviour is part of the second-order theme of rational choice, it appeared infrequently among participants. When participants spoke about their behaviour as a routinised behaviour, their language and tone of voice was unemotional and practical, "I kind of tend to fill up my wardrobe and then do like a big cull all at once, so probably like maybe twice a year, like cull the whole lot like a bulk sort of thing" (Female, 24 years old, C7).

These participants saw the behaviour as regular occurrence. These participants who see this behaviour as part of their routine present a challenge to marketers as marketers will not only need to encourage a sustainable attitude toward the behaviour but also encourage these consumers to think more deeply about a behaviour that is usually a habitual and routine behaviour.

4.4.4 Empathic sharing

The fourth second-order theme under social context is empathic sharing. This describes the emotional and intangible elements that influence participants' sustainable behaviours. Empathic sharing includes the emotional connection participants have to the garment or the process, the prosocial elements of their behaviour, and the retained utility and value that participants place on the items. Although prosocial benefit is an element of sustainability (Kajikawa, 2008), participants did not attribute the prosocial benefits that they were articulating as being connected to broader sustainability in any way. Secondly, the prosocial benefits that were

expressed by participants related to how others within society would feel or benefit. This expressed relationship to prosocial orientation places it thematically as part of the social context determinant in the data structure (Figure 10).

Emotional connection

Through the buying and selling cycle, a majority of participants experienced an emotional connection to either the garment or the process. For buyers, the emotional connection was articulated in a way that indicated the item was meant or destined for them. Furthermore, the enjoyment of searching for and finding something meant that once participants found something, they almost instantly had an emotional connection to it and as a result purchased it: “I think that's kind of like the fun is like trawling through the clothes and the hoping of finding the gems” (Male, 22 years old, C23); “this is for you. You've picked it. You've found it. It's a treasure” (Female, 23 years old, C10); and, “I'll find stuff that's really cool and try it on and then fall in love with it” (Female, 24 years old, C1).

In addition, the emotional connection buyers experienced was connected to them reusing something and continuing the life cycle for the item, “it definitely has to continue on its little life and make someone else happy” (Female, 23 years old, C10). Participants often spoke about this idea of resuscitating something and the anthropomorphising of the items is another example of the emotional connection that consumers have to the item.

“it's like more fun finding things that like are kind of like one-off - not one-off things, but like you know, that maybe might be like quite a few seasons old and no one's wearing them anymore and it's like bringing it back to life” (Female, 21 years old, C2)

For sellers, the emotional connection to the item was experienced but was articulated slightly differently. The item may have sentimental value to the seller, originating from memories of wearing the garment. This then impacts and creates the emotional connection when they sell the item.

“[W]hen I sold the Pia dress like it was kind of cute because I felt like part of the girl's ball [laughs] and I was like oh that's cute, like it's nice that something that I wore to a wedding now like – I don't know, like has a life, now it has gone to a ball.” (Female, 23 years old, C3)

The process of selling an item when consumers have an emotional connection to the item also encourages a prosocial perspective, as participants then see the benefits the item or the process has for other people. Although the prosocial benefits were only clearly articulated for sellers of the second-hand items, empathic sharing was experienced as an emotional connection and this was experienced for both selling and buying.

Prosocial

Most participants (especially sellers) mentioned the prosocial benefits of their behaviour. Prosocial benefits include behaviours that benefit someone else or benefit the wider society (Small & Cryder, 2016). Prosocial benefits are grouped under the second-order theme of empathic sharing. This is closely connected to participants recognising the prosocial benefits of the behaviour and their emotional connection to the garment and the process. Though many participants did not acknowledge the environmental sustainability benefits of their behaviours, prosocial benefits were evident and clearly articulated by participants. The way in which participants explained the prosocial benefit was very similar between participants, focusing mostly on someone else getting enjoyment or someone else gaining a benefit from something the participant no longer used: "I think it's like nice to let someone else have that" (Female, 25 years old, C14); "Even though you, you don't want to be wearing it anymore someone else might fancy it" (Male, 26 years old, C25); and, "...someone else might really like them. You know, I've got my wear out of them; someone else could also get some wear" (Female, 24 years old, C19).

The prosocial benefits of the behaviour were reported as being experienced throughout the buying and selling process. Participants were sometimes aware of the prosocial benefits before performing the behaviour, which thus influenced them to participate in the behaviour, as in: "...I know other people will probably get some use out of it" (Male, 23 years old, C23). Participants also recognized the prosocial benefits following their second-hand buying and selling behaviour. The point where participants acknowledged the prosocial benefits (pre- or post-behaviour) was not participant specific but more item specific. Whether participants acknowledge the prosocial benefits of their behaviour pre or post behaviour did not appear to be participant dependent, in other words the same participant would sometimes appear

to acknowledge the benefit before their behaviour (as the prosocial benefits were acknowledged as influencing their behaviour) and sometimes they would speak about realising the prosocial benefits once they had performed the behaviour (when explaining how they felt post behaviour). Despite not seeming to be participant specific, acknowledging the prosocial benefits did, in some cases, appear to be item specific. Those items that participants had more of an emotional connection to, they then acknowledged the prosocial benefits prior to performing the behaviour. Whereas items that participants had less of an emotional connection to, if they were to acknowledge the prosocial benefits it was once they had performed the behaviour. In addition, participants did not seem to attribute these prosocial elements as part of the broader understanding of sustainability. However, prosocial benefits of their behaviour were acknowledged and present for the majority of participants.

Retained utility

Retained utility is also part of the theme of empathic sharing. Retained utility refers to the value the item has or develops throughout the buying and selling cycle. The item, although worn or not brand new, still has value, “it was worth something” (Female, 22 years old, C21). The quality of the item influences the value or the retained utility that item has, “well they’re still good quality most of the time for one and I – I don’t know. I would only throw it away if it was broken” (Female, 20 years old, C24). For some participants this could be fabric quality or how worn an item is. For others, the retained utility is strongly impacted by the brand. The brand influences the retained utility due to the perceived value of the brand, and this brand value of the item is retained throughout the buying and selling cycle, “because it is designer, so it is worth something” (Female, 23 years old, C26). The designer items and the value of the brand is rarely diminished throughout the cycle and this links back to the second-order theme of redefining new and brand importance. The value of the brand helps the garment to retain its utility and momentum throughout the second-hand fashion cycle. The retained utility of a designer item influences buyers to seek it out or resell these items as both buyers and sellers are aware of the retained utility of designer items throughout the item’s lifetime.

“Well I've always bought things that I can wear a lot I mean and maybe more expensive. I've never really been into throwaway fashion, 'cause it kind of gets a second life, especially being like designer, high end,

highly sought after as well. It kind of gets yeah, like a second life”
(Female, 30 years old, C8)

Consumers’ awareness of this sense of utility also impacted their buying behaviour when shopping for new designer items. Retained utility, although somewhat more rational when compared to other first-order concepts of empathic sharing, contributes to the broader theme of empathic sharing as the retained utility for the most part is subjective— the consumers’ perspective of value influences their view of an item’s retained utility.

4.5 Sustainable attitude

Sustainable attitude is the second main theme that emerged as participants displayed a sustainable behaviour driven from a sustainable attitude. The second-order theme that emerged from sustainable attitude was environmental consciousness. In sustainable consumption, a decision to consume sustainably often includes responsible consumption, anti-consumption, and mindful consumption (Lim, 2017). Participants who buy and sell second-hand designer clothing driven by a sustainable attitude articulated similar expressions to these consumption decisions (Lim, 2017). Participants’ sustainable attitude was made up of their environmental consciousness. Environmental consciousness emerged via three first-order concepts in the data structure, each echoing Lim’s (2017) sustainable consumption decisions elements: (1) waste reduction, which focuses on consumers’ intention to recycle, reduce their waste and embrace responsible consumption practices (responsible consumption); (2) unsustainable behaviour avoidance, where participants behaved sustainably in order to avoid fast fashion which they understood to be an unsustainable behaviour (anti-consumption); and (3) holistic sustainability in which participants had a sustainability ethos and broader awareness of sustainability issues that wasn’t specific to an item or behaviour (mindful consumption). In this first-order concept, participants appeared mindful of their consumption behaviours in many aspects of their life, beyond just fashion consumption.

Table 9 provides a summary and description of the first-order concepts that emerged from the sustainable attitude main theme and the second-order theme of environmental consciousness.

Table 9. Summary and description of first-order concepts and second-order theme relating to sustainable attitude

Second-order themes	First-order concept	Description	Exemplar quotes
Environmental consciousness	Waste reduction	They focus on reducing waste. They view it as recycling. They want to stay within the second-hand fashion cycle and keep the cycle going.	"... I like the idea of like recycling. I don't like the idea of putting it into like landfill ..." (Female, 23 years old, C3) "...keeping the cycle going." (Male, 22 years old, C23) "I don't like the wastefulness I guess..." (Female, 24 years old, C1)
	Unsustainable behaviour avoidance	They want to avoid other unsustainable fashion choices (e.g., fast fashion).	"And there's that satisfaction of like not buying something new and contributing to all of our like issues with like fast fashion ..." (Female, 21 years old, C2) "Yes, so I, I buy all my clothes second-hand, or I obviously sell them second-hand. I don't - well I try very hard not to buy new anymore ..." (Female, 22 years old, C18)"
	Holistic sustainability	They think of themselves as sustainable so behave sustainably. Combination of waste reduction, recycling, and avoidance.	"I'm kind of like all about sort of sustainable sort of fashion" (Female, 19 years old, C5) "Consumerism is humanity's greatest crime." (Female, 23 years old, C3)

4.5.1 Environmental consciousness

The fifth second-order theme of environmental consciousness falls under the determinant of sustainable attitude and is the only theme that shows participants' environmentally sustainable attitude matching their behaviour. Participants in this theme did not display the behaviour-attitude gap, and instead were aware of and in part motivated by the sustainable attitudes they held toward their second-hand fashion behaviours. Emerging from this second-order theme is the first-order concepts of waste reduction, unsustainable behaviour avoidance and holistic sustainability.

Waste reduction

When consumers spoke about their sustainable attitudes, it was in a very tangible and practical manner. For example, participants explained their attitudes toward second-hand resale when viewing how a physical item that is still useful would otherwise go to waste.

“I don't like the wastefulness I guess, like if there's already something out there that's perfectly good and you know, it would suit me, it looks good, you know, it's wearable, it just doesn't have holes all through it, then why not just get that rather than it just sitting there” (Female, 24 years old, C1)

Waste reduction was also linked to participants' positive sustainable attitude toward recycling. The idea that they are recycling, and the potentially positive effects this has on the environment encouraged their sustainable attitude and impacted their subsequent sustainable behaviour, such as “... I like the idea of like recycling. I don't like the idea of putting it into like landfill or just kind of not making use of it... Consumerism is humanity's greatest crime.” (Female, 23 years old, C3).

Waste reduction for this participant (C3) shows not only that their sustainable consciousness is fuelled by their desire to reduce waste but also their passion and awareness of the broader issues facing sustainability, of consumerism.

Unsustainable behaviour avoidance

Some participants' sustainable attitude and behaviour was fuelled through the avoidance of an unsustainable behaviour. In this case they avoided fast fashion, with the alternative being second-hand fashion.

“I buy all my clothes second-hand, or I obviously sell them second-hand. I don't - well I try very hard not to buy new anymore, unless it's like an essential piece of clothing or maybe shoes... And there's that satisfaction of like not buying something new and contributing to all of our like issues with like fast fashion and everything like that” (Female, 22 years old, C18)

Participants reveal in these statements that they are aware of the negative impacts that fast fashion has on the environment and they want to avoid contributing to that. As a result, they make more sustainable fashion choices by buying second-hand. Avoidance of the negative environmental impacts is the driver for their sustainable

attitude toward second-hand fashion, rather than the positive environmental impacts that their second-hand fashion behaviour has.

Holistic sustainability

Holistic sustainability relates to participants' broader environmental consciousness. For some this was evident in how they labelled their own behaviour as sustainable and therefore followed through with performing the behaviour, for example, making sure their items for resale got resold.

“And I'm kind of like all about sort of sustainable sort of fashion and you know, it - they're there to be worn so I mean I'm going to put them in a place that I know that does that” (Female, 19 years old, C5)

Finally, there are also those whose holistic sustainability was a combination of waste reduction, recycling, and avoidance of fast fashion but also includes elements of social and peer influence, as mentioned in earlier themes.

“I think something that's so important in this sort of day and age that, that you, you've kind of got to do in a way. It - there's just so, so many clothes I think just sort of being dumped and who knows where the hell they end up. But it's just again, it's just another waste thing and it's, it's just kind of contributing to like fast fashion and all of that sort of thing. And I think like what these shops are trying to achieve, like there's quite a few of them around now which is really cool, is something that should be encouraged and like I, like I always tell my friends like please, like come on, go to Tatty's or go to like Encore...” (Female, 19 years old, C5)

The above quote (C5) shows the participant's environmentally sustainable attitude but also that they encourage their friends to be more sustainable in their behaviours as well. The language used, such as “cool,” indicates the social pressure to conform and behave sustainably and that this behaviour has positive connotations. This links back to earlier themes of connected and conforming. This is also interesting as other sustainable behaviours in other contexts have often been viewed with a negative lens. However, for these consumers, in this segment (18-35 years old) this sustainable behaviour is encouraged as the ‘cool’ thing to do.

4.6 Personal determinants

Personal determinants is the final main theme that emerged from the interviews that contributed to a participant's sustainable behaviour. In social cognitive theory (SCT) personal determinants include a person's knowledge, expectations, attitudes, and self-efficacy (Bandura, 1986). Based on what emerged from the interviews, personal determinants here specifically self-efficacy and sustainability knowledge.

Self-efficacy is central to SCT and is defined by one's belief that they can perform the behaviour and that individual's actions will result in the intended outcomes (Bandura, 1986). The elements of self-efficacy that emerged from the interviews included: (1) positive or strong self-efficacy, where the participants are confident that their behaviour has the intended sustainable outcomes; (2) weak self-efficacy, where participants doubt if their sustainable behaviours contribute positively; and (3) the self-efficacy that they expressed when focussing on the prosocial benefits of their behaviour.

Sustainability knowledge is a second key element that contributes to the personal determinant of SCT (Bandura, 1986). It is also an important aspect of sustainable consumption behaviour as it can influence both attitude and behaviour (Ok Park & Sohn, 2018; Shaw & Clarke, 1999; Schultz, 2002). Sustainability knowledge includes three first-order concepts: (1) proficiency, where participants are aware of the sustainable impacts and broader sustainability issues; (2) ignorance, where participants were unaware and, in some cases, seemed to have a surface-level identification of sustainable behaviours in order to simply follow a trend; and (3) diverse acquisition, which captures the varied ways in which participants access sustainability knowledge and what they respond to and engage with.

Table 10 provides a summary of the second-order themes and the first-order concepts that emerged relating to the main theme of personal determinants.

Table 10. Summary and description of first-order concepts and second-order themes relating to personal determinants

Second-order themes	First-order concepts	Description	Exemplar quotes
Self-efficacy	Confidently sustainable	Believes their behaviour will have a positive sustainable impact. Believes that every little bit counts, and they are contributing to something bigger.	"...the more people that are doing that little bit, you know, on a scale that's a big change" (Female, 24 years old, C1) "all the little things that we do now are so important for the future" (Female, 25 years old, C17) "every little bit counts" (Female, 23 years old, C26)
	Self-doubt	Do not believe their actions are helping. Do not believe that only one person could make a positive impact as the problem is too big for their behaviour to make a difference.	"I don't see what difference it's making to the, to the situation..." (Male, 26 years old, C25) "well what's one bottle in the recycling going to do for the planet? It's not..." (Female, 23 years old, C30) "I feel like it's really hard to see if you're making a difference" (Female, 22 years old, C6) "I don't think it makes that much of a difference in the scheme of things" (Female, 24 years old, C12)
	Assured prosocial contribution	They believe that their behaviour benefits others. They know that others within society will benefit from their behaviour.	"I know other people will probably get some use out of it" (Female, 24 years old, C19) "I like the concept of like being able to sell it on and someone else might like the product" (Male, 26 years old, C25)
Sustainability knowledge	Proficiency	They are knowledgeable about sustainability issues. Aware of the sustainability benefits of their behaviour. Knows about sustainability within the fashion industry and supply chain.	"I will look at news articles or do my own research or watch a documentary or something" (Female, 25 years old, C14)

		“going into the store I do have the thought process behind my mind, thinking...where is it from, where does it come from, where is it going to go, what, what's going to happen with the things that don't sell? Or like what chemicals were used to make these products” (Female, 26 years old, C16)
Ignorance	<p>Unaware of sustainable benefits of their behaviour.</p> <p>Performing the behaviour because it is trendy.</p> <p>Do not want to acknowledge sustainability.</p>	<p>“.... It's not an ethical or like really a sustainable thing” (Female, 24 years old, C22)</p> <p>“I'm just doing what everyone else is doing” (Female, 24 years old, C12)</p>
Diverse acquisition	<p>Seeking out knowledge.</p> <p>Learning from businesses.</p> <p>Peers encourage them to seek out sustainability knowledge or pass on sustainability knowledge.</p> <p>They want to know ways which they can be more sustainable.</p>	<p>“I do a bit of research ...” (Female, 25 years old, C20).</p> <p>“...see that shops and stuff are, are coming out with like initiatives that are more sustainable...” (Female, 24 years old, C12)</p> <p>“I like seeing the images just so that I know what's happening, but then I, I want to know ways that I can like do those baby steps to help reduce the plastic use and stuff like that” (Male, 22 years old, C23)</p>

4.6.1 Self-efficacy

The sixth second-order theme, self-efficacy, refers to participants' belief that their behaviour is achieving the intended outcomes and that they can influence outcomes through their behaviour (Hanss et al., 2016). Self-efficacy emerged as an important factor contributing to participants' sustainable behaviours. There are three first-order concepts contributing to the second-order theme of self-efficacy, they are, confidently sustainable, self-doubt and assured prosocial contribution.

Confidently sustainable

Confidently sustainable participants tend to be those who have a sustainable attitude and strong self-efficacy, which influenced the performance of their sustainable behaviours. "I think like it is worth doing it anyway because it will help on - like even if it is the tiniest bit" (Female, 27 years old, C13).

Self-efficacy also positively influenced participants' attitudes toward sustainability. Participant C10 reported pride in how well they and their flatmates manage their waste stream: "...[I]n the flat [we] have like shit all rubbish. We barely put anything out which is, which is cool and I'm proud of that" (Female, 23 years old, C10). Participants believed their actions were making a difference, which seemed to strengthen their sustainable attitudes. This also happened in reverse, where participant's behaviour influenced their self-efficacy. "[J]ust change the little things that you can that are easy, and then that's like a first step and then once you do that like look to the next thing you could change, like Tupperware as opposed to plastic containers all the time and things that you dispose, like single-use things" (Female, 22 years old, C18). The more sustainable behaviours they performed and the more frequently they performed these sustainable behaviours, the stronger their self-efficacy was.

Self-doubt

However, there were participants who articulated self-doubt in the fact that their behaviours could or would have a positive sustainable effect, such as "...I feel like it's really hard to see if you're making a difference..." (Female, 22 years old, C6). This doubtfulness demonstrates a low self-efficacy that these participants have in relation to their sustainable behaviour, as in: "I don't think it makes that much of a difference in the scheme of things" (Female, 24 years old, C12) The self-doubt these participants

experience negatively impacts their sustainable attitude. This lack of sustainable attitude coupled with their sustainable behaviour empirically demonstrates again the behaviour-attitude gap.

Assured prosocial contribution

Though some participants' self-efficacy regarding environmental sustainability is weak, there are those who experience an assured prosocial contribution (self-efficacy) in relation to the prosocial benefits of their behaviour. C23 illustrated this: "just 'cause I know other people will probably get some use out of it" (Male, 22 years old, C23). Participants believed that their behaviour of selling their clothes would benefit others in the community. Participants' self-efficacy toward prosocial benefits of their behaviour was frequently expressed, especially in relation to their second-hand designer fashion behaviour. The self-efficacy they expressed through their prosocial behaviour was more frequent and stronger than their self-efficacy toward environmentally sustainable behaviour. A possible explanation for this is that environmental sustainability is more intangible than prosocial. When talking about the environmental impact of their behaviours, one participant said, "personally I don't see what difference it's making" (Male, 26 years old, C25). This was a common remark amongst participants. And it contrasts sharply to the prosocial self-efficacy that participants experienced: "...someone else gets to wear that and kind of get more use out of it" (Female, 23 years old, C3) and "I know other people will probably get some use out of it" (Female, 24 years old, C19). Throughout this theme, self-efficacy for helping others was more freely expressed. This reinforced that prosocial self-efficacy was more accessible and apparent for participants, as opposed to environmental self-efficacy.

4.6.2 Sustainability knowledge

The final second-order theme of sustainability knowledge refers to the participants' understanding of the sustainability benefits of their behaviours, wider sustainability issues, and how they learn about sustainability. Some participants demonstrated proficiency in their sustainability knowledge and others were ignorant to it. From participants speaking about their sustainability, it was clear to see the diverse acquisition of sustainability knowledge, from social and peer influence, as well as the role that businesses and social media played in educating participants.

Proficiency

Participants with proficient sustainability knowledge were those aware of sustainability issues and who sought out sustainability information. “I do a bit of research where I try to find kind of like three articles agreeing, rather than just going off one” (Female, 25 years old, C20). Participants with high sustainability knowledge specifically relating to the clothing industry were aware of the manufacturing and supply chain sustainability issues of the fashion industry, such as C21:

“Well I guess just because you know that it takes a lot of resources and like if you think about like where these resources are coming from and like, you know, like what kind of fuels and like chemicals and agents are being used to like make the things look like presentable” (Female, 22 years old, C21).

Those with high sustainability knowledge often also had a strong emotive response and understanding. This impacted the importance they placed on sustainability and their sustainable attitude.

“I think it's - yeah, it's really, really, really important, more so than people realise. You know, people are all about know about plastic and everything like that, but everyone wears clothes, like it affects everyone every day and it's not just like the environment. Like it - yes, it's the environment, but it's also the people that are making the clothes and like struggling and like the people that live near the factories that are like releasing all these like chemicals and dyes into their water streams that they have to like live from, like I can't, I can't really ignore that. Once I know that I can't ignore that, so yeah, I think it's important.” (Female, 24 years old, C1)

Proficient sustainability knowledge clearly has an influence on participant's sustainable behaviours. For example, “with like fashion, like fashion and clothes; the more I learn about that the more like I want to kind of transition into like either buying second-hand or selling second-hand and like choosing companies that have the same sort of like ethical values and like natural fibres and stuff like that” (Female, 23 years old, C3).

Participants who demonstrated proficiency not only talk about their sustainability knowledge, but they also acknowledge the direct and positive impact that their sustainability knowledge has on their behaviour. Their sustainability knowledge also provides these participants with a tangible concept or measures of sustainability in, for

example, the packaging the items come in, or noticing how quickly fashion items are turned over:

“I kind of try to stay away from fast fashion places like the H&M and stuff and Glassons. I know we're just like rotating their stock real quickly and then if - I do kind of look at packaging and if it comes like wrapped up in plastic and stuff I do kind of - it does make me think differently and not really want to shop there anymore. So it is kind of influencing how I buy stuff” (Female, 25 years old, C20).

Ignorance

On the other hand, participants also showed both a low sustainability knowledge, and showed they were unaware of the sustainable benefits of their behaviour. Their behaviour in participating in second-hand fashion were then driven by other factors, contributing to a behaviour-attitude gap. In some cases, sustainability knowledge is secondary and does not impact their behaviour, as described by C22: “...that's [money] my basis for selling. It's not an ethical or like really a sustainable thing” (Female, 24 years old, C22). Here the participant is aware of the sustainable benefits of their behaviour and therefore has some sustainability knowledge, but this has little impact on their behaviour. A few possible explanations for what motivates participants to behave sustainably when they are unaware of the sustainable benefits of their behaviour stem from the themes of redefining new, connected and conforming, rational choice and empathic sharing, explained earlier.

In addition, some participants spoke about sustainability and behaved sustainably, however, they remained ignorant to the sustainable issues or the benefits of their behaviour because they were performing the behaviour due the trend of sustainability, “it's become a bit more of like a trendy thing to do at the moment” (Female, 22 years old, C6). Other participants also spoke about this trend, from what they had witnessed, “sustainability is kind of like a trend at the moment... they're doing what the trend is, but they're not actually thinking about” (Female, 24 years old, C12). These participants motivated by the trendiness of sustainability, although they may appear sustainably aware, are ignorant to the sustainability issues or the benefits of their behaviour.

For some consumers there could be an element of wilful ignorance (Ehrich & Irwin, 2005) when talking about the sustainable benefits of their behaviour. Ethical consumers can show wilful ignorance when they chose not to access or learn about

ethical features of products, when doing so might add to decision difficulty or deter a wanted choice (Ehrich & Irwin, 2005). By recognising the sustainable benefits of their behaviour, participants would either need to confront their own sustainability perspective, which would in turn recall their other sustainable and unsustainable behaviours and be forced to either cope with the imbalance of this or make changes to their behaviours. For some participants it may be easier to be wilfully ignorant, avoiding the need to confront their sustainability perspective and the ethical questions this raises for them.

Diverse acquisition

When examining other factors that influence sustainability knowledge and how participants came to acquire their sustainability knowledge, there were a few clear areas or sources for this information, social and peer influences, and businesses. Social and peer influence in some cases encouraged participants to extend their sustainability knowledge and at the very least grew other participants' awareness of sustainability issues and sustainable behaviour.

"Yeah, it's kind of seeing it in passing, yeah. Sometimes I kind of look at things, like my friend at work who sits next to me is always kind of buying sustainable things, like for example like the shampoo bars and, and deodorants that are you know" (Female, 24 years old, C12)

When participants showed that they had a sustainable attitude in general or toward an aspect of sustainability, e.g., fashion sustainability, this encouraged them to seek out sustainability knowledge:

"... well I guess being conscious of like you know, doing - thinking about you know, what you're recycling and when I'm buying I, I look at all the options a lot more and do a lot more research into you know, ethical brands, sustainable brands that exist that I don't know about. So that's quite a - I guess that's a sustainable activity that I do quite a lot is, is research and try to find and support local and sustainable brands" (Female, 24 years old, C1)

In addition, social pressure and peer influence also impacts and contributes to sustainability awareness. Participants learn what sustainable behaviour is and is not based on what behaviour is socially accepted.

"I think social media and a lot of people, like if someone posts a photo now and like someone's got a plastic water bottle, people will like call them out for it now. So I think social media's - people are a lot more careful now 'cause that know that everyone's kind of more aware of it and so like you're going to do - like you will get called out if you have like straws or like plastic bottles in your photos." (Female, 25 years old, C20)

Businesses are also a frequently used source of sustainability knowledge. A business' influence is twofold, they can (1) educate and share information about sustainability and they can also (2) influence others to be more sustainable, especially when the businesses (or the brand) is valued by the participant. In this way a business can exert a similar effect as a peer or social influence.

"[Y]ou just see that shops and stuff are, are coming out with like initiatives that are more sustainable, like for example was it - is it RUBY that's just made their packages biodegradable or something like that? Yeah, just things like that that you see and kind of - it kind of like - each time you see it's kind of like oh yeah, like everyone's trying to be more sustainable these days, I should probably do that too" (Female, 24 years old, C12)

Finally, social media plays an important role as a main source for sustainability knowledge. Social media is a channel that is a big part of this consumer segment's daily lives, which results in this channel having a significant impact on these participants. When examining social media and sustainability knowledge it was clear that this is how many participants learn about sustainability and how they grew their sustainability awareness. When participants spoke about how they learn about sustainability through social media, they explained what they engaged with and what they did not engage with. When referring to the negative messages they see on social media, depicting how bad everything is or how bad it might become, most participants mentioned that although they acknowledge the need to see this, this does not impact their behaviour:

"instead of just like posts like this is what the world's going to look like in 50 years if you don't change something, you know, like that real negative like, like push on it. And I get that because we do need to know, but it's - I think it's not as beneficial when you actually want someone to change their behaviour" (Female, 21 years old, C2)

Showing participants the negative impacts of unsustainable behaviour is important to get attention, as “I think seeing that sort of makes you realise that's actually an issue” (Male, 26 years old, C25). However, this often left participants experiencing or reporting low self-efficacy and didn’t provide them with the tools or the sustainability knowledge about what behaviours they can do or change in their everyday life that would be beneficial: “I definitely pay more attention when people put like a solution or what I can do and like, yeah...what steps. If I had a little bit of help to actually make any more difference I would” (Male, 24 years old, C29); and, “...[S]eeing the images just so that I know what's happening, but then I, I want to know ways that I can like do those baby steps to help reduce the plastic use and stuff like that.” (Female, 20 years old, C24).

If participants are presented with both the sustainability issues society is currently facing, and the negative impacts coupled with small everyday changes and behaviours they can make they are more likely to engage with these messages, greater engagement will then encourage participation in sustainable behaviours.

4.7 The development of the social determinants of sustainable consumption preliminary model

When participants spoke of their common sustainable behaviours, it was clear that participants progressed through a cycle when participating in second-hand designer clothing exchange – a type of cyclical sustainable behaviour process. The diagram in Figure 11 depicts this cycle and proposes a preliminary model, the social determinants of sustainable consumption model. Grounded in study 1 findings, this model shows how sustainable behaviours can flourish with or without congruent sustainable attitudes (Figure 11). The model is preliminary as the business owner interviews of study 1 have not yet been incorporated into this model. This model draws on elements from SCT (personal determinants) and depicts a cycle that the 31 participants in some way progressed through. This cycle had four key aspects— sustainable behaviour, sustainable attitude, personal determinants in the form of sustainability knowledge and self-efficacy, and social context (Figure 11). Of importance is sustainable behaviour and attitude as these indicate whether there is congruence between a person’s behaviour and attitude or if they are displaying the behaviour-attitude gap. Secondly, the personal determinants, occurring in different stages of the cycle, are self-efficacy

and sustainability knowledge. The final element is social context. This is shown in Figure 11 as the central node impacting all elements of the model. The other determinants within the social determinants of sustainable consumption preliminary model are not only impacted by social context but also occur within and impact the social context. Social context is therefore both proximal and distal as it encompasses a range of elements, such as, redefining new, connected, and conforming, rational choice and empathic sharing (first-order concepts of social context as shown in Table 8).

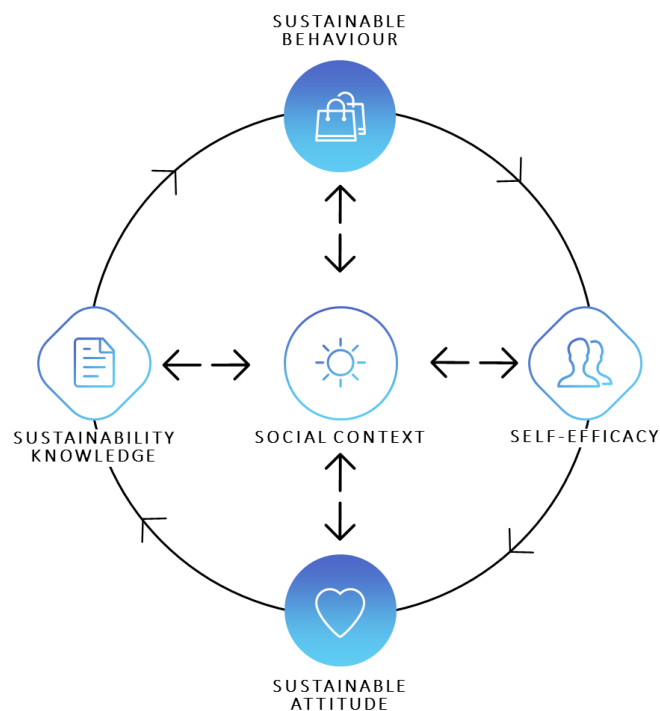


Figure 11. Social determinants of sustainable consumption preliminary model

Each phase of the model is informed through the interview findings when participants spoke about their attitudes and their behaviours of buying and selling second-hand designer fashion, as well as when they spoke about their other common sustainable behaviours. To illustrate this further, Table 11 shows each phase of the cycle with exemplar quotes explaining what each phase was like for participants.

Table 11. Phases of the social determinants of sustainable consumption preliminary model with exemplar quotes from interviews

Phase	Exemplar quote
Sustainable behaviour to self-efficacy	"just change the little things that you can that are easy, and then that's like a first step and then once you do that like look to the next thing you could change, like Tupperware as opposed to plastic containers all the time and things that you dispose, like single use things." (Female, 22 years old, C18)
Self-efficacy to sustainable attitude	"...in the flat have like shit all rubbish. We barely put anything out which is, which is cool and I'm proud of that" (Female, 23 years old, C10)
Sustainable attitude to sustainability knowledge	"Yeah, well I guess being conscious of like you know, doing - thinking about you know, what you're recycling and when I'm buying I, I look at all the options a lot more and do a lot more research into you know, ethical brands, sustainable brands that exist that I don't know about. So that's quite a - I guess that's a sustainable activity that I do quite a lot is, is research and try to find and support local and sustainable brands" (Female, 24 years old, C1)
Sustainability knowledge to sustainable behaviour	"with like fashion, like fashion and clothes; the more I learn about that the more like I want to kind of transition into like either buying second-hand or selling second-hand and like choosing companies that have the same sort of like ethical values and like natural fibres and stuff like that" (Female, 23 years old, C3)
Social context	<p>"...I mean the more ideas that people provide, like social media and that sort of stuff, you know, it just like kind of ingrains the idea and you keep thinking about it" (Female, 24 years old, C22)</p> <p>"It's also a like bit of a - what's the word? Oh like a stigma as well, like if you don't have a KeepCup" (Female, 21 years old, C28)</p> <p>"sustainability is kind of like a trend at the moment" (Female, 24 years old, C12)</p>

4.7.1 Social determinants of sustainable consumption preliminary model

Examining the elements of the social determinants of sustainable consumption preliminary model (Figure 11) reveals typical relationships that explain the attitude-behaviour relationship, for example, attitude influencing behaviour, and cognition influencing behaviour.

What is new about this model is the personal determinants of SCT (self-efficacy and knowledge) have been separated out and given more importance as individual constructs that in their own way influence attitude and behaviour. Separating these concepts allows deeper understanding of how each of these constructs impacts the

attitude-behaviour gap that plagues sustainable consumption (Carrington et al., 2010; Szmigin et al., 2009).

All participants displayed parts of this cycle and the strengths of each determinant varied as well as the impact each determinant had on the individual. For example, those with higher self-efficacy toward their sustainable behaviour, had a stronger sustainable attitude which then impacted their sustainability knowledge as they sought out or reported greater engagement toward sustainable information, which then encouraged further sustainable behaviours.

This continuous cycle occurs within and is impacted by the social context in which the behaviour occurs. This explains the behaviour-attitude gap as a consumer may be performing a sustainable behaviour due to influence from their social context (environment). Social context can influence any of the four determinants and includes but is not limited to social media, peer influence, and sustainability trendiness. The strength of each determinant and the relative level of congruence between attitude and behaviour may vary and are not always of equal strength. Any break in the cycle or absence of a determinant can result in incongruence between sustainable attitudes and sustainable behaviours. However, a break in the cycle can be compensated by the social context, and therefore a sustainable behaviour can occur without a congruent attitude. For example, lack of sustainability knowledge may still result in a sustainable behaviour due to peer influence or sustainability trendiness, such as when participants with little knowledge about sustainable fashion rely on peer influence to inform their purchase of branded second-hand designer fashion.

Second-hand fashion, package-free shampoo bars, reusable coffee mugs, and reusable shopping bags are all sustainable choices that are fast becoming commonplace (Lewis & Chen, 2016; Thomas & Sharp, 2013). The social determinants of sustainable consumption preliminary model is applicable to these common sustainable behaviours. For participants, shopping for clothes (both designer and non-designer clothing), is a common and regular behaviour likened to recycling and reusable coffee cups. This cycle (Figure 11 above) works particularly well for common sustainable behaviours or those behaviours that are regular and habitual, such as those presented in Table 2. These behaviours are of interest to understand, as the more of these

smaller, low-involvement habitual sustainable behaviours consumers participate in, the greater the impact.

4.8 Chapter summary

In summary, the consumer interviews showed three main themes and seven second-order themes that impacted study 1 participants' performance of a sustainable behaviour of buying or selling second-hand designer clothing. The second-order themes were redefining new, connected, and conforming, rational choice, emphatic sharing, environmental consciousness, self-efficacy, and sustainability knowledge. Of note, only one of these second-order themes, environmental consciousness, showed congruence between sustainable behaviours and sustainable attitude. Interestingly, participants are highly aware of the prosocial benefits of their behaviour. The second-order themes of self-efficacy and sustainability knowledge both play crucial roles in participants behaving sustainably and how their attitude and behaviour impact each other. These two elements are the personal determinants within the preliminary model of social determinants. The social context was where the behaviour occurs and impacts their attitudes and behaviour. This resulted in the social determinants of sustainable consumption preliminary model. Social context is at the centre and explains the behaviour-attitude gap (compensating for any breaks in cycle) and social context frames the model as it is within the social context that everything occurs within.

In addition, with further research the social determinants of sustainable consumption preliminary model could be used to help explain sustainable behaviours that are of higher involvement or less habitual and less frequent (see Table 2). For the model to be applied to these behaviours, further research is needed.

Finally, the social determinants of sustainable consumption preliminary model could also explain the attitude-behaviour gap, as breaks in the cycle can occur from a lack of sustainable attitude or behaviour (or any of the other two determinants). Due to this, this model could help explain both the behaviour-attitude gap (which is the focus of this thesis) and the attitude-behaviour gap that is present throughout sustainable consumer behaviour research (Carrington et al., 2010; Szmigin et al., 2009).

A possible challenge is to educate consumers that their prosocial behaviour is in fact sustainable and has sustainable benefits. Although their self-efficacy with regard to environmental sustainability is weak, consumers do experience self-efficacy in relation to the prosocial benefits of their behaviour. If consumers can view their behaviour as sustainable whilst still experiencing the same self-efficacy this might encourage a stronger positive attitude toward sustainable behaviours. A stronger positive attitude toward sustainable behaviours can encourage more sustainable behaviours in other areas of their life (Andreasen, 2003).

Chapter 5 Determinants of sustainable fashion consumption a business owner perspective

5.1 Introduction to study 1 – a business owner perspective

Resale shopping, despite being a long-established activity, has rapidly grown over the last decade. Globally, the resale market grew 21 times faster than the retail fashion market over three years (Thred Up, 2019). Furthermore, New Zealand is where consumers report the most resale behaviour, followed by Sweden and Canada (Euromonitor International, 2020). Buying and selling second-hand designer clothing is a sustainable behaviour that delays the arrival of still useful goods to ultimate disposal locations. However, as shown in the previous chapter, not all consumers participate in this resale market for sustainable reasons. To understand this behaviour-attitude gap, New Zealand business owners operating in this industry were interviewed to understand more about these consumers.

The purpose of study 1 is to understand what influences consumers decision making to buy and sell second-hand designer clothing. Buyers and sellers of second-hand designer clothing in New Zealand were interviewed, and their responses analysed in Chapter 4 . In addition to interviewing consumers, business owners were also interviewed. Three business owners were interviewed, throughout New Zealand, each varied in the number of stores they operated and number of years managing and owning their businesses. The length of time business owners had owned or managed their businesses ranged from 5-17 years (see Table 7). Business owners provide the platform through which consumers buy and sell second-hand designer clothing. Their broader perspective allows them to provide unique insights into consumers' attitudes and behaviours in relation to second-hand designer fashion. Of most interest to the research questions presented in this thesis was business owners' observations and interpretations of consumer behaviour, attitudes, and their experience in the value co-creation (Bettencourt et al., 2014; James et al., 2019) exchange that occurs.

5.1.1 Business and consumer description

Business owners took time at the beginning of their interviews to describe their business offering and describe their consumers. All business owners described their business as a service which allows consumers to sell on consignment their designer

fashion and allows other consumers to buy second-hand designer fashion. “[T]here's two strands of customer services. One is to the consigners who bring their things in for us to sell for them, and then obviously there's the customer who is purchasing” (17 years business owner, 2 stores, B1). The ages of their consumers were broad, “ranging from say 20 at the lowest end through 'til 65, 70, that age so it's quite a big demographic” (17 years business owner, 2 stores, B1). Business owners also identified that consumers often were both buyers and sellers: “most people who consign with us also shop with us” (17 years business owner, 2 stores, B1) and “there's a lot of crossover of those customers... if you sell you're - you know you're more likely a person that is buying recycled clothing as well” (6 years business owner, 10 stores, B2). However, they did have some consumers that only sold or only purchased; “some people are buyers that don't actually sell with us” (6 years business owner, 10 stores, B2).

The business owners represented businesses throughout New Zealand, and the number of stores and consumers they served varied between participants; “we're getting close to 9,000 on our database at the moment” (17 years business owner, 2 stores, B1) and “we've got a database of close to 90,000 people across New Zealand” (6 years business owner, 10 stores, B2).

5.2 Business influence and perspective on consumer sustainable behaviours

Business owners have a unique perspective on the behaviour-attitude gap that exists within this industry. Their observation and interpretation of consumer attitudes and behaviours and the wider industry provides greater understanding into the behaviour-attitude gap phenomenon. Business owners have both an instrumental role (through business processes and interactions with consumers) and a normative role (by encouraging an ideal or preferred behaviour or attitude among consumers). The business owner and consumer relationship is not a linear one. The experience is co-created through the exchange of resources, forming the service relationship (Vargo & Lusch, 2004). Business owners respond to consumer change and are influenced by consumer demand; therefore, the business owner and consumer relationship is circular in nature. In this way, throughout the business owner interviews it is clear to see business owners as responding to and encouraging consumer behaviour, as a

result of value co-creation, emerging as the two main themes of business ethos and responding to consumer voice.

Five second-order themes emerged in these interviews. The first three relate to the main theme of business ethos; (1) facilitating sustainable consumption, (2) sustainability morality and (3) sustainability knowledge. The main theme of consumer voice is informed by two second-order themes via (4) consumer pressure, and (5) consumer aspiration.

5.3 Data structure

The below data structure, following Gioia et al.'s (2013) method of analysis, shows the data findings as first-order concepts, second-order themes and main themes. This visual representation shows the development of the first-order concepts into second-order themes and then into main themes. This data structure (Figure 12) allows for themes to be conceptualized in a way that captures the relationship between themes and shows the elements that are business driven (business ethos) and those which are consumer driven (consumer voice).

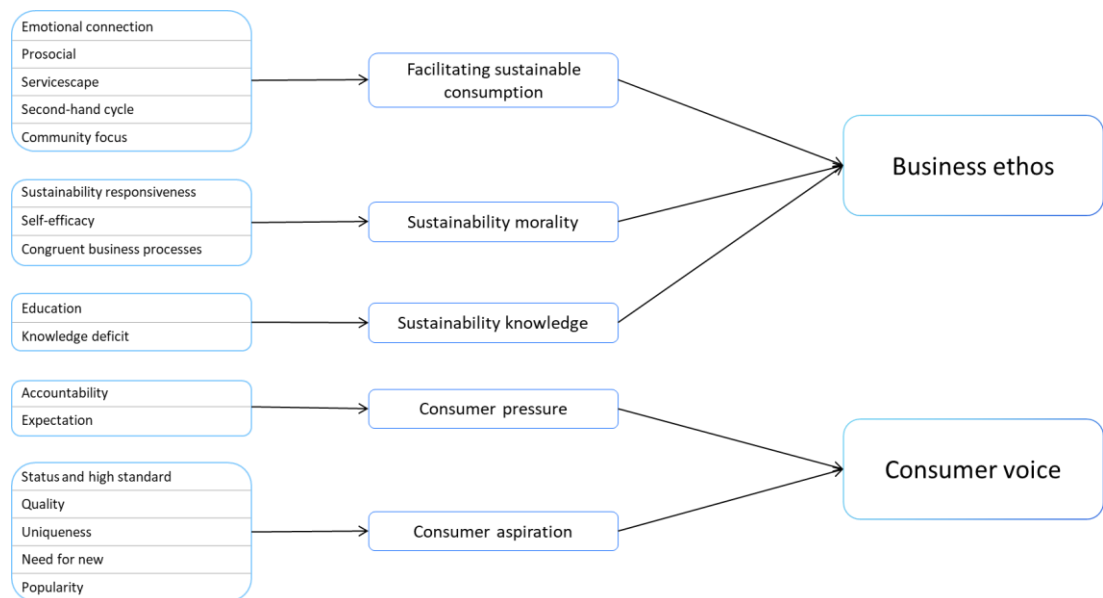


Figure 12. Data structure and main themes from thematic analysis of business owners

5.4 Business ethos

Business ethos captures the core beliefs, values and purpose that emerged from business owners. The business ethos is the guiding force behind what these business

owners do and are evident across all elements of their business. There are three core elements forming their business ethos; (1) they provide a service that facilitates sustainable consumption within the fashion industry for consumers to utilize, (2) they are guided by a sustainable moral imperative, and it is this sustainability morality that directs their responsiveness to sustainability issues and congruent sustainable business processes, and (3) they are aware of their important role of informing consumers about sustainability, heightened by their observation of a consumer knowledge deficit in this area. Business ethos from second-hand designer fashion shops is therefore comprised of three second-order themes, facilitating sustainable consumption, sustainability morality and sustainability knowledge.

Furthermore, designer fashion is typically considered to be based on meeting consumers' hedonic and value expressive needs (Martín-Consuegra, Díaz, Gómez, & Molina, 2019). It is not typically thought of as meeting societal and sustainable needs, but what these business owners express through their business ethos is that their businesses are fulfilling social and sustainable needs, as a result redefining luxury designer fashion.

Table 12 provides a summary of the first-order concepts, second-order themes and exemplar quotes of the main theme business ethos.

Table 12. Summary and description of first-order concepts and second-order themes relating to business ethos

Second-order themes	First-order concepts	Description	Exemplar quote
Facilitating sustainable consumption	Emotional connection	Business owners are part of and stimulate the emotional connection to the item and process.	<p>“...-we look after your garments and treasure, treasure them like they're our own” (5 years business owner, 1 store, B3)</p> <p>“So I guess it's putting the love back into you know, old-, older, older designer pieces ...” (5 years business owner, 1 store, B3)</p>
	Prosocial	Helping others in the community. Making fashion and quality items available to more people who wouldn't otherwise be able to have them.	<p>“it's more about fashion being available - good fashion available to people and, and you know, people getting a bit of luxury that they normally wouldn't be able to afford.” (5 years business owner, 1 store, B3)</p> <p>“can belong to someone who's really going to love and appreciate, appreciate it again” (5 years business owner, 1 store, B3)</p>
	Servicescape	Layout of store. Ease and convenience. Store design and experience.	<p>“We lay out our store for our customer in sizes and then in types and in colour, so we try to make it as easy as possible for someone to come in, go to their size area and find what it is that they're looking for. And we know that customers do really appreciate that.” (17 years business owner, 2 stores, B1)</p> <p>“we try and provide a platform in a convenient way for them to interact and, and buy the goods, the second-hand goods.” (6 years business owner, 10 stores, B2)</p> <p>“we try and make it as easy as possible.” (6 years business owner, 10 stores, B2)</p>
	Second-hand cycle	The process of the buying and selling second-hand items that business owners are facilitating.	<p>“we're a professional recycling business” (17 years business owner, 2 stores, B1)</p> <p>“It's become circular economy. They buy it, they sell it, they re-buy it, they buy it, they sell it, they re-buy it...” (6 years business owner, 10 stores, B2)</p>

		<p>The cycle these items go through being bought and sold and bought and sold.</p> <p>Sustainable fashion cycle of buying and selling second-hand items.</p>	<p>“Obviously what we're doing is trying to create a sustainable economy in clothing” (6 years business owner, 10 stores, B2)</p>
	Community focus	<p>Business owner’s commitment to the community that their stores are a part of.</p> <p>The stores are within the community and the stores then reflect the community.</p>	<p>“‘cause obviously our stores are so reliant on the community that surrounds them and sells through them” (6 years business owner, 10 stores, B2)</p> <p>“I do call it it's a community service, because most people come out of my local area selling their, their clothes.” (5 years business owner, 1 store, B3)</p>
Sustainability morality	Sustainability responsiveness	<p>Business responsiveness to sustainability issues.</p> <p>Awareness of wider sustainability issues.</p> <p>Responsive to and awareness of fast fashion (unsustainable fashion practices).</p>	<p>“the planet is sick and you know, it upsets me when I see oceans of plastic and floating around and you know, forests being burned down” (17 years business owner, 2 stores, B1)</p> <p>“it's [sustainability] something that we're trying to get better at every year. We, we make small goals” (6 years business owner, 10 stores, B2)</p> <p>“Obviously what we're doing is trying to create a sustainable economy in clothing” (6 years business owner, 10 stores, B2)</p> <p>“there's so much crap fashion being manufactured you know, so cheaply” (17 years business owner, 2 stores, B1)</p> <p>“...to give them an alternative and to realise that you don't have to go buy that [fast fashion]” (6 years business owner, 10 stores, B2)</p>
	Self-efficacy	<p>Business owner’s belief that they are making a positive difference towards sustainability</p> <p>Business owners contributing to consumers’ self-efficacy.</p>	<p>“I love the idea that I'm recycling and that I'm helping the planet in a way” (17 years business owner, 2 stores, B1)</p> <p>“...they are assured that the garment is getting reused. Because if you donate it they're not necessarily the - does it end up where you think it's going.” (5 years business owner, 1 store, B3)</p>

			"it's only going to make a small dent but you know, at least it's something" (17 years business owner, 2 stores, B1)
	Congruent business processes	Sustainable business operations and outlook that is congruent with their sustainability morality.	<p>"we're a professional recycling business" (17 years business owner, 2 stores, B1)</p> <p>"I just see it as part of the whole recycling ethos" (17 years business owner, 2 stores, B1)</p>
Sustainability knowledge	Education	<p>Business owner's role to educate and encourage customers to be more sustainable in their thinking and behaviour</p> <p>Through education they can then encourage</p>	<p>"we're trying to provide that platform for these people to be educated about it... not necessarily sustainability but recycling, you know...and, and that in itself is creating a sustainable kind of thing" (6 years business owner, 10 stores, B2)</p> <p>"I want our customers to learn more about the power of recycling and, and we're - how, like how much clothing actually goes into textile waste every year..." (6 years business owner, 10 stores, B2)</p> <p>"people like us who are trying to have a, a business out of reselling clothes, trying to educate people that you don't need all these things." (5 years business owner, 1 store, B3)</p> <p>"We want people to recycle and we, and we are recycling..." (6 years business owner, 10 stores, B2)</p> <p>"I think it's hard to, to get that education across without feeling like you're preaching" (6 years business owner, 10 stores, B2)</p>
	Knowledge deficit	Business owners observing consumers' lack sustainability knowledge.	<p>"... you've got like textile waste being the second biggest landfill in the world and people just don't know that..." (6 years business owner, 10 stores, B2)</p> <p>"the education around it [sustainability] is just...completely lacking..." (6 years business owner, 10 stores, B2)</p> <p>"I'd only say 20 or 30 per cent are really thinking about sustainability when they come into my shop." (5 years business owner, 1 store, B3)</p>

5.4.1 Facilitating sustainable consumption

Business owners facilitate sustainable consumption. They provide the platform and service for the sustainable consumption, both buying and selling to occur within the community in which they are based. Facilitating sustainable consumption is characterised by five processes and interactions that the business owners provide to consumers; (1) business owners actively contribute to and curate an emotional connection for the consumer to the item and the process; (2) they are acutely aware of the prosocial benefits their business has within the community and to their consumers; (3) their servicescape is designed to facilitate easy and convenient sustainable behaviour for their consumers; (4) business owners are catalyst for the second-hand fashion cycle that their business is a part of; and (5) business owners acknowledge and appreciate the community they are within and have a clear community focus.

Emotional connection

Business owners acknowledge, contribute and curate the emotional connection that consumers experience when they buy and sell second-hand designer clothing. As seen from the consumer participant interviews (see Chapter 4), there is an emotional connection that is apparent in the buying and selling process of second-hand designer items. Business owners acknowledge this emotional connection that consumers have with their garments, “...we look after your garments and treasure, treasure them like they're our own” (5 years business owner, 1 store, B3). Here the business owner is aware of the emotional connection and they also experience an emotional connection to the items and process. Furthermore, business owners not only acknowledge this emotional connection but curate it, “it's putting the love back into ... older designer pieces that someone else doesn't want anymore” (5 years business owner, 1 store, B3). The emotional connection is curated by the business owners for consumer experience throughout the buying and selling process. Business owners realise that the buyers will cherish their purchases and the curating of the emotional connection begins with the sellers when they drop off their item, and is then passed on to the buyer, “...can belong to someone who's really going to love and apprec-, appreciate it again” (5 years business owner, 1 store, B3). The emotional connection is a cycle and is experienced through the process of buying and selling, facilitated by the business owners.

Prosocial

The prosocial benefits and outcomes of the business facilitating the buying and selling of second-hand designer fashion is apparent for all business owners. They realise the role they play in helping others. There are elements of emotional connection as business owners acknowledge the emotional benefit consumers have when they purchase. The wider prosocial benefits of their businesses were clearly articulated, and business owners were very aware of these, “it's more about fashion being available—good fashion available to people and, and you know, people getting a bit of luxury that they normally wouldn't be able to afford” (5 years business owner, 1 store, B3). The prosocial benefits here are articulated as availability to fashion that consumers would not otherwise be able to afford. Making such luxury designer fashion accessible to those consumers is a prosocial behaviour and an intended outcome of their business.

In addition, for some business owners their business processes are flexible in order to fulfil this prosocial imperative. Flexible payment options, such as those offered by business owner participant B3, are one avenue. These options allow customers to have items on layby and organise alternative ways to pay for items, such as providing items for resale. Such options demonstrate the commitment that these business owners have to the prosocial aspect of their business.

“...there are ladies that don't have the money who like the quality and, and I let them put things on lay-by and they then bring in some things that they could sell. And as they sell it they then pay off their new purchases as well.” (5 years business owner, 1 store, B3)

The prosocial aspects fuel and encourage consumers to be sustainable in their behaviours. Facilitation of sustainable behaviours in this way, with a prosocial perspective, reduces some barriers for consumers to participate in this sustainable behaviour. However, a direct connection between prosocial sustainability and environmental sustainability, such as recycling, did not explicitly emerge.

Servicescape

The servicescape refers to the physical environment the business owners create and manage for the consumers (Bitner, 1992). This includes elements of store layout and store experience. Business owners are very aware the importance of the servicescape has on the service that they deliver to consumers. The layout of the store and

merchandising is focussed on ease for consumers to find items. This was an important consideration for all business owner participants in relation to their servicescape.

"We lay out our store for our customer in sizes and then in types and in colour, so we try to make it as easy as possible for someone to come in, go to their size area and find what it is that they're looking for. And we know that customers do really appreciate that." (17 years business owner, 2 stores, B1)

Business owners are also focussed on the convenience for consumers, "we try and provide a platform in a convenient way for them to interact and, and buy ... second-hand goods" (6 years business owner, 10 stores, B2). The ease and convenience that business owners focus on was a store wide approach including how the items are merchandised on the racks but also overall store layout.

Furthermore, the servicescape for some business owners is also about reflecting on the consumer. They develop their servicescapes in keeping with their consumers and their surroundings, tailoring the service experience to their consumers.

"...we don't want any cookie cutter kind of retail that we pick up, we put in the same thing in Hamilton as we have in Newmarket or that we have down in Christchurch or in Queenstown. We want stores that deal specific to their location...and fit those customers and you know, whether it's - so downtown's obviously more youthful. Universities are right there, same with Wellington, whereas Newmarket's slightly more upmarket 'cause the average age of customer's different there." (6 years business owner, 10 stores, B2)

The servicescape, created and managed by business owners, is the setting whereby the service they provide takes place (Bitner, 1992). The servicescape therefore helps to facilitate consumers' sustainable consumption. The servicescape is set up by business owners in a way that provides ease and convenience to consumers and is also influenced by the consumers who buy and sell there.

Second-hand cycle

The second-hand cycle emerged from business owners describing the process that they facilitate via the buying and selling of second-hand designer fashion. Business owners are aware of and contribute to the circularity of sustainable fashion consumption, "it's become circular economy. They buy it, they sell it, they re-buy it, they buy it, they sell it, they re-buy it..." (6 years business owner, 10 stores, B2). This

cycle they describe is closely related to the recycling aspects of their business and this distinction is very important to them, “we're a professional recycling business” (17 years business owner, 2 stores, B1).

The circularity, specifically the recycling characteristics of their businesses not only facilitates sustainable consumption but also encourages further sustainable consumption. Business owner's role in facilitating this cycle is crucial, as they can encourage buyers to become sellers and sellers to become buyers. Through the service they provide, their knowledge of the second-hand cycle and their active role, they facilitate momentum within the second-hand fashion cycle.

“...I say well you put that on lay-by, you bring in some clothes, you - some things that you're not wearing anymore - 'cause you know, you put one in, you take two out... I'll sell them in the store and as they sell they go against your lay-by and then you get your one new quality piece and you let go some others that you're not using” (5 years business owner, 1 store, B3).

Furthermore, the second-hand cycle that business owners influence contributes to their overall business ethos and their role in encouraging sustainable consumption, “obviously what we're doing is trying to create a sustainable economy in clothing” (6 years business owner, 10 stores, B2). Business owners are acutely aware that they are facilitating something greater than simply the buying and selling of second-hand designer fashion. They are facilitating sustainable consumer behaviour.

Community focus

The nature in which business owners facilitate sustainable consumption is influenced by and has strong ties to the community the service occurs within. As a result, business owners express a distinct community focus, “'cause obviously our stores are so reliant on the community that surrounds them and sells through them” (6 years business owner, 10 stores, B2). Business owners are aware that without the community buying and selling through their business, their business may not succeed. This awareness and appreciation of the role the community and consumers play in their business is clear to business owners, “I do call it it's a community service, because most people come out of my local area selling their, their clothes” (5 years business owner, 1 store, B3). The community focus exemplified here demonstrates an aspect of the business owner's facilitation of sustainable consumption that is informed by the consumers and the

wider community. Contrary to other retail businesses, these business owners not only sell to consumers in their community, but it is their community's second-hand wardrobe that fills the store. In this way the community focus can be seen, in part, through all the themes of facilitating sustainable consumption.

5.4.2 Sustainability morality

The second-order theme under the main theme of business ethos is sustainability morality. Sustainability morality focuses on the sustainable moral imperative that businesses are guided by. Business owners embrace a sustainable moral imperative, termed here as sustainable morality. They embrace this as part of their wide business ethos which has sustainability tightly weaved through it. Sustainability morality encompasses the first-order concepts of sustainability responsiveness, self-efficacy, and congruent business processes.

Sustainability responsiveness

Sustainability responsiveness reflects business owners' response to sustainability issues. Business owner responsiveness to sustainability issues is a prevalent theme throughout the interviews and emerged as a theme important to all business owners. It encompasses sustainability responses to the global sustainability issues, industry specific issues and their individual business response to these issues.

Business owner responsiveness to global sustainability issues shows their empathic response and awareness to these issues. "[T]he planet is sick and you know, it upsets me when I see oceans of plastic and floating around and you know, forests being burned down" (17 years business owner, 2 stores, B1). Their sustainability responsiveness is evidenced through their commitment to facilitating sustainable consumption, "obviously what we're doing is trying to create a sustainable economy in clothing" (6 years business owner, 10 stores, B2).

Business owner's industry specific sustainability responsiveness is evident in their discussion regarding the sustainability issues caused by fast fashion, "there's so much crap fashion being manufactured you know, so cheaply" (17 years business owner, 2 stores, B1). Responsiveness to these sustainability issues seemed to fuel their motivation for the service their businesses provide, "...to give them an alternative and

to realise that you don't have to go buy that [fast fashion]" (6 years business owner, 10 stores, B2).

Business owner sustainability responsiveness also captures the individual business response. For example, business owner participant (6 years business owner, 10 stores, B2) grappled with the sustainability issues regarding bags for customers,

"I don't think there's any solution for the bag issue, like...paper's, milling, milling for paper's a nightmare...plastic was a nightmare. The, the production of fabric tote bags is a nightmare because you have to use a fabric tote bag 400 times to be any better for the environment than a plastic bag" (6 years business owner, 10 stores, B2)

From a macro sustainability responsiveness, such as global sustainability issues of ocean pollution and deforestation, to a micro sustainability responsiveness via impacts of fast fashion, to store specific sustainability issues such as bags and packaging, business are attempting to respond. These business owners demonstrate their sustainability responsiveness, meeting the moral imperative that they embrace.

Self-efficacy

A further emergent first-order concept contributing to sustainability morality is business self-efficacy. Self-efficacy here refers to the business owner's belief that the actions and impact of their business are contributing positively to sustainability. Although responses varied slightly, business owners predominantly believe they are making a difference, "it's only going to make a small dent but you know, at least it's something... I love the idea that I'm recycling and that I'm helping the planet in a way" (17 years business owner, 2 stores, B1). Although when some business owners demonstrated wavering self-efficacy, they nevertheless expressed hope that they were contributing positively to sustainability. "[Y]ou want to think they [sustainability efforts] are [effective], but whether they are I'm not sure ..." (6 years business owner, 10 stores, B2). Despite some uncertainty regarding the tangible impact they might have, business owners overall express self-efficacy.

Business owners also support consumers' own self-efficacy. One business owner participant (5 years business owner, 1 store, B3) spoke with pride about how they support and reassure consumers regarding where the garments end up, or where the garments have come from. By selling on consignment the seller receives payment

when their item has sold, proof that their sustainable behaviour has made an impact. Buyers that shop at these second-hand shops know that the item they are buying is on consignment and might have otherwise gone to landfill. By providing this information, business owners strengthen consumers' self-efficacy and specifically demonstrate the impact of their reselling or second-hand purchasing behaviour. "...[I can assure them] that the garment is getting reused... it ends up where [they] think it's going" (5 years business owner, 1 store, B3). This assurance that this business owner participant shares with consumers provides the consumer with tangible evidence that their actions have contributed to sustainability. As a result, this has a dual effect of firstly, enhancing business owner self-efficacy, evident in the pride they show and also later in the interview where they say they are, "...helping the problem" (5 years business owner, 1 store, B3), and, secondly, their business model supports consumers' own development and maintenance of a sense of self-efficacy.

Congruent business processes

Embedded in their sustainability morality and broader business ethos is their business vision, which is translated into sustainably congruent business processes. As business owners describe their business practices, they demonstrate congruency between their sustainability morality and their business processes. As described in the other first-order concepts of sustainability morality, sustainability responsiveness and self-efficacy, business owners are aware of sustainability issues and are thinking sustainably, and their business processes and perspective is congruent with this. They recognise and declare congruency between their self-efficacy, service to consumers and their business processes. "I just see it [the business] as part of the whole recycling ethos" (17 years business owner, 2 stores, B1).

This sustainable congruency contributes to all aspects of their business, from interaction with consumers to store processes. Business owners acknowledge this congruency and their commitment to it, "we're a professional recycling business" (17 years business owner, 2 stores, B1). This quote epitomizes commitment to a strategy that is not just of self-interest and profit but is of sustainability and a service based on and congruent with their sustainability morality.

5.4.3 Sustainability knowledge

Sustainability knowledge refers to consumers' understanding of sustainability issues, how their behaviour of buying or selling second-hand is sustainable and their knowledge deficit or lack of sustainability knowledge. Business owners play a crucial role in sustainability knowledge and are very aware of their role. Sustainability knowledge, along with consumer attitudes, values, and self-efficacy, is a crucial component that impacts consumer sustainable decision making and behaviour (Zsóka, Szerényi, Széchy & Kocsis, 2013). Emerging first-order concepts of sustainability knowledge include educating consumers about sustainability and the sustainability knowledge deficit that some business owners observe of their consumers.

Education

Education is part of the second-order theme of sustainability knowledge. Education refers to business owners' role in educating consumers about sustainability which in turn impacts consumer decision making process (Fishbein, 1963). The education business owners deliver to consumers includes a range of sustainability issues and behaviours, from global sustainability issues to item and behaviour specific information. By educating consumers, business owners are encouraging consumers to not only behave more sustainably but also think more sustainably (Ok Park & Sohn, 2018). The sustainability knowledge is part of their business ethos. Business owners are aware of this and actively emulate it in their communication with consumers, "I am a advocate for sharing what we're about" (5 years business owner, 1 store, B3).

Providing sustainability education to consumers in order to encourage greater sustainability from them is central to their business ethos; "we're trying to provide that platform for these people to be educated about it... not necessarily sustainability but recycling, you know...and, and that in itself is creating a sustainable kind of thing" (6 years business owner, 10 stores, B2). They are motivated to share with consumers the sustainability aspects of what they are achieving together. The last section of the business owner quote above, "... that in itself is creating a sustainable kind of thing" (6 years business owner, 10 stores, B2), illustrates the business owner's appreciation that their sustainability knowledge and role as an educator is, on its own, a sustainable behaviour. If business owners can encourage greater sustainability from consumers it

both helps their business endure but also has flow on effects of encouraging more people to be sustainable and in itself is a sustainable behaviour.

Furthermore, business owners' education about sustainability knowledge also encompasses industry and item specific information. Educating consumers about industry related sustainability, such as the negative impact of fast fashion or the environmental cost of manufacturing, aims to encourage consumers to be more sustainable. "I want our customers to learn more about the power of recycling and... how much clothing actually goes into textile waste every year..." (6 years business owner, 10 stores, B2). Moreover, providing consumers with sustainability enumeration that is item specific, not only justifies buying designer or expensive items but also justifies the value retained when buying second-hand designer clothing; "That you do have one t-shirt, but you go out and you buy the best quality one t-shirt that you can possibly buy... And it's been made ethically well and it's going to last longer" (5 years business owner, 1 store, B3).

However, the challenge for business owners is balancing consumer desires and interests. As some business owners reflected on the educational role they have, they are also aware of the challenge they face balancing consumers' response and engagement toward sustainability related information, "at times that maybe I don't emphasise the sustainability side of the recycling enough, because we hear that word sustainability quite a lot and you know, and I think people start to zone out with it a little bit" (17 years business owner, 2 stores, B1). Business owners are aware that consumer engagement with their business and the service they provide is what provides them the opportunity to educate and encourage consumers to behave and think more sustainably. Business owners must manage consumer engagement and ensure they are providing education that has a positive and desired consumer response but stop before it begins having an adverse consumer response.

Knowledge deficit

In contrast to educating consumers, business owners clearly articulated a knowledge deficit that their consumers exhibit. There is a general lack of sustainability knowledge within sustainable consumption (Bang, Ellinger, Hadjimarcou & Traichal, 2000). Specifically, within the fashion industry consumers typically have a low level of

sustainability knowledge about the effects that the fashion industry has on sustainability (Hill & Lee, 2012). This lack of knowledge emerged from the business owner interviews as a knowledge deficit. Consumers' sustainability knowledge deficit emerged across an array of sustainability knowledge areas, from broader global warming issues to industry and behaviour specific knowledge.

As business owners recognize the knowledge deficit their consumers exhibit, it fuels their commitment to their sustainable business ethos, "...I don't think certainly consumers are completely grasping the idea that you know, it's not in 50 to 70 years' time that you know, global warming's going to hit us" (17 years business owner, 2 stores, B1). This quote demonstrates this emotive response from this business owner as a result of consumers' knowledge deficit. This emotive response reinforces business owners need to continue to provide sustainability knowledge and work towards their sustainable business ethos.

5.5 Consumer voice

Consumer voice is a main theme that includes consumer pressure and consumer aspiration as observed and experienced from the perspective of business owners. Consumer voice is the consumers' willingness to participate with these business owners in the buying and selling of second-hand designer fashion. Consumer voice is then characterised by consumer pressure and consumer aspiration. Consumer pressure is consumers' direct pressure on business owners to provide accountability and consumers' high expectations of the service these business owners provide. Alternatively, consumer aspiration is the factors that influence consumers' desire to buy or sell based on their needs from the item itself. These needs are mostly hedonic, relating to status, uniqueness, newness, and popularity. Quality is a sub theme of consumer aspiration and is not entirely hedonic as quality relates to the functional quality of the item.

Table 13 provides a summary of the first-order concepts and second-order themes that emerged in relation the main theme of consumer voice.

Table 13. Summary and description of first-order concepts and second-order themes relating to consumer voice

Second-order theme	First-order concept	Description	Exemplar quote
Consumer pressure	Accountability	Business owners held accountable for their sustainable actions. Consumers put pressure on business owners for authentic communication about their sustainable behaviours.	“the scary part about sustainability is if you're talking about it and you're not doing it quite right, the real kind of gung-ho sustain-, people about sustain-, will come... They're going to come after you on social media” (6 years business owner, 10 stores, B2)
	Expectation	What consumers expect from second-hand designer stores. Consumers expect an experience similar to that from a boutique store due to the value the item still has.	“from when you walk in the door, to the service that you get when you walk, you know, when you're buying the product, to the what the fitting rooms look like, to how the items are displayed, to the marketing on social media. They expect a, a non-second-hand feel and experience...” (6 years business owner, 10 stores, B2) “the consumers have, have really stepped up their game in terms of just because the item's second-hand it still holds a lot of value and they feel like they deserve that value back in the service they receive.” (6 years business owner, 10 stores, B2)
Consumer aspiration	Status and high demand	Consumers want a high standard of service and a high standard of items. Business owners will only stock items of a high standard. The brand and status of an item is important.	“So we try and only accept certain brands up, like a level and up, which we see as like a, an important part of our business to maintain a certain level of standards” (6 years business owner, 10 stores, B2) “it's important to get the right stock” (17 years business owner, 2 stores, B1)
	Quality	The importance of the quality of the items that business owners' stock. Quality stock retains its value.	“I look at garments that are polyester and I just go well no, because people who are coming into my store, they don't want to buy a polyester dress. They just don't. They come and they want to buy quality fibres” (5 years business owner, 1 store, B3)

		<p>“what we choose is often really good stock” (5 years business owner, 1 store, B3)</p> <p>“quality holds its value in second-hand.” (6 years business owner, 10 stores, B2)</p>
Uniqueness	<p>Consumers want a unique experience and unique items.</p> <p>Consumers want to be different and express their individuality.</p>	<p>“...every item's individual right...” (6 years business owner, 10 stores, B2)</p> <p>“we've only got one-offs” (17 years business owner, 2 stores, B1)</p> <p>“people are wanting to have their own, their own little vibe or their own little, their own look” (5 years business owner, 1 store, B3)</p>
Need for new	<p>Constant turnover of stock, making new items regularly available.</p> <p>Consumers always want something new.</p> <p>Some consumers resell their old designer clothing to justify buying brand new items.</p>	<p>“...because we have such a high quantity of stock coming through... for people wanting to buy clothing second-hand ... new items going into the store every week.” (6 years business owner, 10 stores, B2)</p> <p>“the ones that consign a lot of real luxu-, more luxury brands ... they're not really my purchasers, my buyers. They, they all go and buy new again.” (5 years business owner, 1 store, B3)</p> <p>“I know the stock really well ... we pull out things for them [consumers] and like you come into my store and then it's as if everything is brand new” (5 years business owner, 1 store, B3)</p>
Popularity	<p>Buying and selling second-hand designer clothes has become more popular.</p> <p>No longer stigma associated with it.</p> <p>Sustainability has also become a trend and fashionable.</p> <p>Popularity and trendiness driving behaviour not sustainably.</p>	<p>“it was very like...quirky and, and smelled funny and all those weird connotations around...second-hand clothing are all gone now I think.” (6 years business owner, 10 stores, B2)</p> <p>“people are really proud to be buying second-hand” (5 years business owner, 1 store, B3)</p> <p>“It's more about being fashionable.” (5 years business owner, 1 store, B3)</p> <p>“it's possibly the trendy thing to do” (17 years business owner, 2 stores, B1)</p>

5.5.1 Consumer pressure

Consumer pressure is a second-order theme that emerged from these interviews with second-hand shop owners and comprises two first-order concepts, accountability, and expectation. Accountability relates to consumer pressure for authentic information about business sustainability efforts. Expectation emerged from business owners' observation of consumer expectations from their business. Consumer pressure captures those elements that consumers want from the businesses they interact with.

Accountability

In contrast to the theme of sustainability knowledge, business owners are held accountable for their sustainable behaviour. The first-order concept of accountability emerged from the interviews as business owners spoke about the social and public accountability they faced. Business owners experienced pressure from consumers to be accountable for their sustainability claims, specifically via social media.

"the scary part about sustainability is if you're talking about it and you're not doing it quite right, the real kind of gung-ho sustain-, people about sustain-, will come... They're going to come after you on social media, 'cause it's a platform now where people can do that" (6 years business owner, 10 stores, B2)

This consumer pressure for authenticity did not affect the business owners' processes or commitment to sustainability, but it did affect how they communicated their sustainability efforts to their consumers.

"it's hard to like, to get that balance where you go like cool, we're going to, we're going to talk about it and we're going to be like yeah, we're trying to do this and this and this. But yeah, like you know, someone's like oh but what about this? You're not doing this, or you're not doing that." (6 years business owner, 10 stores, B2)

As sustainability issues are far reaching and encompass all business processes and many aspects of day-to-day life, operating or transitioning to more sustainable practice is a large task for any individual or business. Due to businesses sustainability ethos and consumer pressure for sustainability authenticity, when businesses are having sustainability successes or take positive sustainable steps, they are empowered and encouraged, by consumers, to share these. However, sharing these sustainability wins comes with risk, as consumers may find flaws in the business's sustainable ethos. As a

result, these business owners perceive that consumers hold businesses accountable and demand authentic information about their sustainability, pushing businesses to be more sustainable and transparent about their sustainable efforts.

Expectation

Expectation relates to consumer expectation of second-hand stores and the service they receive. As business owners described changes in their consumers, consumers' changing expectations of businesses emerged as a prevalent theme across all business owner interviews. Consumers expect more from these businesses and business owners are matching these high expectations. Consumers expect a high level of service and standard of the stores and business owners are delivering a boutique service and servicescape to these consumers.

"from when you walk in the door, to the service that you get ... when you're buying the product, to the what the fitting rooms look like, to how the items are displayed, to the marketing on social media. They expect a, a non-second-hand feel and experience..." (6 years business owner, 10 stores, B2)

This high expectation consumers have could be explained due to the retained value the items have (brand, quality, and price). Consequently, consumers expect an equivalent level of service that matches the high value of the item, "the consumers have, have really stepped up their game ... just because the item's second-hand it still holds a lot of value and they feel like they deserve that value back in the service they receive" (6 years business owner, 10 stores, B2). Business owners are meeting these high expectations and are providing a level of service that is more aligned to a high-end boutique fashion store than to an opportunity shop.

"op shops you know, have this reputation of being a bit you know, musty and smelly and hopefully my store has never been that.... it's not an op shop and we have lots of comments from people when they walk in that they don't even realise it's recycle sometimes, which I think is a good thing, because it means that you know, the shop is looking really good and you know, an upmarket retail shop." (17 years business owner, 2 stores, B1)

Business owners are proud that they are responding to and matching consumers' high expectations for second-hand designer fashion. This recognition of consumer pressure

contributes to their business ethos and helps to redefine second-hand designer fashion.

5.5.2 Consumer aspiration

The second-order theme of consumer aspiration, contributing to the main theme of consumer voice, embodies the factors that business owners perceive as driving consumers to participate in second-hand exchange with these business owners. Consumer aspiration is comprised of five first-order concepts; status and high standard, quality, uniqueness, need for new and popularity.

Status and high standard

Status and high standard emerged as a first-order concept, contributing to overall consumer aspiration. High standard refers to the standard of items the business stocks, similar to this is the status these items have which contribute to their high standard. Business owners make a concerted effort to maintain a high standard within their stores by selecting and stocking certain items, “we try and only accept certain brands up... which we see as like a, an important part of our business to maintain a certain level of standards” (6 years business owner, 10 stores, B2). The high standards they maintain are characterised by the status consumers desire from certain brands. Business owners are familiar with consumer aspirations regarding brands and the importance the perceived status of these is for consumers. Business owners respond to consumers’ need for status and aspiration for high standard of items by ensuring they accept and sell stock that matches this aspiration, “it's important to get the right stock” (17 years business owner, 2 stores, B1).

Moreover, this high standard and status is crucial at the point in the process where customers bring their items in for resale. During this part of the process business owners assess what items they will stock. Items they choose to not stock will then be either returned to the customer or donated to charity (depending on advice from the customer). The main element that business owners consider when deciding if they will stock a particular item for resale is that standard of the item, “when people drop off their clothing we're not just judging their clothing, we're judging their style...” (6 years business owner, 10 stores, B2). This judgement and evaluation of the item is evidence of the consumer aspiration for status and a high standard from these shops.

Quality

Contributing to the second-order theme of consumer aspiration, is quality. Quality relates to the quality of the items that the business owners stock in their stores. Due to consumer aspiration for quality items, business owners ensure that they stock and deliver quality items, “what we choose is often really good stock” (5 years business owner, 1 store, B3). Quality is typically explained by business owners as how the garment is made, the fabric content, style and longevity.

“I look at garments that are polyester and I just go well no, because people who are coming into my store, they don't want to buy a polyester dress. They just don't. They come and they want to buy quality fibres...” (5 years business owner, 1 store, B3)

Quality is important when buying and selling second-hand designer clothing and quality is a significant contributor to the retained value an item has, “quality holds its value in second-hand” (B2). By retaining value, often monetary value, it means the item can be bought and sold and bought and sold numerous times, extending the garments’ lifespan. The quality of an item is what consumers want when they are shopping for designer fashion and business owners endeavour to provide quality items.

Uniqueness

When shopping for second-hand designer fashion, business owners highlight that consumers desire uniqueness. Consumers want something unique, different, and individual, “people are wanting to have their own, their own little vibe or their own little, their own look” (5 years business owner, 1 store, B3). All business owners observed that consumers aspire to have uniqueness and individuality from the items they purchase when shopping in their stores and noticed the importance of uniqueness in consumers purchase decisions.

The service that business owners are providing is inherently unique. This uniqueness is the main differentiating factor when comparing second-hand designer fashion stores to new fashion stores. These business owners stock an array of individual items, whereas traditional boutique stores stock particular items and styles in full size ranges and colours. In contrast, the service these business owners provide is unique, as is the product they are selling, “...every item's individual ...” (6 years business owner, 10

stores, B2) and “we've only got one-offs” (17 years business owner, 2 stores, B1).

Business owners relish the uniqueness of their service and product and are very aware that consumers seek out and aspire for this same uniqueness and individuality that they provide.

Need for new

Consumers have a need for new items, which emerged as a strong theme from the business owner interviews as well as in the consumer participant interviews (see Chapter 4). The first-order concept, need for new, was articulated by business owners as consumers’ aspiration to own something new, an item that was new to consumers and not necessarily brand new and never before owned or worn. Business owners facilitate and encourage consumers’ need for new to them items by continuously delivering new items via their constant turnover of stock.

“...we have such a high quantity of stock coming through, obviously for the buyer, for people wanting to buy clothing second-hand ... in Wellington we, we price and hang over 2,500 items a week... in Auckland downtown, Newmarket, we do over 1,000 items in each store; Takapuna's about 700 items and Hamilton and the Mount we do 800 items in each store. So there's 800 new items or you know, in, in Wellington 2,500 new items going into the store every week.” (6 years business owner, 10 stores, B2)

However, business owners observed some consumers who sold through them to justify buying something brand new, “the ones that consign a lot of ... more luxury brands ... they're not really my purchasers, my buyers. They, they all go and buy new again” (5 years business owner, 1 store, B3). Despite the need for new driving consumers to come into their stores to purchase and business owners fulfilling this need by turning over high quantities of stock, this need for new does not always result in buying second-hand designer clothing. For some consumers their need for new leads them to resale but does not bring them to purchase second-hand, instead they buy brand new to then sell again which is less sustainable.

Popularity

The final first-order concept contributing to business owner perspective on consumer aspiration, is popularity. Popularity refers to the popularity of buying and selling second-hand designer clothing and captures the sustainability trendiness that is

evident. In short, business owners note that buying and selling second-hand designer clothing has grown in popularity among consumers.

“there was still a lot of stigma around recycled clothing and so what I've noticed over those 16 years is the change in the customer. You know, it's a lot more acceptance that buying second-hand is a good thing, or something that you know, people weren't comfortable about but now are comfortable about.” (17 years business owner, 2 stores, B1)

As a result of increased popularity, consumer perceptions of buying and selling second-hand designer clothing has changed and consumers are more comfortable and accepting of the process. In addition to the growing popularity of second-hand designer shopping, is an increase in the trendiness of sustainability; “it's [shopping second-hand] possibly the trendy thing to do” (17 years business owner, 2 stores, B1). Business owners are observing the impact that popularity and the trendiness of sustainability is having on consumers. Business owners are witnessing consumers buying and selling in their stores due to this popularity and trend, “it's more about being fashionable” (5 years business owner, 1 store, B3). Here, business owners clearly articulate the behaviour-attitude gap that is being fuelled by this popularity. Consumers are buying and selling in these stores, not solely for sustainability, but because it is fashionable and trendy.

The popularity and trendiness of second-hand fashion and sustainability does not only effect consumers. Business owners also indicated excitement that they too are not only doing something good for the environment, but they are a part of the trend, “I feel really green about it and I feel like economy-wise it's a good thing. And it's quite cool that it's a real fashionable thing to be doing now” (5 years business owner, 1 store, B3). In contrast to consumers, business owners are aware of the sustainability benefits their businesses have and despite enjoying being part of this growing popularity and trend, it does not detract from their main business ethos of sustainability.

Finally, as a result of both the popularity and sustainability trendiness, business owners comment on consumer pride in their sustainable behaviours of buying second-hand designer fashion; “people are really proud to be buying second-hand” (5 years business owner, 1 store, B3). The popularity of second-hand designer fashion and the

sustainability trend resulted in consumers being proud of their sustainable purchasing behaviour.

5.6 Business owners and the social determinants of sustainable consumption model

Business owners provide context and support for the social determinants of sustainable consumption model presented in the previous chapter (Figure 11). Business owners, as a result of their business ethos, have three clear touch points influencing consumers. Although it was not clear in the business owner interviews of their direct impact on consumers' attitudes, the impact of their business ethos on other determinants of the model are evident via their role in effecting consumer knowledge, behaviour, and self-efficacy for sustainable behaviour. Due to the nature of the social determinants of sustainable consumption model, business owners have an indirect influence on consumer attitudes via this more direct impact on consumer behaviour, self-efficacy, and knowledge. The element of social context within the model influences both consumer voice and business ethos. Additionally, given business owner and consumer relationships are not linear but rather reciprocal and circular in nature, consumer voice influences business ethos and business ethos subsequently influences elements with the model (behaviour, knowledge and self-efficacy). Due to the circular nature of the model these then influence consumer voice. These lines of influence, shown in Figure 13, are a visual representation of the value co-creation that occurs in this sustainable exchange between business owners and consumers.

Business ethos thereby influences the social determinants of sustainable consumption model at three touch points: (1) consumer behaviour through facilitating sustainable consumption, providing consumers the platform to behave sustainably; (2) business ethos impact on consumer self-efficacy through sustainability morality and sustainability knowledge, as business owners reassure consumers that their behaviour is having a positive sustainable impact; and (3) business ethos also influences consumers' own sustainability knowledge, through education and endeavouring to correct the knowledge deficit that some consumers demonstrate. In this way the social determinants of sustainable consumption model can be adapted to illustrate business owners' influence on these elements (see Figure 13).

Social context, which emerged from the consumer interviews in the previous chapter, includes the second-order themes of redefining new, connected and confirming, rational choice and empathic sharing. Social context is the social environment that surrounds the consumer and can be explained as the social influences that impact a consumer's sustainable behaviour, such as role models, peer influence, importance of the brand and social signalling (Bandura, 1986; Phipps et al., 2013). These factors of social context can be seen to directly contribute to what emerged from the business owner interviews as consumer voice. Consumer voice includes consumer aspiration which was made up of consumers' need for status, quality, uniqueness, newness, and the influence of popularity and sustainability trendiness. Consumer voice then influences business ethos through consumer pressure, demand for accountability and expectations of business owners. This contribution, of social context and consumer voice, echoes the idea of collective values and norms in a service system that facilitate value co-creation (Laud & Karpen, 2017).

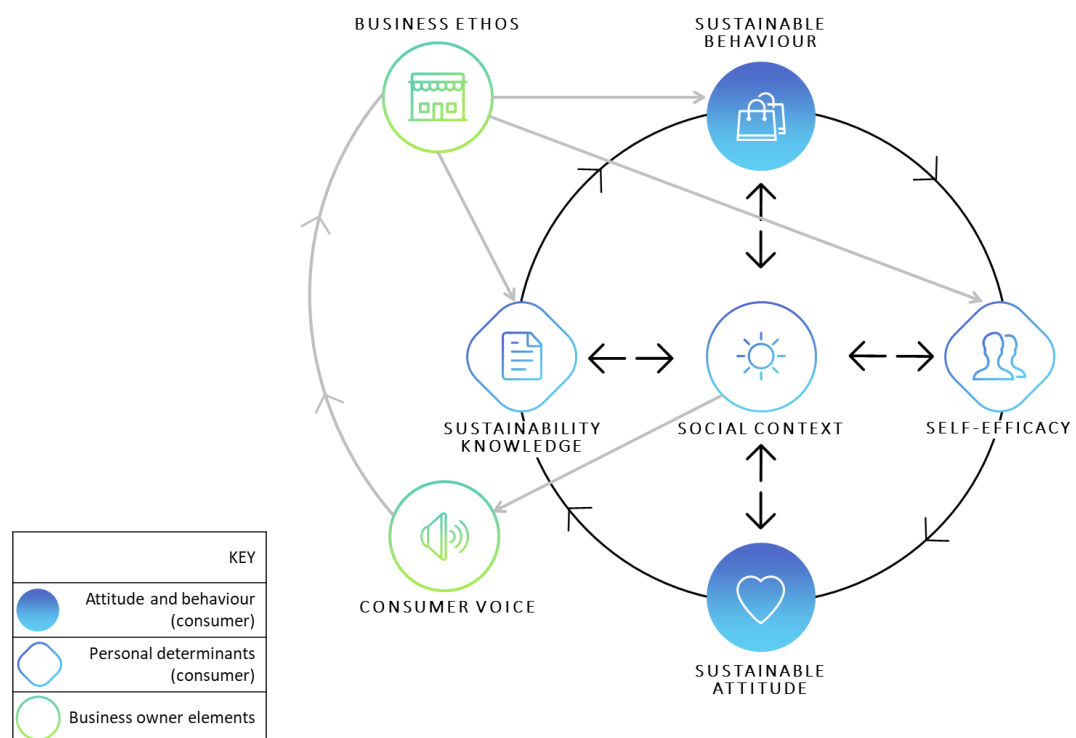


Figure 13. Business owner contribution to the social determinants of sustainable consumption model

Finally, the social determinants of sustainable consumption model captures macro, meso, and micro levels. The macro level is the social context. Surprisingly, business

owners did not talk of a direct impact of social context on their business ethos. However, due to the circularity of the model and the social embeddedness in value co-creation (Lan et al., 2017), social context does have an indirect effect on all elements of the model. At a meso level is business ethos which impacts consumer behaviour, knowledge, and self-efficacy. At a micro level is consumer knowledge, behaviour, self-efficacy, attitude, and voice.

5.7 Chapter summary

In summary, two main themes emerged from the business owner interviews, business ethos and consumer voice which capture key occurrences of the value co-created exchange between business owners and consumers. These main themes had five second-order themes, facilitating sustainable consumption, sustainability morality, sustainability knowledge, consumer pressure and consumer aspiration. These business owners deal in luxury designer fashion exchange with sustainability being core to their business ethos. In this way business owners are changing how designer fashion is consumed and enhancing what it offers consumers.

Designer fashion typically fulfils hedonic and value expressive needs of consumers (Martín-Consuegra, Díaz, Gómez, & Molina, 2019), but these business owners are fulfilling those needs and also fulfilling prosocial and sustainability needs. In addition, consumers demand accountability and expect a designer boutique fashion experience and service from these business owners even though the goods sold are second-hand. This expectation signals that consumers acknowledge and are contributing to the new definition of second-hand designer fashion.

Furthermore, the main themes emerging from the business owner interviews, business ethos and consumer voice, can be incorporated into the social determinants of sustainable consumption model presented in Chapter 4 . Incorporating these main themes illustrates the value that is co-created in the service exchange by showing the link between social context influencing consumer voice, and consumer voice influencing business ethos. In this way, the influence and role business owners play in consumer behaviours and subsequent attitudes can be better understood.

Business owners acknowledge the behaviour-attitude gap that occurs and through their business ethos— facilitating sustainable consumption, sustainability morality and

sustainability knowledge— they encourage development of both a consumer's sustainable behaviour and a sustainable attitude. Although business owners and consumers are discussed and analysed separately, it is the holistic interaction between them that allows for greater understanding of the behaviour-attitude gap (see Figure 13) that is occurring in the marketplace for second-hand designer fashion exchange.

Chapter 6 Study 2 research method

6.1 Introduction to chapter

The purpose of study 2 was to examine the effect of social marketing messages on the sustainability attitudes of buyers and sellers of second-hand designer fashion. The previous study explored the influences contributing to the behaviour-attitude gap within the second-hand designer fashion market, documenting impact from an individual's self-efficacy, sustainability knowledge and their social context. Findings from study 1 further indicated that consumers' sustainable behaviours and attitudes were influenced by what they engage with and are exposed to through their social media platforms. This reflects a consumer shift to an online media-centred lifestyle in the way consumers engage with businesses, gain information and are advertised to through online social networking sites (Tsai & Men, 2013; Muntinga, Moorman & Smit, 2011). Social media is inherently reflective of the individual's social context, their social identity and group norms they are exposed to (Zeng, Huang, & Dou, 2009).

Quantitative research methods, specifically experimental design, provides a way to test relationships within the research context (Harrison & Reilly, 2011). The experimental design research method used in study 2 tests relationships within the social determinants of sustainable consumption model that emerged from study 1. This method allows this research to test and operationalize appeals (environmental, prosocial and branded social signals) that emerged from study 1 (Johnson et al., 2007). In addition, it allows this research to test specific relationships between variables (message appeal, sustainable attitude, self-efficacy and sustainability knowledge).

6.2 Study 2 method: Experimental design

Study 2 examined the effect of social marketing messages on the sustainability attitudes of buyers and sellers of second-hand designer fashion. The aim of study 2 was to test which types of marketing messages might create stronger positive sustainable attitude change among both consumer groups (buyers and sellers). Self-efficacy and sustainability knowledge were also measured to test what effect they had on encouraging sustainable attitudes. Data was collected via an online survey designed in Qualtrics. Participants were consumers, recruited online, who have purchased re-sold designer clothing and suppliers who have supplied designer clothing for resale in

the last three months. The outcome provides marketers with a model to encourage sustainable (environmental and prosocial) attitudes among consumers.

6.2.1 Overview

The experiment used Qualtrics to run the experimental design. Participants were recruited via Facebook, Instagram and through an online panel management company in New Zealand. Based on study 1 findings participants were exposed to a influencer-style marketing message on social media (Instagram) (social marketing message) for each condition: environmental sustainability (emphasizing waste reduction), prosocial sustainability (emphasizing emotional connection), and branded social signal (emphasizing the brand name). All messages were pre-tested and refined before the full experimental design was run. There was both male and female images and wording for each condition. There were two female image options and two male image options along with two wording options, the combinations from these were tested in a pre-test to determine which message (image and text combination) scored best for the intended condition. The experiment was run during the summertime in New Zealand (December 2019-March 2020), and therefore images are sunny, fresh and relaxed. Clothing worn for both male and female were designer brands in New Zealand and brand names were included in the wording. Wording was in first person, casual and brief, reflective of a typical Instagram post. Wording for female and male messages had minor semantic differences, female messages included words such as 'love' and 'beautiful' whereas the male messages used words such as 'awesome' and 'great.' This difference was based on the interviews for study 1, in which women were more emotive in their language and used words such as 'love,' 'beautiful,' 'stunning,' while males on the other had used less emotive language such as, 'great,' 'awesome', 'good.' Models used in images posed in a way to make it difficult to identify them in order to retain some anonymity. They also gave consent for their images to be used (see Appendix K for model consent form).

Participants were asked to select their gender and were screened according to age. Participants were also screened according to their participation in second-hand designer fashion market in the last three months (buying or selling). This screening question included an option for both buying and selling. If a respondent selected 'both' they were randomly assigned to either the buyer or seller group. Within each group

(buying and selling) participants were randomly assigned to one of the four conditions; environmental sustainability, prosocial sustainability, branded social signals or control, reflecting the type of social marketing message. They were then shown a social marketing message in the form of an Instagram post (independent variable) and then their sustainable attitude (dependent variable), self-efficacy (moderator or mediator) and sustainability knowledge (moderator or mediator) was measured (see Appendix L for Qualtrics survey). The control group saw no message but were asked the same questions regarding their sustainable attitude, self-efficacy, and sustainability knowledge.

Attitude toward sustainability was measured using Haws et al. (2014) green consumption scale. Self-efficacy was measured using a scale for collective efficacy (Bandura, 1997; Homburg, & Stolberg, 2006) and sustainability knowledge was measured using a scale specific to fashion industry sustainability knowledge (Park & Kim, 2016; Su, Watchravesringkan, Zhou & Gil, 2019).

The social marketing messages were developed based on the findings from study 1 and are in the form of an Instagram post from a social media influencer (see Appendix M for examples of marketing messages used). The three conditions are environmental sustainability, prosocial sustainability, and branded social signals. In each condition there was separate wording for buyers and sellers with semantic differences for gender. There were two wording options and two image options for each condition, and pre-testing determined which messages to use in the main study. The messages are a simulated Instagram post, meaning the names used are not real people (see Appendix M).

6.2.2 Hypotheses and experimental variables

The in-depth interviews in study 1 show that participants struggle to see the environmental sustainability benefits of their behaviour, but they could feel and experience the prosocial benefits of their behaviour, evidenced through the emotional connection they describe. This is due to low self-efficacy toward sustainable behaviours, “...I feel like it's really hard to see if you're making a difference...” (Female, 22 years old, C6) and they don't believe that their behaviour is sustainable, “...that's [money] my basis for selling. It's not an ethical or like really a sustainable thing”

(Female, 24 years old, C22). However, most study 1 participants did mention the prosocial benefits of their behaviour “...someone else might really like them. You know, I've got my wear out of them; someone else could also get some wear” (Female, 24 years old, C19). This is closely connected to participants recognising the prosocial benefits of the behaviour and their emotional connection to the garment and the process, “when I sold the Pia dress like it was kind of cute because I felt like part of the girl's ball and I was like oh that's cute, like it's nice that something that I wore to a wedding now like - I don't know, like has a life, now it has gone to a ball” (Female, 23 years old, C3). Although the prosocial benefits were only experienced in the selling of the second-hand items, the emotional connection was experienced in both selling and buying, “this is for you. You've picked it. You've found it. It's a treasure” (Female, 23 years old, C10). Although study 1 participants' self-efficacy in regard to environmental sustainability was overall weak, consumers did experience self-efficacy in relation to the prosocial benefits of their behaviour. In addition, participants' monetary and brand relationship stimulated a connection and adds value to the garment. This then leads to an emotional connection of reselling and buying second-hand.

Can marketing messages use these elements of environmental sustainability, prosocial sustainability, and/or brand relationship to encourage stronger sustainable attitude?

Study 2 examines the effect of social marketing messages on the sustainability attitudes of buyers and sellers of second-hand designer fashion. Self-efficacy and sustainability knowledge are also measured to test what effect they have in encouraging sustainable attitudes.

Study 1 has provided insight into consumer buying and selling behaviour of second-hand designer clothing and has resulted in hypotheses generation for this study.

Formally

- H1. Messages that emphasise the prosocial benefits of behaviour will increase consumers' sustainable attitude.
 - H1a. A prosocial marketing message will have a greater impact on sustainable attitudes than environmental and branded social signal messages.

- H1b. A prosocial marketing message is more effective in increasing sustainable attitudes when consumers have higher self-efficacy.
- H1c. A prosocial marketing message is more effective in increasing sustainable attitudes when consumers have higher sustainability knowledge.
- H2. Messages that emphasise the environmental benefits of behaviour will increase consumers' sustainable attitude.
 - H2a. An environmental marketing message is less effective than a prosocial marketing message in increasing sustainable attitudes.
 - H2b. An environmental marketing message is more effective in increasing sustainable attitudes when consumers have higher self-efficacy.
 - H2c. An environmental marketing message is more effective in increasing sustainable attitudes when consumers have higher sustainability knowledge.
 - H2d. An environmental marketing message is more effective in increasing sustainable attitudes when consumers have both higher self-efficacy and high sustainability knowledge
- H3. Messages that emphasise a branded social signal will have no effect on consumers' sustainable attitudes.
 - H3a. A branded social signal marketing message is less effective in increasing sustainable attitudes when consumers have a low self-efficacy.
 - H3b. A branded social signal marketing message is more effective in increasing sustainable attitudes when consumers have a high sustainability knowledge.

The dependent variable is sustainable attitude, and changes in this variable mean will be compared given differing marketing message (independent variable). Study 1 findings showed that sustainability knowledge and self-efficacy played an important role in consumer sustainable attitude and behaviour. It is hypothesised that the relationship between marketing message and sustainable attitude will be mediated or moderated by self-efficacy and/or mediated or moderated by sustainability

knowledge. Based on study 1 findings the strength of this moderation or mediation will vary between consumers. For example, hypothesis 1b is shown as a moderated relationship in Figure 14 and a mediated relationship Figure 15 below.

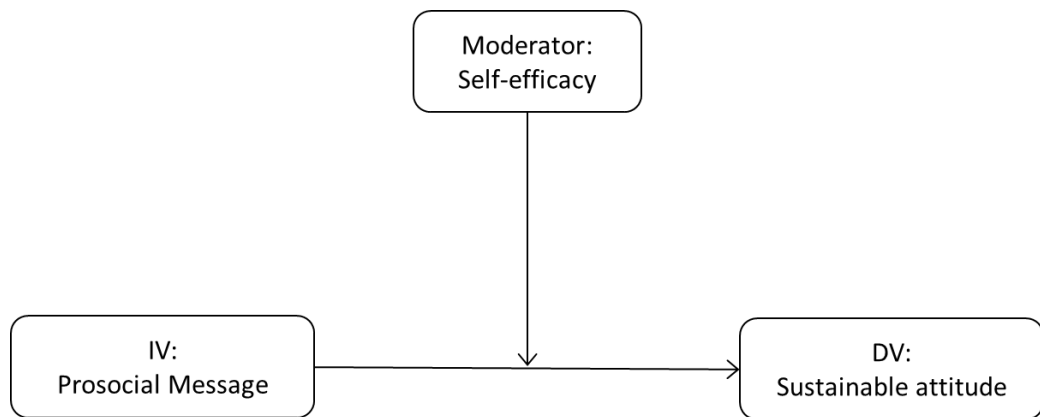


Figure 14. Hypothesised moderated relationship (H1b) using model 1 (Hayes, 2017)

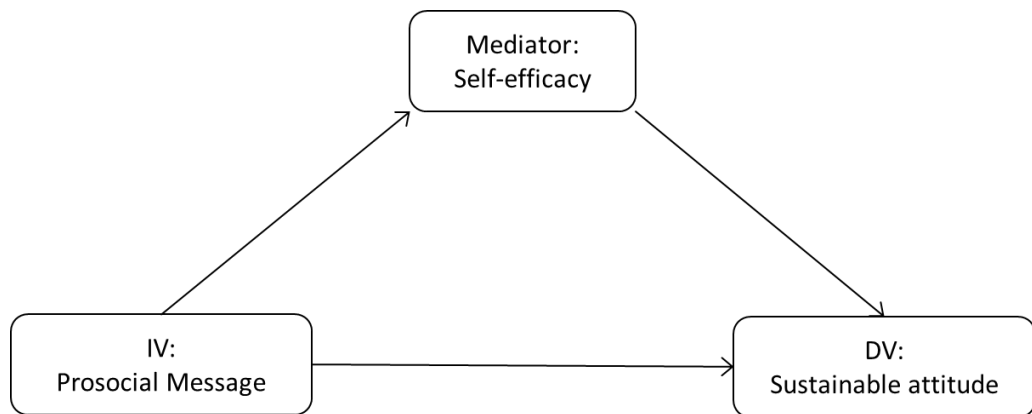


Figure 15. Hypothesised mediated relationship (H1b) using model 4 (Hayes, 2017)

6.2.3 Messages

Environmental sustainability is operationalised as waste reduction. Based on findings from study 1 interview data, respondents who displayed a level of environmental responsibility articulated their sustainable attitude with a focus on waste reduction and recycling/reusing what was already available; this was the same across buyers and sellers. For example, “I like the idea of like recycling. I don't like the idea of putting it into like landfill or just kind of not making use of it” (Female, 23 years old, C3); “I don't like the wastefulness I guess, like if there's already something out there that's perfectly good” (Female, 24 years old, C1), and “there's that satisfaction of like not buying something new and contributing to all of our like issues with like fast fashion and

everything like that” (Female, 21 years old, C2). These quotes characterise the theme of environmental sustainability and are the basis of the messaging used for this condition. The message for waste reduction (environmental sustainability) contains the following text accompanied by the images for either male or female. Two options will be tested in a pre-test to determine which set of wording attracts the most positive and relevant evaluation.

Environmental sustainability wording for buyers;

- Option 1: I hate the wastefulness of buying new! I also love picking up a perfectly good item that would have otherwise gone to landfill! Second-hand fashion is the way to go.
- Option 2: EVEN SWEETER. Purchased this dress/shirt second-hand today... didn't contribute to fast fashion and stopped this beautiful/great item from going to landfill.

Environmental sustainability wording for sellers;

- Option 1: I love the whole idea of recycling and selling my clothes is just another way I can recycle and help the planet.
- Option 2: I feel so great when I sell my clothes. It keeps the reusable fashion cycle going. Reducing waste, helping the environment.

Prosocial sustainability is operationalised as emotional connection to others, the resale process, and the garment. In study 1, emotional connection to others was expressed for both buyers and sellers. However, sellers articulated a clearer prosocial benefit of their behaviour “...someone else might really like them. You know, I've got my wear out of them; someone else could also get some wear” (Female, 24 years old, C19). Closely related to participants recognising the prosocial benefits of the behaviour, they also had an emotional connection to the garment and the process. “When I sold the Pia dress like it was kind of cute because I felt like part of the girl's ball and I was like oh that's cute, like it's nice that something that I wore to a wedding now like - I don't know, like has a life, now it has gone to a ball” (Female, 23 years old, C3). Although the prosocial benefits were only experienced and articulated in the selling of the second-hand items, the emotional connection to others was experienced in both selling and

buying, “this is for you. You've picked it. You've found it. It's a treasure” (Female, 23 years old, C10).

These quotes are the basis for developing the wording for the messages of this construct. For the purposes of this experiment, the message will slightly change for buyers and sellers. Sellers will have a stronger prosocial wording and buyers will have a stronger emotive wording to it. The message for emotional connection (prosocial sustainability) contains the following text accompanied by the images for either male or female. Each wording option will be pre-tested to determine the highest-rated option for main study stimuli.

Prosocial sustainability wording for buyers;

- Option 1: What a find! Went for a look at the designer second-hand stores today and found this treasure. Such a beautiful/awesome dress/shirt, it was meant to be
- Option 2: Couldn't be happier that I'm giving this beautiful/awesome dress/shirt a second life! Found it tucked away on one of the racks in the second-hand store

Prosocial sustainability wording for sellers;

- Option 1: I've loved this dress/shirt. I wore it to my best friend's wedding last month, just sold it online so someone else can love it.
- Option 2: I wore this beautiful/awesome dress/shirt to my best friend's wedding/engagement party a couple of weeks ago. I absolutely loved/had a great time wearing it but I just sold it, so away it goes for someone else to love

Social context is operationalised as branded social signal appeal. In study 1, brand relationship for both buyers and sellers had a strong impact on their second-hand designer shopping behaviour. Both buyers and sellers emphasised the importance of the brand to them and in their decision-making process to either buy or sell. “...It was the brand and the style, like it had sold out quite quickly and lots of girls missed out so yeah, it's kind of a coveted item” (Female, 22 years old, C21). Due to the brand's popularity, perceived quality meant that the item, despite being second-hand, had retained value for the participants due to the brand, “...but also because it is designer,

so it is worth something” (Female, 23 years old, C26). Participants would search out and look for specific brands or styles they had seen on social media; “I picked it mainly 'cause of the brand” (Female, 21 years old, C28).

Branded social signal message wording has been developed based on quotes from this theme in study 1. The message for branded social signal will contain the following text accompanied by images for either male or female. Again, these options will be subject to pre-test to determine the highest rated messages to use in the main study 2 stimuli.

Branded social signal wording for buyers;

- Option 1.1 (male): Currently rocking this awesome I Love Ugly/Ralph Lauren shirt and shorts, picked these up yesterday from my local second-hand shop.
- Option 1.2 (female): Loving my new Bec and Bridge/RUBY dress. Such a beautiful quality and even better its second-hand.
- Option 2: Love it when you find great Bec and Bridge/RUBY/I Love Ugly/Ralph Lauren pieces second-hand! Somethings never go out of style!

Branded social signal wording for sellers;

- Option 1.1 (male): Looking back on pics in some of my favourite sold out I Love Ugly pieces. I dropped these into my local second-hand store to be sold yesterday.
- Option 1.2 (female): Looking back on pics in one of my favourite sold out Bec and Bridge/RUBY styles. I dropped this beautiful dress into my local second-hand store to be sold yesterday.
- Option 2: Just listed this beautiful/awesome Bec and Bridge/RUBY/I Love Ugly/Ralph Lauren dress/shirt online. If you have designer clothing, you no longer wear I would highly recommend selling it.

6.2.4 Pre-test

The social marketing messages in the form of Instagram posts (image and text) were pre-tested to ensure that the message aligns best with the intended concept (e.g. environmental sustainability, prosocial, and branded social signal appeal). Messages

with the highest ratings for stimulating intended response were used in the main study 2 experimental design.

The pre-test used an online questionnaire and had 51 respondents (33 female and 18 male) age range (18-35) (see Appendix N for excerpt from pre-test survey). The pre-test ran between December 2019 to January 2020. Respondents (male and female) viewed all 14 messages (for full list of messages tested see Appendix O). Messages were displayed in a randomised order. In addition to pre-testing which marketing messages communicate the intended message e.g., environmental sustainability, prosocial sustainability and branded social signal appeal, the participants' attitude toward the messages was also pre-tested. Attitude is measured because attitude toward a marketing message impacts consumer engagement and effect of the message. This was measured using three semantic differential scales (MacKenzie & Lutz, 1989). The questions for each message in the pre-test are:

Please evaluate the extent to which this message (image and text) communicates the following concepts,

1. Environmental sustainability e.g., helping the planet (1 very low - 7 very high)
2. Prosocial sustainability e.g., helping others in the community (1 very low - 7 very high)
3. Social context e.g., importance of the brand (1 very low - 7 very high)

For the following questions, please select the extent to which you agree with the following statements,

1. The image and message are good/bad (1 extremely bad – 7 extremely good)
2. The image and message are pleasant/unpleasant (1 very unpleasant – 7 very pleasant)
3. The image and message are favourable/unfavourable (1 very unfavourable – 7 very favourable)

6.2.5 Pre-test results

Between December 2019 and January 2020, the pre-test was conducted (N=51) to assess the message image, text, and condition manipulation. Message conditions were evaluated and chosen based on which had the highest means for the intended

message type, low means for the other message types, and overall likeability of the message (goodness, pleasantness, and favourability). The results determined which messages would be used in the final survey, see Table 14 for a summary. An analysis for each of the chosen message conditions are added below.

The environmental message for female buyers (EBF1V2), was chosen as it had the directionally highest rating for communicating about the environment ($M=4.80$) and lower means for communicating prosocial ($M=2.40$) and branded social signal ($M=1.60$). A t-test shows in comparison to the prosocial message (PBF2), the environmental message chosen (EBF1V2) is rated as significantly more likely to communicate environmental concern ($M=4.80$ versus $M=2.56$, $t(8)=-5.05$, $p<.001$). A t-test shows in comparison to the branded social signal message (SBF1) the environmental message chosen (EBF1V2) is again rated significantly more likely to communicate environmental concern ($M=4.80$ versus $M=1.89$, $t(8)=-8.29$, $p<.001$). In addition, the EBF1V2 message also rated above average on a three-item scale ($\alpha = 0.93$) of message goodness, pleasantness, and favourability ($M=6.47$).

The prosocial message for female buyers (PBF2), was chosen as it had a high directional rating for communicating about prosocial ($M=3.44$) and it had a low means for communicating about environmental ($M=2.56$) and branded social signal ($M=1.78$). A t-test shows in comparison to the environmental message (EBF1V2) the prosocial message chosen (PBF2) is not rated as significantly more likely to communicate prosocial concern ($M=3.44$ versus $M=2.40$, $t(5)=-.81$, $p=.45$). However, a t-test shows in comparison to the branded social signal message (SBF1) the prosocial message chosen (PBF2) is rated significantly more likely to communicate prosocial concern ($M=3.44$ versus $M=1.67$, $t(8)=-4.76$, $p<.001$). Furthermore, the PBF2 message rated above average on a three-item scale ($\alpha=0.96$) of message goodness, pleasantness, and favourability ($M=6.41$).

The branded social signal message for female buyers (SBF1), was chosen as it had a high directional rating for communicating about branded social signal ($M=4.22$) and the lowest mean for communicating about branded social signal message ($M=1.89$) and prosocial message ($M=1.67$). A t-test shows in comparison to the environmental message (EBF1V2) the branded social signal message chosen (SBF1) is rated as

significantly more likely to communicate branded social signal appeal ($M=4.22$ versus $M=1.60$, $t(4)=-4.37$, $p=.012$). A t-test shows in comparison to the prosocial message (PBF2) the branded social signal message chosen (SBF1) is again rated as significantly more likely to communicate branded social signal appeal ($M=4.22$ versus $M=1.78$, $t(8)=-6.70$, $p<.001$). In addition, the SBF1 message also rated above average on a three-item scale ($\alpha=0.95$) of message goodness, pleasantness, and favourability ($M=6.26$)

The environmental message for female sellers (ESF2), was chosen as it had the highest directional rating for communicating about environmental message ($M=4.67$) and low means for communicating prosocial ($M=2.33$) and branded social signal ($M=1.67$). A t-test shows in comparison to the prosocial message (PSF1V2) the environmental message chosen (ESF2) is rated as significantly more likely to communicate environmental message ($M=4.67$ versus $M=2.17$, $t(5)=-5.25$, $p=.003$). A t-test shows in comparison to the branded social signal message (SSF2V2) the environmental message chosen (ESF2) is again rated as significantly more likely to communicate environmental message ($M=4.67$ versus $M=2.40$, $t(4)=-3.03$, $p=.039$). In addition, the ESF2 message also rated above average on a three-item scale (no alpha value as the variables have zero variance) of message goodness, pleasantness and favourability ($M=6.96$).

The prosocial message for female sellers (PSF1V2), was chosen as it had the highest directional rating for communicating about prosocial ($M=4.33$) and low means for communicating environmental ($M=2.17$) and branded social signal ($M=1.83$). A t-test shows in comparison to the environmental message (ESF2) the prosocial message chosen (PSF1V2) is rated as significantly more likely to communicate prosocial concern ($M=4.33$ versus $M=2.33$, $t(8)=-3.61$, $p=.007$). A t-test shows in comparison to the branded social signal message (SSF2V2) the prosocial message chosen (PSF1V2) is again rated as significantly more likely to communicate prosocial concern ($M=4.33$ versus $M=2.00$, $t(4)=-3.68$, $p=.021$). In addition, PSF1V2 also rated highly on a three-item scale ($\alpha = 0.91$) of message goodness, pleasantness, and favourability ($M=6.00$).

The branded social signal message for female sellers (SSF2V2), was chosen as it had the highest directional rating for communicating about branded social signal ($M=4.80$) and low mean scores for communicating about environmental ($M=2.40$) and prosocial

($M=2.00$). A t-test shows in comparison to the environmental message (ESF2) the branded social signal message chosen (SSF2V2) is rated as significantly more likely to communicate branded social signal appeal ($M=4.80$ versus $M=1.67$, $t(8)=-8.41$, $p<.001$). A t-test shows in comparison to the prosocial message (PSF1V2) the branded social signal message chosen (SSF2V2) is again rated as significantly more likely to communicate branded social signal appeal ($M=4.80$ versus $M=1.83$, $t(5)=-6.22$, $p=.002$). In addition, the SSF2V2 message also rated above average on a three-item scale ($\alpha = 0.93$) of message goodness, pleasantness, and favourability ($M= 5.86$).

The environmental message for male buyers (EBM2V2), was chosen as it had the highest directional rating for communicating about environmental message ($M=4.86$) and lower means for communicating prosocial message ($M = 1.57$) and branded social signal message ($M = 1.14$). A t-test shows in comparison to the prosocial message (PBM2V2) the environmental message chosen (EBM2V2) is rated as significantly more likely to communicate environmental concern ($M=4.86$ versus $M= 2.00$, $t(6)=-4.37$, $p=.005$). A t-test shows in comparison to the branded social signal message (SBM1) the environmental message chosen (EBM2V2) is again rated as significantly more likely to communicate environmental concern ($M=4.86$ versus $M= 2.50$, $t(5)=-3.52$, $p=.017$). In addition, the EBM2V2 message also rated above average on a three-item scale ($\alpha = 0.98$) of message goodness, pleasantness, and favourability ($M= 6.09$).

The prosocial message for male buyers (PBM2V2), was chosen as it had the highest directional rating for communicating about prosocial message ($M=4.29$) and low means for communicating environmental message ($M = 2.00$) and branded social signal message ($M = 1.00$). A t-test shows in comparison to the environmental message (EBM2V2) the prosocial message chosen (PBM2V2) is rated as significantly more likely to communicate a prosocial appeal ($M=4.29$ versus $M= 1.57$, $t(6)=-4.76$, $p=.003$). A t-test shows in comparison to the branded social signal message (SBM1) the prosocial message chosen (PBM2V2) is again rated significantly more likely to communicate a prosocial appeal ($M=4.29$ versus $M=1.50$, $t(5)=-8.17$, $p<.001$). In addition, the PBM2V2 message also rated above average on a three-item scale ($\alpha = 1.00$) of message goodness, pleasantness, and favourability ($M= 6.28$).

The branded social signal message for male buyers (SBM1), was chosen as it had the highest directional rating for communicating about branded social signal ($M=4.50$) and low means for communicating environmental message ($M = 2.50$) and prosocial message ($M=1.50$). A t-test shows in comparison to the environmental message (EBM2V2) the branded social signal message chosen (SBM1) is rated as significantly more likely to communicate a branded social signal appeal ($M=4.50$ versus $M=1.14$, $t(6)=-23.50$, $p<.001$). A t-test comparing the prosocial message (PBM2V2) to the branded social signal message chosen (SBM1) ($M=4.50$ versus $M=1.00$) was unable to be calculated as the standard deviation is 0. In addition, the SBM1 message also rated above average on a three-item scale ($\alpha = 0.98$) of message goodness, pleasantness, and favourability ($M= 6.27$).

The environmental message for male sellers (ESM2V2), was chosen as it had the highest directional rating for communicating about environmental message ($M=4.86$) and low means for communicating prosocial appeals ($M = 1.86$) and branded social signal message appeals ($M = 1.00$). A t-test shows in comparison to the prosocial message (PSM1V2) the environmental message chosen (ESM2V2) is rated as significantly more likely to communicate an environmental concern ($M=4.86$ versus $M=1.43$, $t(6)=-8.01$, $p<.001$). A t-test shows in comparison to the branded social signal message (SSM2V2) the environmental message chosen (ESM2V2) is again rated as significantly more likely to communicate an environmental concern ($M=4.86$ versus $M=1.71$, $t(6)=-5.56$, $p<.001$). In addition, the ESM2V2 message also rated above average on a three-item scale ($\alpha = 0.93$) of message goodness, pleasantness, and favourability ($M= 6.19$).

The prosocial message for male sellers (PSM1V2), was chosen as it had the highest directional rating for communicating about prosocial message ($M=4.57$) and low means for communicating environmental appeal ($M=1.43$) and branded social signal appeal ($M=1.00$). A t-test shows in comparison to the environmental message (ESM2V2) the prosocial message chosen (PSM1V2) is rated as significantly more likely to communicate a prosocial appeal ($M= 4.57$ versus $M=1.86$, $t(6)=-4.90$, $p=.003$). A t-test shows in comparison to the branded social signal message (SSM2V2) the prosocial message chosen (PSM1V2) is again rated as significantly more likely to communicate a prosocial appeal ($M=4.57$ versus $M= 1.71$, $t(6)=-5.05$, $p=.002$). In addition, the PSM1V2

message also rated above average on a three-item scale ($\alpha = 1.00$) of message goodness, pleasantness, and favourability ($M = 6.14$).

The branded social signal message for male sellers (SSM2V2), was chosen as it had the highest directional rating for communicating about branded social signal ($M=5.00$) and low means for communicating environmental concern ($M = 1.71$) and prosocial concern ($M=1.71$). A t-test comparing the environmental message (ESM2V2) to the branded social signal message chosen (SSM2V2) ($M= 5.00$ versus $M=1.00$) was unable to be calculated as the standard deviation is 0. A t-test comparing the prosocial message (PSM1V2) to the branded social signal message chosen (SSM2V2) ($M=5.00$ versus $M=1.00$) was unable to be calculated as the standard deviation is 0. In addition, the SSM2V2 message also rated above average on a three-item scale ($\alpha = 0.98$) of message goodness, pleasantness, and favourability ($M= 6.19$).

The chosen messages and pre-test are summarized in Table 14.

Table 14. Pre-test results summarising condition manipulation checks and attitude scale scores of final messages used in full survey

Condition – Message type	Gender	Behaviour	Code	Wording used in final message	Manipulation check (Mean)			Attitude scale (MacKenzie & Lutz, 1989)	
					Environmental	Prosocial	Branded social signals	Mean	α
Environmental	Female	Buy	EBF1V2	Option 1: I hate the wastefulness of buying new! I also love picking up a perfectly good item that would have otherwise gone to landfill! Second-hand fashion is the way to go.	4.8	2.4	1.6	6.47	.93
Prosocial	Female	Buy	PBF2	Option 2: Couldn't be happier that I'm giving this beautiful dress a second life! Found it tucked away on one of the racks in the second-hand store	2.56	3.44	1.78	6.41	.97
Branded social signals	Female	Buy	SBF1	Option 1.2 (female): Loving my new Bec and Bridge dress. Such a beautiful quality and even better its second-hand.	1.89	1.67	4.22	6.26	.95
Environmental	Female	Sell	ESF2	Option 2: I feel so great when I sell my clothes. It keeps the reusable fashion cycle going. Reducing waste, helping the environment.	4.67	2.33	1.67	6.96	NA

Prosocial	Female	Sell	PSF1V2	Option 1: I've loved this dress. I wore it to my best friend's wedding last month, just sold it online so someone else can love it.	2.17	4.33	1.83	6.00	.91
Branded social signals	Female	Sell	SSF2V2	Option 2: Just listed this beautiful RUBY dress online. If you have designer clothing, you no longer wear I would highly recommend selling it.	2.40	2.00	4.80	5.87	.93
Environmental	Male	Buy	EBM2V2	Option 1: I hate the wastefulness of buying new! I also love picking up a perfectly good item that would have otherwise gone to landfill! Second-hand fashion is the way to go.	4.86	1.57	1.14	6.09	.98
Prosocial	Male	Buy	PBM2V2	Option 2: Couldn't be happier that I'm giving this awesome shirt a second life! Found it tucked away on one of the racks in the second-hand store	2.00	4.29	1	6.29	1.00
Branded social signals	Male	Buy	SBM1	Option 1.1 (male): Currently rocking this awesome I Love Ugly shirt and shorts, picked these up yesterday from my local second-hand shop	2.50	1.50	4.50	6.28	.98

Environmental	Male	Sell	ESM2V2	Option 2: I feel so great when I sell my clothes. It keeps the reusable fashion cycle going. Reducing waste, helping the environment.	4.86	1.86	1	6.19	.97
Prosocial	Male	Sell	PSM1V2	Option 1: I've loved this shirt. I wore it to my best friend's wedding last month, just sold it online so someone else can love it.	1.43	4.57	1	6.14	1.00
Branded social signals	Male	Sell	SSM2V2	Option 2: Just listed this awesome Ralph Lauren shirt online. If you have designer clothing, you no longer wear I would highly recommend selling it.	1.71	1.71	5	6.19	.98

Manipulation checks measured 1 low - 7 high. Attitude scale: three-item scale combining goodness, pleasantness and favourability scores (1 extremely bad/very unpleasant/very unfavourable – 7 extremely good/very pleasant/very favourable). α : Cronbach's alpha scale reliability, NA: no alpha value as variables have zero variance.

See Appendix O for full stimuli presentation.

6.2.6 Main study 2 measures

Attitude toward sustainability

In the main study 2 experimental design, once a participant is shown the simulated Instagram post, participants' attitude toward sustainability is measured using the green consumption scale (Haws et al., 2014). The green scale measures consumer preference for environmentally friendly products on a seven-point Likert scale. It incorporates key indicators for positive sustainable consumption practices which include the willingness to be inconvenienced by sustainable consumption, environmental commitment, awareness of impact of individual decisions on environment and green purchase habits (Maniatis, 2016). The six items of this scale are:

1. It is important to me that the products I use do not harm the environment.
2. I consider the potential environmental impact of my actions when making many of my decisions.
3. My purchase habits are affected by my concern for our environment.
4. I am concerned about wasting the resources of our planet.
5. I would describe myself as environmentally responsible.
6. I am willing to be inconvenienced in order to take actions that are more environmentally friendly.

Self-efficacy

Participants' self-efficacy was then measured using a scale for collective self-efficacy. In the context of sustainability, collective self-efficacy has been found to be more appropriate to measure than individual efficacy due to the nature of environmental problems (Bandura, 1997; Homburg & Stolberg, 2006). Homburg and Stolberg (2006) tested and validated a scale for collective self-efficacy that will be used in this study. The scale includes three items measured on a four-point scale (1 not at all true, 2 barely true, 3 moderately true and 4 exactly true). The items on the scale are:

1. I am sure that we can achieve progress, because we are all pulling in the same direction.
2. I am confident that together we can solve the problem of pollution.

3. We can come up with creative ideas to solve environmental problems effectively, even if the external conditions are unfavourable.

Sustainability knowledge

Participants' sustainability knowledge is measured using a six-item scale. This scale measures consumers sustainability knowledge specific to the fashion industry. It incorporates social responsibility, environmental responsibility, and business sustainability. This scale was first used by Shen et al., (2012), also used by Park and Kim (2016) and more recently by Su et al. (2019). The six items are measure on a five-point Likert scale (1 strongly agree, 5 strongly disagree). The items on the scale are:

1. I am informed about child labor/sweatshop issues in the fashion apparel manufacturing business.
2. I am knowledgeable about social equity issues (e.g., working conditions of factory workers, fair wage for factory workers) in the fashion apparel business.
3. I know more about socially-responsible apparel business than the average person.
4. I am informed about environmental issues (e.g., eco-fashion, environmental impact of clothing manufacturing) in the fashion apparel manufacturing business.
5. I understand the environmental impact of apparel products across the supply chain.
6. I am knowledgeable about apparel brands that sell environmentally-friendly products.

Balanced Inventory of Desirable Responding

Social desirability bias was measured using Balanced Inventory of Desirable Responding (BIDR) (Paulhus, 1988). Social desirability bias has been found to increase socially accepted and self-reported attitudes and behaviour as well as decrease socially unacceptable attitudes and behaviour (Larson & Farac, 2019). Consequently, social desirability bias is recommended to be included in sustainability research due to its influence on sustainable attitudes and behaviours (Kuokkanen & Sun, 2016). Two subscales together account for social desirability bias, via (1) self-deceptive enhancement (BIDR SDE) and (2) impression management (BIDR IM). Impression

management captures a respondent's intentional distortion of how they are viewed by others in order to be viewed in a socially positive way. Self-deceptive enhancement captures how participants subconsciously think of themselves, in a more socially positive and acceptable manner. The 40 statements are measured on seven-point agreement scale (very untrue, untrue, somewhat untrue, neutral, somewhat true, true and very true), see Appendix R for full list of statements.

6.2.7 Participants

Participants were aged between 18-35 years, the same age range as study 1 and the pre-test. This age range is selected because millennials and Gen Z are a major consumer segment of the designer wear market (Euromonitor International, 2018). A screening question was used to fulfil this age criterion. Participants were those who have purchased or sold second-hand designer fashion in the last three months. Participants were both male and female and were asked to select which gender they associate with before being shown a marketing message. Participants selected which gender they identify with (male, female, other, prefer to not say). Analysis of participants relies on their selection. For interpretation thereafter, those that identify with female are called women and those that identify as male are called men. Sample size aim was approximately 300-400 in total with 150 in each sub-group, 50 in each of the four conditions, as smaller effect sizes require more respondents (Morgan & Van Voorhis, 2007).

Approximately 300 participants were sought for this experimental research. The reason for this range is two-fold. First, Gravetter and Forzano (2009) suggest, "A sample size of 25 or 30 individuals for each group or each treatment condition is good target" (p. 142). Yet the effect size (or treatment size) of a message on sustainable attitude is anticipated to be modest to small, as is the case with many variables in human behaviour. That means the longstanding advice of seeking up to 30 per condition for a large effect size (i.e., $d = .80$), with a power of .80 (Nunnally, 1978), becomes 40 per cell for detecting modest effects and even up to 50 per cell when detecting for a small effect size ($d = 1.2$) with power = .95 ($\alpha = .05$; Shadish, Cook, and Campbell, 2002). Thus, a sample of 50 per cell in an ANOVA yields a sample size of 300. This includes room for detection of a small effect size, as is often evidenced in psychology and marketing.

6.2.8 Recruiting participants

Participants were recruited via advertising on social media (social media advertisements see Appendix P) and online panel management company, CINT. Participants were recruited using a convenience sampling method (Onwuegbuzie & Collins, 2007). Participants were within the required age range of 18-35 and had exhibited the behaviours, bought or sold second-hand designer fashion in the last three months. A convenience sampling method allowed this research to easily achieve an appropriate sample size (Zikmund et al., 2014). This sampling method is not intended to be representative, however through convenience sampling of the population of interest (exhibiting similar characteristics within the sample) representativeness can be inferred to the population of interest (Zikmund et al., 2014). In addition, it allowed for larger cell sizes to be achieved and that the research can test for smaller behavioural effects. The Facebook recruitment post will also be boosted, a boosted post is similar to paid advertisements and was used as this method helped to reach more participants. Finally, online panel data from New Zealand was used through CINT to achieve a sufficient sample size.

6.2.9 Ethical considerations

Ethics approval for study 2 was received from the AUT ethics committee (Appendix B). Data was collected in accordance to AUT protocols and as per the ethics application. Participants' names and any identifiable information remain anonymous throughout the research. Participants were made aware of this via the information sheet at the beginning of the study (Appendix Q). No identifiable information is included in any research outputs. Participant consent was given electronically at the beginning of the study hosted by Qualtrics.

6.2.10 Description of sample

Data collection ran between January and March 2020, achieving 351 useable and complete responses. Participants were recruited via social media and CINT (online panel management). Of the participants, 75.5% identified as female, 23.06% identified as male and 0.9 identified as other.

6.2.11 Method of analysis of study 2

The results of the experimental design are analysed in SPSS using descriptive statistics, tests of regression, analysis of variance (ANOVA), analysis of covariance (ANCOVA), univariate analysis and mediation and moderation via PROCESS macro (Hayes, 2013). Mediation and moderation are analysed using Hayes Models and the bootstrap test of the indirect effect (Hayes, 2017). The bootstrapping process is used to give confidence intervals of the sampling distribution of the indirect effects. This is done on SPSS using the Preacher-Hayes script (PROCESS macro) which also provides estimates of direct and total effects. The path analysis identifies relationships between the variables providing support for/against the proposed model and testing the hypotheses. For all analyses, the minimum level of significance was set to $p < .05$.

6.3 Chapter summary

In summary, the final stage of data collection in study 2, via an experimental design, investigates the effect of sustainable marketing messages on attitude change among consumers who have recently bought or sold second-hand fashion. This final stage of research contributes to the overarching research purpose, that is, to explore the behaviour-attitude gap in the context of sustainable consumer behaviour and begins to answer the question, can sustainable behaviours encourage sustainable attitudes?

Chapter 7 Can marketing messages encourage positive sustainable attitudes

7.1 Introduction to study 2

In an empirical study, this research tests the effect of a range of social marketing messages on reducing the behaviour-attitude gap. This study tests whether exposure to a message can raise sustainable attitudes for consumers who already perform a sustainable behaviour. The influencer-style marketing messages on social media (Instagram) include elements that were revealed in study 1 as components that contribute to the behaviour-attitude gap of these consumers: messages communicating (1) prosocial attributes, (2) environmental attributes and (3) branded social signal appeal attributes of their behaviour. These marketing messages all occur within the social context, i.e., they are all content styled as social media messages that have elements of social context (Zeng et al., 2009).

7.2 Research aims

The overall research aim is to test which types of marketing messages create stronger positive sustainable attitude change among both consumer groups (buyers and sellers). Measures of self-efficacy and sustainability knowledge are included to test the role they play in the effectiveness of marketing messages on participants' sustainable attitudes. Study 2 tested the following hypotheses:

- H1. Messages that emphasise the prosocial benefits of behaviour will increase consumers' sustainable attitude.
 - H1a. A prosocial marketing messages will have a greater impact on sustainable attitudes than environmental and branded social signal messages.
 - H1b. A prosocial marketing message is more effective in increasing sustainable attitudes when consumers have higher self-efficacy.
 - H1c. A prosocial marketing message is more effective in increasing sustainable attitudes when consumers have higher sustainability knowledge.
- H2. Messages that emphasise the environmental benefits of behaviour will increase consumers' sustainable attitude.

- H2a. An environmental marketing message is less effective than a prosocial marketing message in increasing sustainable attitudes.
- H2b. An environmental marketing message is more effective in increasing sustainable attitudes when consumers have higher self-efficacy.
- H2c. An environmental marketing message is more effective in increasing sustainable attitudes when consumers have higher sustainability knowledge.
- H2d. An environmental marketing message is more effective in increasing sustainable attitudes when consumers have both higher self-efficacy and high sustainability knowledge
- H3. Messages that emphasise a branded social signal will have no effect on consumers' sustainable attitudes.
 - H3a. A branded social signal marketing message is less effective in increasing sustainable attitudes when consumers have a low self-efficacy.
 - H3b. A branded social signal marketing message is more effective in increasing sustainable attitudes when consumers have a high sustainability knowledge.

7.3 Survey development and data collection

The message conditions used in this study are modelled on influencer Instagram posts. The style in marketing messages that business or individuals use is often in line with the characteristics and original purpose of the social media sites advertised through. For example, Instagram is characteristically image focussed with minimal text (Coelho, Oliveira, & Almeida, 2016; Hochman & Manovich, 2013), and advertising on this space usually includes attractive and pleasing images and short informal friendly text (Hochman, & Manovich, 2013). In this way businesses and individual users post content in a similar format.

Marketing messages for each condition (prosocial, environmental, and branded social signal appeal), each gender, and each behaviour (buy and sell) were created, resulting in 12 total messages. In study 1 brand relationship emerged as a first-order concept contributing to the second-order theme of redefining new and the main theme of social

context (see Table 8) and therefore branded social signal appeal is used as a proxy for social context in this experiment. The resulting conditions were a 2 (gender: male or female) by 2 (self-reported behaviour: buy second-hand fashion or sell second-hand fashion) by 4 (message type: environmental, prosocial, branded social signal, control) between-subjects design. Respondents reported their gender and identified whether they had bought or sold second-hand designer fashion in the last three months. Respondents who reported their gender as other or prefer not to say were randomly assigned to either male or female cohorts. Similarly, respondents who selected they had done both (buy and sell) were randomly assigned to either buy or sell cohort. Only those who had recently participated in second-hand exchange were able to proceed with the study. Then they were randomly assigned to message condition. The wording used in the marketing messages for this study was drawn from language used by participants in study 1. The image component of the marketing messages are original images taken for the purposes of this study. The message components of image and text used were evaluated in the pre-test for applicability to condition (environmental, prosocial, branded social signal) and for positive attitude toward the message (good, pleasant, and favourable). For the pre-test results for the final messages that are used in the full survey, see section 6.2.4 and Table 14.

The main study was designed in Qualtrics, with recruitment via social media and a Cint online panel management. Convenience sampling was used to ensure appropriate sample sizes were achieved, allowing analysis to test for smaller behavioural effects in each condition. Data collection occurred between January to March 2020 in New Zealand and achieved 351 useable responses (83 males, 265 females, three other/prefer not to say, and the average age was 28). The survey consisted of the following elements and is also presented visually in Figure 16.

1. Screening and demographic questions

- Ensuring respondents have participated in the second-hand designer fashion market in the last three months (bought, sold or both),
- Age and gender,
- Respondents were asked to briefly recall how they felt about this past behaviour (buying and/or selling second-hand fashion) and describe an item recently bought or sold.

2. Participants were then randomly assigned to one condition based on gender and behaviour and viewed one of four conditions (environmental, prosocial, branded social signals or control/no message)
3. Sustainable attitude (Haws et al., 2014)
 - Participants were asked to indicate their agreement to 6 statements measured on a seven-point scale (from “1” = “strongly disagree” to “7” = “strongly agree”)
4. Self-efficacy (Homburg & Stolberg, 2006)
 - Participants were asked to rate how true they thought three statements were measured on a four-point scale (from “1” = “not at all true” to “4” = “exactly true”).
5. Sustainability knowledge (Park & Kim, 2016; Shen et al., 2012)
 - Participants were asked to indicate their agreement to 6 statements about sustainability knowledge specific to the apparel industry on a five-point scale (from “1” = “strongly disagree,” to “5” = “strongly agree”).
6. Balanced Inventory of Desirable Responding (BIDR)
 - Social desirability bias was measured using Balanced Inventory of Desirable Responding (BIDR) (Paulhus, 1988). Respondents indicated agreement to 40 statements measured on a seven-point scale (very untrue, untrue, somewhat untrue, neutral, somewhat true, true and very true). Two subscales together account for social desirability bias, via (1) self-deceptive enhancement (BIDR SDE) and (2) impression management (BIDR IM).

A control group (N=73) processed through the survey similarly, though they did not view a marketing message.

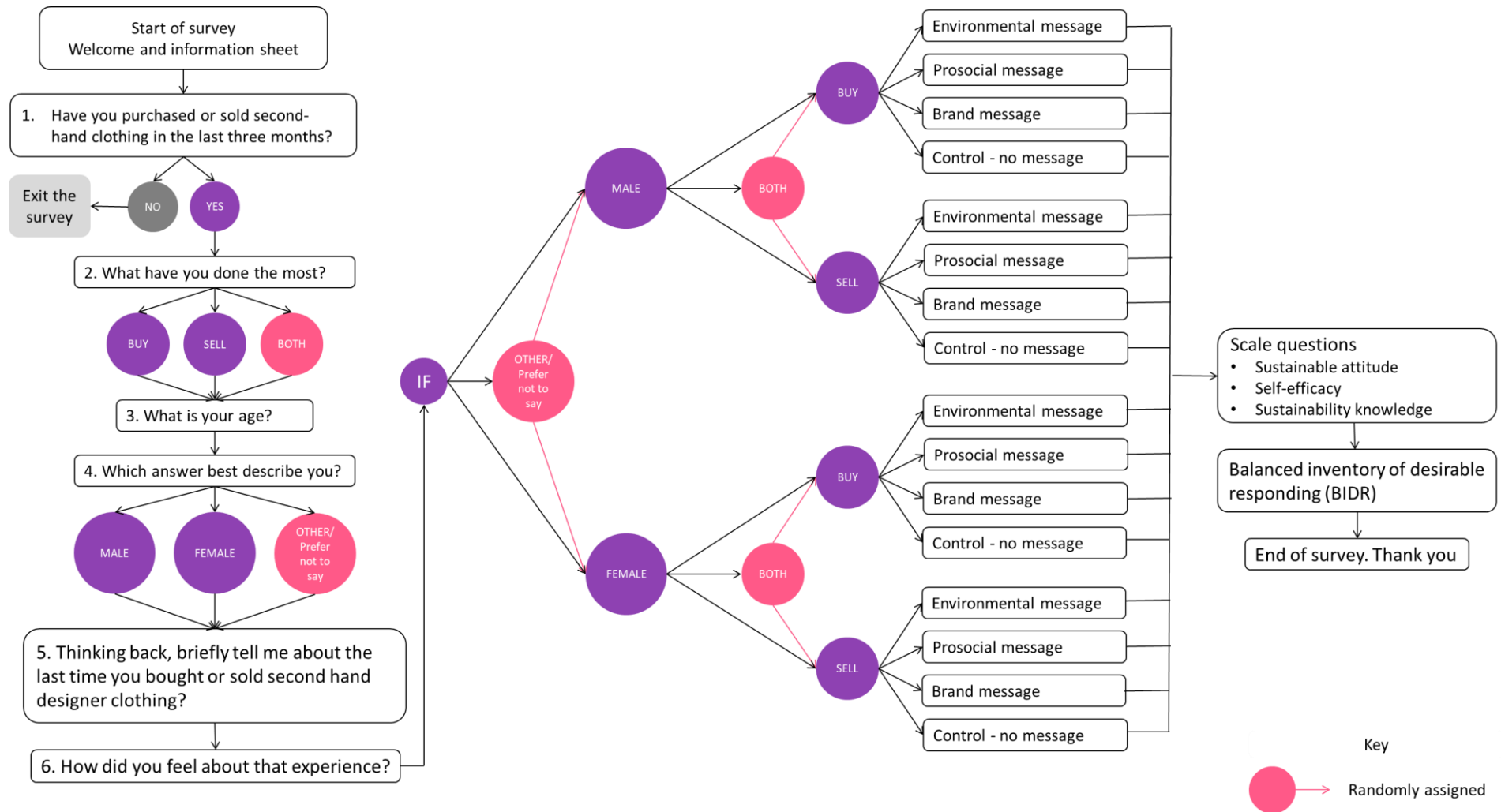


Figure 16. Survey flow diagram

7.4 Statistical evaluation

Descriptive statistics, tests of regression, analysis of variance (ANOVA), analysis of covariance (ANCOVA), univariate analysis and mediation and moderation via PROCESS macro (Hayes, 2013), were run using SPSS. For all analyses, the minimum level of significance was set to $p < .05$.

Dummy variables for each message condition were created, such as prosocial message vs. not prosocial message condition, forming a prosocialYN variable (0 = no prosocial message exposure, 1 = prosocial message exposure). This was repeated for all message conditions (enviroYN, brandYN and controlYN). In order to test moderation and mediation separately across genders, two new files were created, one for males and one for females. The two Balanced Inventory of Desirable Responding (BIDR) subscales were used to further investigate relationship or findings that were close to appropriate significance levels. Social desirability bias has been found to increase socially accepted and self-reported attitudes and behaviour as well as decrease socially unacceptable attitudes and behaviour (Larson & Farac, 2019). Consequently, social desirability bias is recommended to be included as a potential covariate in sustainability research due to its influence on sustainable attitudes and behaviours (Kuokkanen & Sun, 2016).

7.4.1 Scales

Participants viewed a marketing message and then answered questions which provide measures of their sustainable attitude, self-efficacy, sustainability knowledge and social desirability (Balanced Inventory of Desirable Responding, BIDR). Scale reliability was tested using Cronbach's alpha with an acceptable range being 0.7 - 0.9 (Cronbach, 1951). Sustainable attitude was measured using the six-item GREEN scale, developed by Haws et al. (2014). The Cronbach's α for the GREEN scale was .92, suggesting acceptable reliability (Haws et al., 2014). Self-efficacy was measured using Homburg and Stolberg's (2006) collective self-efficacy three-item scale. The Cronbach's α for self-efficacy scale was .75, also suggesting acceptable reliability (Homburg & Stolberg, 2006). Sustainability knowledge was measured using a six-item scale (Shen et al., 2012; Park & Kim, 2016); the Cronbach's α for this scale was .90 suggesting acceptable reliability. For full item description, see Table 15.

Finally, social desirability was measured using the 40-item Balanced Inventory of Desirable Responding scale (BIDR; Paulhus, 1988). Social desirability is then measured by two sub-scales, self-deceptive enhancement (SDE) and impression management (IM) (see Appendix R for scale item and overall scale reliability). The Cronbach's α for the BIDR SDE scale was .66 and the Cronbach's α for BIDR IM was .72, both are acceptable reliability scores (Paulhus, 1988). Although both these fall slightly below the typical alphas for BIDR subscales, BIDR SDE .67-.77, BIDR IM .77-.85 (Paulhus, 1988), they are still at acceptable levels according to Cronbach (Cronbach, 1951).

Table 15. Scale item and overall scale reliability

Scale	Items	α
GREEN scale (Haws et al., 2014)	<p>ATT1: It is important to me that the products I use do not harm the environment.</p> <p>ATT2: I consider the potential environmental impact of my actions when making many of my decisions.</p> <p>ATT3: My purchase habits are affected by my concern for our environment.</p> <p>ATT4: I am concerned about wasting the resources of our planet.</p> <p>ATT5: I would describe myself as environmentally responsible.</p> <p>ATT6: I am willing to be inconvenienced in order to take actions that are more environmentally friendly.</p>	.92
Collective self-efficacy (Homburg & Stolberg, 2006)	<p>SE1: I am sure that we can achieve progress, because we are all pulling in the same direction.</p> <p>SE2: I am confident that together we can solve the problem of pollution.</p> <p>SE3: We can come up with creative ideas to solve environmental problems effectively, even if the external conditions are unfavourable.</p>	.75
Sustainability knowledge (Shen et al., 2012; Park & Kim, 2016)	<p>KNW1: I am informed about child labour/sweatshop issues in the fashion luxury manufacturing business.</p> <p>KNW2: I am knowledgeable about social equity issues (e.g., working conditions of factory workers, fair wage for factory workers) in the fashion apparel business.</p> <p>KNW3: I know more about socially-responsible apparel business than the average person.</p> <p>KNW4: I am informed about environmental issues (e.g., eco-fashion, environmental impact of clothing manufacturing) in the fashion apparel manufacturing business.</p>	.90

KNW5: I understand the environmental impact of apparel products across the supply chain.

KNW6: I am knowledgeable about apparel brands that sell environmentally-friendly products.

α : Cronbach's alpha of scale reliability.

7.5 Characteristics of sample

The sample for this study is characterised by three demographic measures, gender, age and behaviour. Out of the 351 respondents, 75.5% identified as female, 23.6% identified as male and .9% identified as other. Participants were asked to select which gender they identify with (male, female, other, prefer to not say), with the analysis of the survey data then labelled and described based on the participant's selection. For the interpretation and description, those that identify with female are called women and those that identify as male are called men. Of the sample, 40% of participants were aged 18-25 years old and 60% were aged 26-35 years old. Participants who reported purchasing second-hand designer clothing in the last three months made up 55% of the sample, while 19% reported reporting selling second-hand designer clothing in the last three months, and 26% reported both purchasing and selling designer clothing in the last three months.

7.5.1 Sample assumptions

The first assumption of this sample is that there will be no difference between males and females in their sustainable attitudes, self-efficacy, and sociality knowledge. This assumption is informed from the findings of study 1, in that there was no difference in how male participants experienced buying and selling of second-hand designer fashion compared to female participants. To test this assumption, an independent t-test was conducted on each dependent variable (results are summarized in Table 16). There was no significant difference between males' and females' self-efficacy and sustainability knowledge. However, there was a significant difference in sustainable attitudes between genders, males had significantly lower sustainability attitude overall ($M = 4.91$) than females ($M=5.28$, $t(346)=-2.52$, $p= .01$). Consequently, this assumption is rejected, and gender will be separated for the analysis of this study.

Table 16. Independent t-test statistics testing for differences between male and female scores for sustainable attitude, self-efficacy, and sustainability knowledge.

Measure	Test statistic
Attitude	$t(346)=-2.52, p=.01$
Self-efficacy	$t(346)=.068, p=.95$
Sustainability knowledge	$t(346)=-1.67, p=.10$

Based on study 1 findings, the second assumption of this sample is that participant sustainable attitudes, self-efficacy and sustainability knowledge will not be significantly different between sub-groups of those in buying and selling framed message conditions. Study 1 findings indicated that participant experiences of performing sustainable behaviours (participation in second-hand designer market) were not different depending on if they had bought or sold as part of second-hand exchange. To test this assumption, three independent t-tests were conducted to assess if there was any significant difference between participant attitude, self-efficacy, and knowledge as a result of buying or selling. There was no significant difference between participant scores on sustainable attitude, self-efficacy, and sustainability knowledge between buy and sell groups (refer to Table 17). Therefore, buy and sell groups will be combined for study 2 analysis.

Table 17. Independent t-test statistics testing for difference between buy and sell sub-group scores on attitude, self-efficacy and sustainable knowledge scale measures.

Gender	Test variable (measure)	Test statistic
Male	Attitude	$t(61)=1.32, p=.19$
Male	Self-efficacy	$t(61)=1.48, p=.14$
Male	Sustainability knowledge	$t(61)=1.23, p=.22$
Female	Attitude	$t(210)=.88, p=.38$
Female	Self-efficacy	$t(210)=.89, p=.38$
Female	Sustainability knowledge	$t(210)=.42, p=.68$

7.6 Findings

7.6.1 H1. Messages that emphasise the prosocial benefits of behaviour will increase consumers' sustainable attitude.

A regression analysis was run to test if exposure to a prosocial message (independent variable) had a positive and significant effect on participant sustainable attitude

(dependent variable). A regression of prosocial message exposure on sustainable attitude was significant for males ($F(1, 82) = 3.89, p = .052$). Male respondents reported more sustainable attitudes after viewing the prosocial message ($M = 5.33$) versus any other condition ($M = 4.76$). An ANCOVA was conducted to determine if there was a statistical difference between prosocial message on sustainable attitude controlling for BIDR subscales (BIDR SDE, BIDR IM and both BIDR subscales) amongst males. Using BIDR as a covariate did not improve the significance of this relationship (see Table 18). Consequently, for the male sample Hypothesis 1 is accepted, and this relationship was not impacted by socially desirable responding.

Table 18. Male ANCOVA test statistics for Hypothesis 1

Covariate	Test statistic
BIDR_SDE	$F(1, 76) = 3.14, p = .08$
BIDR_IM	$F(1, 77) = 3.46, p = .07$
BIDR_SDE and BIDR_IM	$F(1, 73) = 2.84, p = .09$

However, for females there was no significant difference in their attitudes when exposed to a prosocial message, $F(1, 264) = 0.47, p = .50$. An ANCOVA was conducted using BIDR subscales and the results did not improve the significance of this relationship (refer Table 19). Therefore, for females Hypothesis 1 is rejected.

Table 19. Female ANCOVA test statistics for Hypothesis 1

Covariate	Test statistic
BIDR_SDE	$F(1, 259) = 0.45, p = .50$
BIDR_IM	$F(1, 254) = 0.03, p = .85$
BIDR_SDE and BIDR_IM	$F(1, 250) = 0.06, p = .81$

H1a. Prosocial marketing messages will have a greater impact on sustainable attitudes than environmental and branded social signal messages

To test Hypothesis 1a, univariate analysis of variance (ANOVA) was conducted to test if there is any significant difference between the mean scores of sustainable attitude from a prosocial message, compared to the mean scores from environmental message condition, branded social signal condition and control. This was investigated further using BIDR subscales as covariates and no significant results were found.

Consequently, Hypothesis 1a is rejected.

An ANOVA of message type (prosocial, environmental, branded social signal and control) on attitude was conducted. Male respondents reported the highest sustainable attitudes after viewing a prosocial message ($M = 5.33$) versus other conditions (environmental message $M=4.78$, branded social signal $M=4.64$, control, $M = 4.86$). However, pairwise comparisons via Bonferonni's post hoc comparisons show no statistical significant difference between these mean scores as all significance levels are above .05 (refer to Table 20).

Table 20. Comparisons of sustainable attitude means for prosocial message amongst males

Message condition	Mean	Bonferonni's post-hoc test Significance level
Environmental	4.78	.79
Branded social signal	4.64	.36
Control	4.86	1.00

Compared to prosocial message condition mean for males ($M=5.33$).

A series of ANCOVAs were conducted to determine if controlling for BIDR subscales as covariates (BIDR SDE, BIDR IM, and both BIDR subscales) improved the significance of this relationship. The results show no improved statistical significance for males as all significance levels are above .05 (refer Table 21).

Table 21. Comparisons of sustainable attitude means for each message condition compared to prosocial message condition amongst males with BIDR subscales as covariates

Covariate	Message condition	Mean	Significance level
BIDR_SDE	Environmental	4.70	.64
	Branded social signal	4.71	.70
	Control	4.93	1.00
BIDR_IM	Environmental	4.78	.96
	Branded social signal	4.63	.45
	Control	4.86	1.00
BIDR_SDE and BIDR_IM	Environmental	4.69	.78
	Branded social signal	4.69	.72
	Control	4.94	1.00

Compared to prosocial message condition mean for BIDR_SDE ($M=5.32$), to prosocial message condition mean for BIDR_IM ($M= 5.35$), and to prosocial message condition mean for both BIDR_SDE and BIDR_IM ($M=5.34$), amongst males.

An ANOVA of message type (prosocial, environmental, branded social signal and control) on attitude was conducted. Female respondents reported the lowest sustainable attitudes after viewing a prosocial message ($M = 5.20$) than any other condition (environmental message $M=5.40$, branded social signal $M=5.21$, and control $M = 5.32$). Pairwise comparisons via Bonferonni's post hoc comparisons further reveal no statistically significant difference between these mean scores as all significance levels are above .05 (refer to Table 22).

Table 22. Comparisons of sustainable attitude means for each message condition amongst females

Message condition	Mean	Significance level
Environmental	5.40	1.00
Branded social signal	5.21	1.00
Control	5.32	1.00

Compared to prosocial message condition mean for females ($M=5.20$).

A series of ANCOVAs were conducted to determine if controlling for BIDR subscales (BIDR SDE, BIDR IM, and both BIDR subscales) improved the significance of this relationship. The results show no improved statistical significance for females as all significance levels are above .05 (refer Table 23).

Table 23. Comparisons of sustainable attitude means for each prosocial message condition amongst females with covariates of BIDR subscales

Covariate	Message condition	Mean	Significance level
BIDR_SDE	Environmental	5.40	1.00
	Branded social signal	5.23	1.00
	Control	5.27	1.00
BIDR_IM	Environmental	5.37	1.00
	Branded social signal	5.22	1.00
	Control	5.24	1.00
BIDR_SDE and BIDR_IM	Environmental	5.36	1.00
	Branded social signal	5.23	1.00
	Control	5.23	1.00

Compared to prosocial message condition mean for BIDR_SDE ($M=5.19$), to prosocial message condition mean for BIDR_IM ($M= 5.25$), and to prosocial message condition mean for both BIDR_SDE and BIDR_IM ($M=5.24$), amongst females.

H1b. A prosocial marketing message is more effective in increasing sustainable attitudes when consumers have higher self-efficacy.

To test Hypothesis 1b, reported self-efficacy was tested as both a moderator (Hayes model 1) and as mediator (Hayes model 4) on the effect a prosocial marketing message has on sustainable attitude (Hayes, 2017). Hayes model 1 was used to test for moderation of self-efficacy on the effect of exposure to prosocial message on reported sustainable attitude. Self-efficacy was not a moderator of the relationship between a prosocial message and sustainable attitude among males and females. Hayes model 4 was used to test mediation of self-efficacy on the effect of a prosocial message on sustainable attitudes. Not all paths are significant when self-efficacy is a mediator, thus this relationship overall is not significant for males nor females. As a result of both insignificant moderation and mediation models for males and females, Hypothesis 1b is rejected.

An overall moderation model for male participants with exposure to prosocial message as the independent variable, self-efficacy as the moderator, and sustainable attitudes as the dependent variable was marginally significant ($F(3, 79) = 2.48, p = .068$).

However, the interaction was not significant for males in this model ($b=0.14, t(79)=0.19, p=0.85$), indicating that self-efficacy was not a moderator for the effect of prosocial message on sustainable attitude.

Similarly, an overall moderation model for female participants with exposure to prosocial message as the independent variable, self-efficacy as the moderator, and sustainable attitudes as the dependent variable was significant ($F(3, 261) = 19.18, p<.001$). However, the interaction was not significant for females in this model ($b=.017, t(261)=.0716, p=0.94$), indicating that self-efficacy was not a moderator for the effect of prosocial message on sustainable attitude. Consequently, hypothesis 1a, when self-efficacy is a moderator, is rejected for both males and females.

Hayes model 4 was used to test for mediation of self-efficacy on the relationship between exposure to prosocial message and sustainable attitude (Hayes, 2017). The relationship between prosocial message and sustainable attitude was not mediated by self-efficacy in the male sample (indirect effect (IE = $-.10$) was NS 95% CI = $[-.03, .42]$), or in the female sample (the indirect effect (IE= $-.12$) was also not statistically significant (95% CI= $[-.27, .01]$)).

Hayes model 4 was used to test for mediation of self-efficacy on the relationship between exposure to prosocial message and sustainable attitude with the covariates of BIDR subscales (BIDR SDE, BIDR IM and both BIDR subscales) to test if they explained this relationship further. However, the results from these covariates did not improve the statistical significance of this model for males or females, refer to Table 24.

Table 24. Covariate test statistics for BIDR subscales for Hypothesis 1b (prosocial message) using Hayes model 4

Sample	Covariate	Mediation path	Test statistic
Male	BIDR_SDE	Direct effect	.46, 95% CI= [-.15, 1.08]
		Indirect effect	.08, 95% CI= [-0.58, .36]
Male	BIDR_IM	Direct effect	.48, 95% CI= [-.15, 1.11]
		Indirect effect	.1, 95% CI= [-.06, .43]
Male	BIDR_SDE and BIDR_IM	Direct effect	.47, 95% CI= [-.18, 1.12]
		Indirect effect	.08, 95% CI= [-.05, .41]
Female	BIDR_SDE	Direct effect	.003, 95% CI= [-.29, .29]
		Indirect effect	-.11, 95% CI= [-.26, .02]
Female	BIDR_IM	Direct effect	.07, 95% CI= [-.23, .36]
		Indirect effect	-0.1, 95% CI= [-.24, .03]
Female	BIDR_SDE and BIDR_IM	Direct effect	.05, 95% CI= [-.24, .35]
		Indirect effect	-.09, 95% CI= [-.24, .04]

H1c. A prosocial marketing message is more effective in increasing sustainable attitudes when consumers have higher sustainability knowledge.

To test Hypothesis 1c, sustainability knowledge was run as both a moderator (Hayes model 1) and as a mediator (Hayes model 4) on the effect a prosocial marketing message has on sustainable attitude (Hayes, 2017). Hayes model 1 was used to test for moderation of sustainability knowledge on the effect of a prosocial message on sustainable attitude and was found to have no significant effect for males nor females. Hayes model 4 was used to test for mediation of sustainability knowledge on the relationship between prosocial message and sustainable attitude for males and females and was found to be not significant. Consequently, Hypothesis 1c is rejected.

A moderation model for male participants with exposure to prosocial message as the independent variable, sustainability knowledge as the moderator, and sustainable attitudes as the dependent variable was significant overall ($F(3, 79) = 15.73$, $p < .001$). However, the interaction was not significant for males in this model ($b = -0.06$, $t(79) = -$

.23, $p=0.82$), indicating that sustainability knowledge was not a moderator for the effect of prosocial message on sustainable attitude.

Similarly, a moderation model for female participants with exposure to prosocial message as the independent variable, sustainability knowledge as the moderator, and sustainable attitudes as the dependent variable was significant overall ($F(3, 261)=45.85$, $p<.001$). However, the interaction was not significant for females in this model ($b=.12$, $t(261)=1.12$, $p=0.26$), indicating that sustainability knowledge was not a moderator for the effect of prosocial message on sustainable attitude.

The mediated relationship (Hayes model 4) between prosocial message and sustainable attitude was not mediated by sustainability knowledge in males. The indirect effect ($IE=.25$) is not statistically significant: 95% CI = $[-.06, .58]$. Similarly, the relationship between prosocial message and sustainable attitude was not mediated by sustainability knowledge in females. The indirect effect ($IE=.002$) is not statistically significant: 95% CI = $[-.19, .2]$.

7.6.2 H2. Messages that emphasise the environmental benefits of behaviour will increase consumers' sustainable attitude.

Regression analyses were run to test if exposure to an environmental message (independent variable) had a positive and significant effect on participants' sustainable attitude (dependent variable). There was no significant effect of environmental message on sustainable attitudes for males ($F(1, 82) = 0.33$, $p = .57$) nor females ($F(1, 264) = 1.02$, $p=.31$).

An ANCOVA was conducted to determine if there was a statistical difference between environmental message on sustainable attitude when controlling for social desirability bias, using BIDR subscales (BIDR SDE, BIDR IM and both BIDR subscales). This was conducted for both males and females and no significant difference was found (see Table 25).

Table 25. ANCOVA test statistics for male and female for Hypothesis 2

Gender	Covariate	Test statistic
Male	BIDR_SDE	$F(1, 76) = 0.89$, $p = .35$
	BIDR_IM	$F(1, 77) = 0.26$, $p = .61$
	BIDR_SDE and BIDR_IM	$F(1, 73) = 0.71$, $p = .40$

Female	BIDR_SDE	$F(1, 259) = 1.07, p = .30$
	BIDR_IM	$F(1, 254) = 0.65, p = .42$
	BIDR_SDE and BIDR_IM	$F(1, 250) = 0.59, p = .44$

H2a. An environmental marketing message is less effective than a prosocial marketing message in increasing sustainable attitudes

ANOVAs were conducted to test if there is any significant difference between the mean scores of sustainable attitude from an environmental message, compared to the mean scores from prosocial message condition, branded social signal condition and control. This was investigated further with ANCOVA using BIDR subscales as covariates and no significant results were found. Consequently, Hypothesis 2a is rejected.

An ANOVA of message type (prosocial, environmental, branded social signal and control) on attitude was conducted. Male respondents reported a mean score of $M=4.78$ for their sustainable attitudes after viewing an environmental message. Other message conditions mean scores are prosocial message $M=5.33$, branded social signal $M=4.64$, and control $M = 4.86$. Pairwise comparisons via Bonferonni's post hoc comparisons further reveal no statistical significant difference between these mean scores as all significance levels are above .05 (refer to Table 26).

Table 26. Comparisons of sustainable attitude means for environmental message amongst males

Message condition	Mean	Significance level
Prosocial	5.33	.79
Branded social signal	4.64	1.00
Control	4.86	1.00

Compared to environmental message condition mean for males ($M=4.78$)

Further ANCOVAs were conducted to determine if controlling for BIDR subscales (BIDR SDE, BIDR IM, and both BIDR subscales) improved the significance of this relationship. Results of Bonferonni's post-hoc comparison tests show no improved statistical significance for males as all significance levels are above .05 (refer to Table 27).

Table 27. Comparisons of sustainable attitude means for each environmental message condition amongst males with BIDR subscales as covariates

Covariate	Message condition	Mean	Significance level
BIDR_SDE	Prosocial	5.32	.64
	Branded social signal	4.71	1.00
	Control	4.93	1.00
BIDR_IM	Prosocial	5.35	.96
	Branded social signal	4.63	1.00
	Control	4.86	1.00
BIDR_SDE and BIDR_IM	Prosocial	5.34	.78
	Branded social signal	4.69	1.00
	Control	4.94	1.00

Compared to environmental message condition mean for BIDR_SDE ($M=4.70$), to environmental message condition mean for BIDR_IM ($M= 4.78$), and to environmental message condition mean for both BIDR_SDE and BODR_IM ($M=4.69$), amongst males.

A series of ANCOVAs of message type (prosocial, environmental, branded social signal and control) on attitude was conducted. Female respondents reported the highest sustainable attitudes after viewing an environmental message ($M = 5.40$) than any other condition (prosocial message $M=5.20$, branded social signal $M=5.21$, control $M = 5.32$). However, post-hoc comparisons via Bonferonni's test show no statistically significant difference between these mean scores (refer to Table 28).

Table 28. Comparisons of sustainable attitude means for each environmental message condition amongst females

Message condition	Means	Significance level
Prosocial	5.20	1.00
Branded social signal	5.21	1.00
Control	5.32	1.00

Compared to environmental message condition mean amongst females ($M = 5.40$).

A series of ANCOVAs were conducted to determine if controlling for BIDR subscales (BIDR SDE, BIDR IM, and both BIDR subscales) improved the significance of this relationship. However, results of Bonferonni's post-hoc comparisons show no statistical significance for females (refer to Table 29).

Table 29. Comparisons of sustainable attitude means for each environmental message condition amongst females with covariates of BIDR subscales

Covariate	Message condition	Mean	Significance level
BIDR_SDE	Prosocial	5.19	1.00
	Branded social signal	5.23	1.00
	Control	5.27	1.00
BIDR_IM	Prosocial	5.25	1.00
	Branded social signal	5.22	1.00
	Control	5.24	1.00
BIDR_SDE and BIDR_IM	Prosocial	5.24	1.00
	Branded social signal	5.23	1.00
	Control	5.23	1.00

Compared to environmental message condition mean for BIDR_SDE ($M=5.40$), to environmental message condition mean for BIDR_IM ($M= 5.37$), and to environmental message condition mean for both BIDR_SDE and BIDR_IM ($M=5.36$), amongst females.

H2b. An environmental marketing message is more effective in increasing sustainable attitudes when consumers have higher self-efficacy.

To test Hypothesis 2b, self-efficacy was tested as both a moderator (Hayes model 1) and as mediator (Hayes model 4) on the effect exposure to an environmental marketing message has on sustainable attitude (Hayes, 2017). Self-efficacy when tested as a moderator (Hayes model 1) explained this relationship for the male sample, though with a negative relationship. The moderation model was improved with the covariate of BIDR self-deceptive enhancement. However, model 1 was not significant for females. Self-efficacy when tested as a mediator (Hayes model 4) was found to not mediate the relationship for males nor females. Given moderation was found to be a negative and significant result, however, hypothesis 2b is rejected for both male and female respondents.

Hayes model 1 was used to test a moderation model for male participants with exposure to environmental message as the independent variable, self-efficacy as the moderator, and sustainable attitudes as the dependent variable, and was found to be significant overall ($F(3, 79) = 2.86, p = .04$). The main effect of self-efficacy on sustainable attitude was positive and significant ($b=0.71, t(79)=2.84, p=0.005$). However, the interaction effect of environmental message on self-efficacy was negative and marginally significant, $b=-0.89, t(79)= -1.87, p = .065$. This indicates that,

for males, the more they are exposed to an environmental message and the higher their reported self-efficacy, the lower their sustainable attitude. The higher the self-efficacy, the less effect that exposure to environmental message had on sustainable attitudes for male respondents.

The moderation model for male participants was tested further by including BIDR subscale covariates to detect if any other significant interactions are occurring in this relationship. The indirect effects of self-efficacy on sustainable attitude have been summarized in Table 30.

Table 30. Covariate indirect effect test statistics for BIDR subscales for hypothesis 2b (moderation) for males.

Covariate	Test statistic
BIDR_SDE	$b=-1.06, t(72)=-2.06, p=.043$
BIDR_IM	$b=-.90, t(73)=-1.69, p=.094$
BIDR_SDE and BIDR_IM	$b=-1.13, t(68)=-1.96, p=.054$

A moderation model for male participants with exposure to environmental message as the independent variable, self-efficacy as the moderator, BIDR self-deceptive enhancement (BIDR_SDE) as a covariate and sustainable attitudes as the dependent variable shows the indirect effect is significant ($p=.043$). The conditional effects of self-efficacy as a moderation in this model ($b=-1.06$) indicate that when males have higher self-efficacy, the effect of the environmental message on their sustainable attitude decreases. The estimate value when self-efficacy is at the 84th percentile (self-efficacy=3.67) has a statistically significant and negative effect on the relationship between environmental message and sustainable attitude ($b=-1.09, t(72)=-2.13, p=.04, CI[-2.12, -.07]$). This suggests that, for males, the environmental message will have a greater impact on sustainable attitudes when they have lower self-efficacy.

A moderation model (Hayes model 1) for female participants with exposure to environmental message as the independent variable, self-efficacy as the moderator, and sustainable attitudes as the dependent variable was not significant. The interaction effect was not significant ($b=-0.09, t(261)=-.37, p=0.71$), indicating that self-efficacy was not a moderator for the effect of environmental message on sustainable attitude for females.

Hayes model 4 was used to test for mediation of self-efficacy on the relationship between environmental message and sustainable attitude. The relationship between environmental message and sustainable attitude was not mediated by self-efficacy in males: the indirect effect (IE=-.05) is not statistically significant: 95% CI= [-.27, .13]. A series of mediation models (via Hayes model 4) were also run with BIDR subscales (BIDR SDE, BIDR IM and both BIDR subscales) as covariates for males. However, inclusion of these covariates did not significantly change the results (refer to Table 31).

Table 31. Covariate test statistics for BIDR subscales for hypothesis 2b (mediation) using Hayes model 4 with male respondents.

Covariate	Mediation path	Test statistic
BIDR_SDE	Direct effect	-.25, 95% CI=[-.88, .38]
	Indirect effect	-.06, 95% CI=[-.28, .13]
BIDR_IM	Direct effect	-.13, 95% CI=[-.79, .52]
	Indirect effect	-.04, 95% CI=[-.32, .17]
BIDR_SDE and BIDR_IM	Direct effect	-.24, 95% CI=[-.92, .44]
	Indirect effect	-.05, 95% CI=[-.35, .15]

Similarly, the relationship between environmental message and sustainable attitude was not mediated by self-efficacy via Hayes model 4 in females. The indirect effect (IE=.12) is not statistically significant: 95% CI= [-.02, .29]. A series of mediation models (via Hayes model 4) were also run with BIDR subscales (BIDR SDE, BIDR IM and both BIDR subscales) as covariates for females. However, inclusion of these covariates did not significantly change the results, as shown in Table 32.

Table 32. Covariate test statistics for BIDR subscales for Hypothesis 2b (mediation) using Hayes model 4 with female respondents.

Covariate	Mediation path	Test statistic
BIDR_SDE	Direct effect	.05, 95% CI= [-.24, .35]
	Indirect effect	.11, 95% CI= [-.02, .27]
BIDR_IM	Direct effect	.02, 95% CI= [-.28, .32]
	Indirect effect	.11, 95% CI= [-.03, .28]
BIDR_SDE and BIDR_IM	Direct effect	.02, 95% CI= [-.28, .32]
	Indirect effect	.11, 95% CI= [-.02, .26]

H2c. An environmental marketing message is more effective in increasing sustainable attitudes when consumers have higher sustainability knowledge.

To test hypothesis 2c, sustainability knowledge was tested as a moderator (Hayes model 1) and as a mediator (Hayes model 4). Hayes model 1 was used to test for moderation of sustainability knowledge on the effect of exposure to an environmental message on sustainable attitude and was found to have a significant and negative effect for males when controlling for BIDR self-deceptive enhancement. However, for females this moderation model with sustainability knowledge had no significant effect. Hayes model 4 was used to test for mediation of sustainability knowledge on the relationship between environmental message and sustainable attitude for males and females and was found to be not significant. Consequently, Hypothesis 2c is rejected.

A moderation model for male participants with exposure to environmental message as the independent variable, sustainability knowledge as the moderator, and sustainable attitudes as the dependent variable was tested using Hayes model 1. The interaction effect of this model was not significant for males ($b=-0.41$, $t(79)=-1.72$, $p=0.09$), indicating that sustainability knowledge was not a moderator for the effect of an environmental message on sustainable attitude. However, due to the significance level being less than 0.1 this moderation for males was then tested with BIDR subscales to further investigate this relationship (refer to Table 33).

Table 33. Covariate indirect effect test statistics for BIDR subscales for hypothesis 2c (moderation) for males.

Covariate	Test statistic
BIDR_SDE	$b=-.49$, $t(72)=-1.80$, $p=.08$
BIDR_IM	$b=-.9$, $t(73)=-1.69$, $p=.09$
BIDR_SDE and BIDR_IM	$b=-1.13$, $t(68)=-1.96$, $p=.05$

The interaction effect when the BIDR self-deceptive enchantment subscale is controlled for increases the significance of the model. The main effect of environmental message on attitude was not significant ($b=1.90$, $t(72)=1.48$, $p=.14$) in this model. Yet, the main effect of sustainability knowledge had a significant impact on sustainable attitude ($b=.88$, $t(72)=6.49$, $p<.001$), indicating that as knowledge increases, sustainable attitude increases. The interaction effect is only marginally significant and negative ($b=-.49$, $t(72)=-1.80$, $p=.08$). The covariate of BIDR self-

deceptive enhancement was negative and marginally significant ($b=-.43$, $t(72)=-1.91$, $p=.06$). When males have higher sustainability knowledge (in the 84th percentile sustainability knowledge = 5.5) an environmental message has a significant and negative impact on sustainability attitude ($b=-.82$, $t(72)=-2.29$, $p=.025$, $CI[-1.53, -.11]$). In other words, the higher males' sustainability knowledge, the less impact an environmental message will have on their sustainable attitudes.

A moderation model for female participants with exposure to environmental message as the independent variable, sustainability knowledge as the moderator, and sustainable attitudes as the dependent variable was tested using Hayes model 1. The interaction effect was not significant for females in this model ($b=0.05$, $t(261)=.46$, $p=0.65$), indicating that sustainability knowledge was not a moderator for the effect of an environmental message on sustainable attitude.

Hayes model 4 was used to test for mediation of sustainability knowledge on the relationship between exposure to environmental message and sustainable attitude. The relationship between environmental message and sustainable attitude was not mediated by sustainability knowledge in males. The indirect effect ($IE=.14$) is not statistically significant: 95% $CI = [-.24, .56]$.

Similarly, the relationship between environmental message and sustainable attitude was not mediated by sustainability knowledge in females. The indirect effect ($IE=.12$) is not statistically significant: 95% $CI = [-.07, .31]$.

H2d. An environmental marketing message is more effective in increasing sustainable attitudes when consumers have both higher self-efficacy and high sustainability knowledge

To test hypothesis 2d, self-efficacy and sustainability knowledge were tested as both a dual moderator (Hayes model 2) and as serial mediation (Hayes model 6) on the effect of exposure to prosocial marketing messages on sustainable attitude (Hayes, 2017). Hayes model 2 dual moderation was significant and negative for males but not significant for females. Serial mediation via Hayes model 6 was found to be not significant for either males or females. Hypothesis 2d is rejected for both males and females. Although males showed a significant effect when self-efficacy and sustainability knowledge are dual moderators, this effect was significant and negative and therefore Hypothesis 2d is rejected.

Hayes model 2 was used to test for dual moderation of self-efficacy and sustainability knowledge on the effect of an environmental message on sustainable attitude. For females, this dual moderation (model 2) was found to be not significant.

However, for males this was found to be significant, model summary ($F(5,77) = 11.40$, $p < .001$). The direct effect of exposure to environmental message on sustainable attitude is positive and significant ($b = 3.02$, $t(77) = 2.27$, $p = 0.03$), which indicates that when males view an environmental message their sustainable attitude will increase. The effect of self-efficacy on sustainable attitude does not have a significant main effect in the model ($b = .23$, $t(77) = 1.05$, $p = .30$), though the interaction effect of environmental message and self-efficacy on sustainable attitudes is negative and significant ($b = -.87$, $t(77) = -2.04$, $p = .05$). This is the first initial evidence that higher self-efficacy predicts less impact on sustainable attitudes when male participants were exposed to environmental messages about second-hand fashion exchange on Instagram. The main effect of sustainability knowledge (a second moderator variable) has a positive and significant effect on sustainable attitude ($b = .79$, $t(77) = 6.04$, $p < .001$), while the interaction effect of environmental message and sustainability knowledge on sustainable attitude is not significant ($b = -.17$, $t(77) = -.66$, $p = .51$).

Conditional effects of the dual moderation model indicate that when males have high self-efficacy and score higher on sustainability knowledge, exposure to environmental messages are less likely to impact sustainable attitudes and have a negative effect. The estimated values when self-efficacy is at the 84th percentile (self-efficacy = 3.67) and sustainability knowledge is at the 50th percentile (sustainability knowledge = 4.67) have a statistically significant and negative effect on the relationship between environmental message and sustainable attitude ($b = -.97$, $t(77) = -2.40$, $p = .02$, $CI = [-1.7827, -.1657]$).

For females, Hayes model 2 was also used to test for dual moderation of self-efficacy and sustainability knowledge on the effect of an environmental message on sustainable attitude. For females this was found to be not significant as both interaction effects were not significant and there were no significant condition effects. The interaction effect of environmental message and self-efficacy on sustainable attitudes is not significant ($b = -.23$, $t(259) = -.98$, $p = .33$) and the interaction effect of

environmental message and sustainability knowledge on sustainable attitude is not significant ($b=.07$, $t(259)=.62$, $p=.54$).

Hayes model 6 was used to test for serial mediation of self-efficacy and sustainability knowledge on the effect that exposure to an environmental message has on sustainable attitude. For males, the serial mediation model was not significant. The indirect effect of exposure to environmental message on attitudes via self-efficacy was nonsignificant ($IE = .001$; 95% CI $=[-.10, .12]$), as was the indirect effect of environmental message on attitudes via sustainability knowledge ($IE = .18$; 95% CI $=[-.17, .56]$), and the indirect effect of the serial mediation of both self-efficacy and sustainability knowledge on attitudes ($IE = -.05$; 95% CI $=[-.23, .12]$).

The serial mediation model was run with social desirability covariates using BIDR subscales (BIDR SDE, BIDR IM and both BIDR subscales) for males. However, these BIDR covariates did not improve the statistical significance of the indirect effects (refer to Table 34).

Table 34. Covariate test statistics for BIDR subscales for Hypothesis 2d (serial mediation) using Hayes model 6 with the male sample

Covariate	Specified paths							Test statistic
BIDR_SDE	Environmental message	→	Self-efficacy	→	Sustainable attitude			$p=-.01$, CI= [-.12, .11]
	Environmental message	→	Sustainability knowledge	→	Sustainable attitude			$p=.09$, CI= [-.24, .41]
	Environmental message	→	Self-efficacy	→	Sustainability knowledge	→	Sustainable behaviour	$p=-.04$, CI= [-.17, .05]
BIDR_IM	Environmental message	→	Self-efficacy	→	Sustainable attitude			$p=.01$, CI= [-.12, .14]
	Environmental message	→	Sustainability knowledge	→	Sustainable attitude			$p=.34$, CI= [-.01, .72]
	Environmental message	→	Self-efficacy	→	Sustainability knowledge	→	Sustainable behaviour	$p=-.04$, CI= [-.27, .16]
BIDR_SDE and BIDR_IM	Environmental message	→	Self-efficacy	→	Sustainable attitude			$p=-.01$, CI= [-.16, .13]
	Environmental message	→	Sustainability knowledge	→	Sustainable attitude			$p=.27$, CI= [-.10, .65]
	Environmental message	→	Self-efficacy	→	Sustainability knowledge	→	Sustainable behaviour	$p=-.05$, CI= [-.24, .12]

A serial mediation via Hayes model 6 of self-efficacy and sustainability knowledge on the effect of an environmental message on sustainable attitude was tested for females and was also found to be nonsignificant. The indirect effect of exposure to environmental message on attitudes via self-efficacy was nonsignificant ($IE = .07$; 95% $CI = [-.01, .18]$), as was the indirect effect of environmental message on attitudes via sustainability knowledge ($IE = .06$; 95% $CI = [-.09, .20]$), and the indirect effect of the serial mediation of both self-efficacy and sustainability knowledge on attitudes ($IE = .05$; 95% $CI = [-.01, .12]$).

The serial mediation model was run with social desirability covariates using BIDR subscales (BIDR SDE, BIDR IM and both BIDR subscales) for females. However, these BIDR covariates did not improve the statistical significance of the indirect effects (refer to Table 35).

Table 35. Covariate test statistics for BIDR subscales for hypothesis 2d (serial mediation) using Hayes model 6 with the female sample.

Covariate	Specified paths							Test statistic
BIDR_SDE	Environmental message	→	Self-efficacy	→	Sustainable attitude			$p=.06$, CI= [-.01,.17]
	Environmental message	→	Sustainability knowledge	→	Sustainable attitude			$p=.06$, CI= [-.09,.21]
	Environmental message	→	Self-efficacy	→	Sustainability knowledge	→	Sustainable behaviour	$p=.05$, CI= [-.01,.11]
BIDR_IM	Environmental message	→	Self-efficacy	→	Sustainable attitude			$p=.06$, CI= [-.01,.17]
	Environmental message	→	Sustainability knowledge	→	Sustainable attitude			$p=.06$, CI= [-.09,.21]
	Environmental message	→	Self-efficacy	→	Sustainability knowledge	→	Sustainable behaviour	$p=.05$, CI= [-.01,.11]
BIDR_SDE and BIDR_IM	Environmental message	→	Self-efficacy	→	Sustainable attitude			$p=.06$, CI= [-.01,.17]
	Environmental message	→	Sustainability knowledge	→	Sustainable attitude			$p=.06$, CI= [-.10,.22]
	Environmental message	→	Self-efficacy	→	Sustainability knowledge	→	Sustainable behaviour	$p=.05$, CI= [-.01,.11]

7.6.3 H3. Messages that emphasise a branded social signal will have no effect on consumers' sustainable attitudes.

A regression analysis of branded social signal message exposure on sustainable attitude was conducted. There was no significant effect found for males or females. As hypothesis 3 predicts no significant effect, this hypothesis is accepted for both males and females.

There was no significant effect of the branded social signal message on sustainable attitude for males ($F(1, 82) = 1.41, p = 0.24$). Male respondents reported directionally lower sustainable attitudes from viewing the branded social signal message ($M = 4.64$) versus any other condition ($M = 5.00$).

Similarly for females there was no significant difference in their reported sustainable attitudes when exposed to a branded social signal message versus any other condition, $F(1, 264) = 0.34, p = .56$. Female respondents reported directionally lower sustainable attitudes from viewing the branded social signal message ($M = 5.21$) versus any other condition ($M = 5.31$).

A series of ANCOVAs was conducted to determine if there was a statistical difference between branded social signal message on sustainable attitude when controlling for BIDR sub-scales (BIDR SDE, BIDR IM and both BIDR subscales). This was conducted for both males and females and no significant effect was found, refer to Table 36.

Table 36. ANCOVA test statistics for male and female for hypothesis 3

Gender	Covariate	Test statistic
Male	BIDR_SDE	$F(1, 76) = 0.79, p = .38$
	BIDR_IM	$F(1, 77) = 1.28, p = .26$
	BIDR_SDE and BIDR_IM	$F(1, 73) = 0.83, p = .37$
Female	BIDR_SDE	$F(1, 259) = 0.11, p = .74$
	BIDR_IM	$F(1, 254) = 0.18, p = .68$
	BIDR_SDE and BIDR_IM	$F(1, 250) = 0.09, p = .76$

H3a. A branded social signal marketing message is less effective in increasing sustainable attitudes when consumers have a low self-efficacy.

To test hypothesis 3a, self-efficacy was tested as both a moderator (Hayes model 1) and as mediator (Hayes model 4) on the effect a branded social signal marketing

message has on sustainable attitude (Hayes, 2017). Hayes model 1 was used to test for moderation of self-efficacy on the effect of exposure to branded social signal message on sustainable attitude and was found to not be significant for either males or females. Hayes model 4 was used to test for mediation of self-efficacy on the relationship between branded social signal message and sustainable attitude and was found to not have a significant effect for males nor females. Consequently, Hypothesis 3a is rejected.

A moderation model for male participants with exposure to branded social signal message as the independent variable, self-efficacy as the moderator, and sustainable attitudes as the dependent variable was conducted. The interaction effect was not significant for males in this model ($b=.54$, $t(79)= 1.28$, $p=0.20$), indicating that self-efficacy was not a moderator for the effect of branded social signal message on sustainable attitude for males.

A moderation model for female participants with exposure to branded social signal message as the independent variable, self-efficacy as the moderator, and sustainable attitudes as the dependent variable was conducted. The interaction effect was not significant for females in this model ($b=.088$, $t(261)= .34$, $p=0.73$), indicating that self-efficacy was not a moderator for the effect of branded social signal message on sustainable attitude for females.

A mediation model using Hayes model 4 was conducted and the relationship between branded social signal message and sustainable attitude was not mediated by self-efficacy in males. The indirect effect ($IE=.01$) was nonsignificant: 95% CI = $[-.28, .19]$.

Similarly, the relationship between branded social signal message and sustainable attitude was not mediated by self-efficacy via model 4 in females. The indirect effect ($IE=-.07$) is again not statistically significant: 95% CI = $[-.21, .06]$.

H3b. A branded social signal marketing message is more effective in increasing sustainable attitudes when consumers have a high sustainability knowledge.

To test Hypothesis 3b, sustainability knowledge was run as both a moderator (Hayes model 1) and as a mediator (Hayes model 4) on the effect a branded social signal marketing message has on sustainable attitude (Hayes, 2017). Hayes model 1 was used to test for moderation of sustainability knowledge on the effect of exposure to

branded social signal message on sustainable attitude. This was found to be significant for males when BIDR self-deceptive enhancement was controlled for, however for females this moderator relationship was not significant. Hayes model 4 was used to test for mediation of sustainability knowledge on the relationship between branded social signal message and sustainable attitude and was found to be not statistically significant for either males or females. Therefore, Hypothesis 3b for males when sustainability knowledge is a moderator (and when BIDR SDE is a covariate) is accepted. For females, hypothesis 3b is rejected.

A moderation model for male participants with exposure to branded social signal message as the independent variable, sustainability knowledge as the moderator, and sustainable attitudes as the dependent variable was conducted. The interaction of a branded social signal message on sustainability knowledge was positive and marginally significant, $b=0.43$, $t(79)=1.85$, $p=.07$. For males, the more they are exposed to a branded social signal message (vs. not) and the higher their sustainability knowledge, the higher their sustainable attitude. Due to this marginal significance, model 1 moderation for males was run with BIDR subscales as covariates to investigate this relationship further, refer to Table 37.

Table 37. Covariate indirect effect test statistics for BIDR subscales for hypothesis 3b (moderation) for males.

Covariate	Test statistic
BIDR_SDE	$b=.53$, $t(72)=2.11$, $p=.04$
BIDR_IM	$b=.46$, $t(73)=1.82$, $p=.07$
BIDR_SDE and BIDR_IM	$b=.49$, $t(68)=1.87$, $p=.07$

A moderation model for male participants with exposure to branded social signal message as the independent variable, sustainability knowledge as the moderator, BIDR self-deceptive enhancement (BIDR_SDE) as a covariate and sustainable attitudes as the dependent variable was positive and significant ($b=.53$, $t(72)=2.11$, $p=.04$). This indicates that when BIDR self-deceptive enhancement is a covariate, the effect of the branded social signal message on sustainable attitude increases for those male respondents who have higher sustainability knowledge.

A moderation model for female participants with exposure to branded social signal message as the independent variable, self-efficacy as the moderator, and sustainable attitudes as the dependent variable was conducted. The interaction was not significant for females in this model ($b=-0.06$, $t(261)= -.57$, $p=0.57$), indicating that sustainability knowledge was not a moderator for the effect of branded social signal message on sustainable attitude for females.

The relationship (Hayes model 4) between branded social signal message and sustainable attitude was not mediated by sustainability knowledge in males. The indirect effect ($IE=-.2743$) is not statistically significant: 95% CI = $[-.70, .09]$.

Similarly, the relationship between branded social signal message and sustainable attitude was not mediated by sustainability knowledge in females. The indirect effect ($IE=-.0487$) is not statistically significant: 95% CI = $[-.23, .14]$.

7.7 Interpretation of findings

The hypotheses in this study centred around testing sustainable attitude change in participants who had recently (in the last three months) performed a sustainable behaviour (buying or selling second-hand designer clothing) when exposed to marketing messages that used environmental, prosocial or branded social signal appeals. Self-efficacy, sustainability knowledge and social desirability were included to test if they mediated or moderated this relationship. Social desirability bias measured via the balanced inventory of desirable responding (BIDR), was also included to see if this controlled for any variation. A summary of hypothesis results (Table 38) is presented next. Though overall attitude change was muted, there were key contributions that emerged. Firstly, the difference in how genders responded to marketing messages reveals boundary conditions and opportunities. Secondly, prosocial marketing messages had a stronger effect on sustainable attitude change than environmental and branded social signals. Thirdly, pro-environmental messages negatively affected sustainable attitudes when participants had higher self-efficacy. Fourthly, marketing messages that emphasize brand name had no effect on sustainable attitudes. Finally, the impression management element of BIDR did not control for any responses, yet self-deceptive enhancement did. See Table 38 below for a hypothesis summary.

Table 38. Hypothesis summary table

Hypothesis	Type of moderation or mediation (Hayes, 2017)	Gender	Test statistic	Significant effect	Accept/reject hypothesis
H1. Messages that emphasise the prosocial benefits of behaviour will increase consumers' sustainable attitude.		Male	$F(1, 82) = 3.89, p = .052$	Significant	Accept
		Female	$p > .05$	Not significant	Reject
H1a. A prosocial marketing messages will have a greater impact on sustainable attitudes than environmental and branded social signal messages		Male	$p > .05$	Not significant	Reject
		Female	$p > .05$	Not significant	Reject
H1b. A prosocial marketing message is more effective in increasing sustainable attitudes when consumers have higher self-efficacy.	Moderator (Hayes model 1)	Male	$p > .05$	Not significant	Reject
		Female	$p > .05$	Not significant	Reject
	Mediator (Hayes model 4)	Male	$IE = -.10, 95\% CI = [-.03, .42]$	Not significant	Reject
		Female	$IE = -.12, 95\% CI = [-.27, .01]$	Not significant	Reject
H1c. A prosocial marketing message is more effective in increasing sustainable attitudes when consumers have higher sustainability knowledge.	Moderator (Hayes model 1)	Male	$p > .05$	Not significant	Reject
		Female	$p > .05$	Not significant	Reject
	Mediator (Hayes model 4)	Male	$IE = .25, 95\% CI = [-.06, .58]$	Not significant	Reject
		Female	$IE = .002, 95\% CI = [-.19, .2]$	Not significant	Reject
H2. Messages that emphasise the environmental benefits of behaviour will increase consumers' sustainable attitude.		Male	$p > .05$	Not significant	Reject
		Female	$p > .05$	Not significant	Reject
H2a. An environmental marketing message is less effective than a prosocial marketing message in increasing sustainable attitudes		Male	$p > .05$	Not significant	Reject
		Female	$p > .05$	Not significant	Reject

H2b. An environmental marketing message is more effective in increasing sustainable attitudes when consumers have higher self-efficacy.	Moderator (Hayes model 1)	Male	b=-1.06, t(72)=-2.06, p=.043	Negatively significant with BIDR SDE	Reject
		Female	p >.05	Not significant	Reject
	Mediator (Hayes model 4)	Male	IE=-.05, 95% CI= [-.27, .13]	Not significant	Reject
		Female	IE=.12, 95% CI= [-.02, .29]	Not significant	Reject
H2c. An environmental marketing message is more effective in increasing sustainable attitudes when consumers have higher sustainability knowledge.	Moderator (Hayes model 1)	Male	b=-.49, t(72)=-1.80, p=.08	Negatively significant (marginal) with BIDR SDE	Reject
		Female	p >.05	Not significant	Reject
	Mediator (Hayes model 4)	Male	IE=.14, 95% CI= [-.24, .56]	Not significant	Reject
		Female	IE=.12, 95% CI= [-.07, .31]	Not significant	Reject
H2d. An environmental marketing message is more effective in increasing sustainable attitudes when consumers have both higher self-efficacy and high sustainability knowledge	Moderator (Hayes model 2)	Male	b=-.87, t(77)= -2.04, p=.05	Negatively significant	Reject
		Female	p >.05	Not significant	Reject
	Mediator (Hayes model 6)	Male	IE = -.05; 95% CI [-.23, .12]	Not significant	Reject
		Female	IE = .05; 95% CI [-.01, .12]	Not significant	Reject
H3. Messages that emphasise a branded social signal will have no effect on consumers' sustainable attitudes.		Male	p >.05	Not significant	Accept
		Female	p >.05	Not significant	Accept
	Moderator (Hayes model 1)	Male	p >.05	Not significant	Reject
		Female	p >.05	Not significant	Reject

H3a. A branded social signal marketing message is less effective in increasing sustainable attitudes when consumers have a low self-efficacy.	Mediator (Hayes model 4)	Male	IE=.01, 95% CI = [-.28, .19]	Not significant	Reject
		Female	IE=-.07, 95% CI = [-.21, .06]	Not significant	Reject
H3b. A branded social signal marketing message is more effective in increasing sustainable attitudes when consumers have a high sustainability knowledge.	Moderator (Hayes model 1)	Male	b=.53, t(72)=2.11, p=.04	Significant with BIDR SDE	Accept
		Female	p >.05	Not significant	Reject
	Mediator (Hayes model 4)	Male	IE=-.2743, 95% CI = [-.70, .09]	Not significant	Reject
		Female	IE=-.0487, 95% CI = [-.23, .14]	Not significant	Reject

7.7.1 Gender differences on sustainable attitudes

Exposure to any marketing messages (environmental, prosocial, or branded social signal) did not significantly improve sustainable attitudes among women. Women study participants demonstrated strong sustainable attitudes overall ($M=5.28$, measured on a seven-point scale) and, on average, had more positive sustainable associations and attitudes than the men study participants ($M=4.91$). However, the Instagram messaging had no significant effect on women participants' sustainable attitudes. This result has several possible explanations. First, it may be that women are becoming desensitized to this messaging format as they are high users of social media, in particular, Instagram (Tran, 2020). Second, women demonstrate a high base level of positive sustainable attitude, evident when exposed to no marketing message (control group) their sustainable attitude is still high ($M=5.32$) and the study results may be explained by declining effectiveness of messaging with higher base levels of attitudes. Combined with their high usage of social media, this suggests that strengthening sustainable attitudes among these women may require highly innovative message formats, channels and/or content to differentiate the sustainability message from the myriad other messages women engage with on social media (Gesenhues, 2019; Lou, & Yuan, 2019). Given Instagram is a typically a low involvement and high distraction social media platform it is beneficial for raising awareness (Hughes, Swaminathan & Brooks, 2019), evident in this thesis as women participants respond positively to the marketing messages yet do not have enough involvement to see significant positive changes in their sustainable attitudes. Potentially a platform with higher involvement such as a live stream, Tik Tok, blog, or Instagram TV (IGTV) may be better suited for women audiences to engage with and therefore improve their sustainable attitudes.

In contrast, men did show a significant change in sustainable attitudes as a result of some of the marketing messages used in this study (Hypothesis 1 with a prosocial marketing message and Hypothesis 3b with a branded social signal marketing message moderated by sustainability knowledge). Men responded positively, with boosted sustainable attitudes, to the messaging used in these conditions which mimicked an influencer-style marketing message on social media (Instagram). Although this type of messaging is widespread on social media, men spend less time on Instagram (Perrin & Anderson, 2019) and therefore may perceive this messaging as overall more novel and

interesting. A further explanation is that men are typically the minority gender in this market. It was evident from Study 1 findings that men's participation in the second-hand designer wear market is less than women, both in the number of men that participate in this market and their ability to participate, i.e., not all second-hand designer stores in New Zealand stock men's items. This could explain their favourable response to these marketing messages as they may be used to seeing women at the centre of advertising and responded positively when they saw someone of their own gender as part of the messaging.

7.7.2 The effect of prosocial messages on sustainable attitudes

In Hypothesis 1, messages that emphasise the prosocial benefits of the behaviour were predicted to increase consumers' sustainable attitude. This hypothesis was accepted for men respondents but rejected for women. A prosocial message had a positive and significant effect on men's sustainable attitudes. The men study participants were receptive to a marketing message that communicates the prosocial benefits of sustainable behaviours, such as the emotional connection of giving an item new life and selling an item for someone else to enjoy. These prosocial messages reinforce the quality and long-term benefits implicit in designer fashion (Kapferer & Michaut-Denizeau, 2020), and the emotional connection and social benefit the behaviour has, and these messages resonated with men and strengthened their sustainable attitudes. Designer fashion, with its connotation of excessive materialism, and sustainability are sometimes considered contradictory (e.g., Beckham & Voyer, 2014), but these results suggest that men consumers respond positively to both the functional (long lasting quality and intrinsic value) and hedonic values (symbolic and experiential meanings) in prosocial messaging.

7.7.3 The negative effects of moderated environmental messages on participants' sustainable attitudes

Hypothesis 2d states that exposure to an environmental marketing message is more effective in increasing sustainable attitudes when consumers have both higher self-efficacy and high sustainability knowledge. Hayes model 2 was used to test for dual moderation of self-efficacy and sustainability knowledge on the effect of an environmental message on sustainable attitude. In this model, the interaction effect of the environmental message and self-efficacy on sustainable attitudes is significant yet

negative. Similarly, hypothesis 2b states that exposure to an environmental marketing message is more effective in increasing sustainable attitudes when consumers have higher self-efficacy. Self-efficacy moderated this relationship for men, yet was negative, and the statistical significance of this relationship was improved with BIDR self-deceptive enhancement as a covariate. Results from these two hypotheses show that self-efficacy negatively moderates the effect of an environmental message on men's sustainable attitudes. Self-efficacy weakens men's sustainable attitudes after exposure to environmental messaging. One explanation could be psychological reactance theory where individuals respond negatively to a perceived loss of freedom or control (Brehm 1966; Kavvouris, Chrysochou, & Thøgersen, 2020). Men in this study who already know their behaviours will have positive outcomes (high self-efficacy) reacted negatively to environmental marketing messages designed to encourage or strengthen existing attitudes. Previous research has shown that messages to encourage pro-environmental behaviour can often be perceived by consumers as a threat to freedom and individual agency, creating negative responses to marketing messages (Kronrod, Grinstein, & Wathieu, 2012). Study 2 findings suggest that pro-environmental marketing messages need to be carefully framed for men audiences with high self-efficacy to minimise the negative effects from a perceived loss of individual agency. Therefore, self-efficacy, which provides an individual with the belief that they can gather together the necessary resources and abilities to achieve a goal or task, appears to work in the opposite direction to pro-environmental messaging.

7.7.4 The effect of branded social signal messages on participants' sustainable attitudes

Social context was operationalized in the study's marketing messages by emphasising the item's brand appeal. Hypothesis 3 states that messages that emphasise the branded social signal via boosted brand importance will have no effect on consumers' sustainable attitude. This hypothesis was accepted, as there was no significant effect found for men or women. Despite no significant difference in sustainable attitudes for those who viewed the branded social signal condition and those who did not, females had a marginally higher sustainable attitude mean than males ($M_{females} = 5.21$ vs. $M_{males} = 4.64$). After viewing the branded social signal message, both mean scores had directionally more positive sustainable attitude. This finding suggests that when branded social signal messages, namely the brand of items found via second-hand

designer exchange, is emphasized in relation to a sustainable behaviour, consumers' sustainable attitude is not impacted as a result. Although consumers may behave sustainably due to social influences (Griskevicius et al., 2010; Wallace et al., 2020), this finding shows that when a sustainable behaviour is linked to brand appeal, social influences do not effect a consumer's sustainable attitude.

Conversely, Hypothesis 3b stated that branded social signal marketing messages are more effective in increasing sustainable attitude when consumers have high sustainability knowledge. This hypothesis was accepted for men. Sustainability knowledge positively moderated the effect of a branded social signal message on sustainable attitude. Taken together with findings from Hypothesis 3, a branded social signal message will only positively impact sustainable attitudes of men when they have high sustainability knowledge. Interestingly, these findings suggest that with low levels of sustainability knowledge the branded social signal messages are minimally effective in influencing attitudes. Yet sustainability knowledge activates the influence of branded social signal messaging among men, strengthening sustainable attitudes. It is possible that sustainability knowledge provides a foundation from which male consumers can better evaluate authenticity of branded social signal messages. Marketers therefore should firstly address sustainability knowledge if they want their brand messages to influence sustainable attitudes.

7.7.5 The role of social desirability bias on participant responses

Social desirability bias was included in this study by using the balanced inventory of desirable responding scale (BIDR; Paulhus, 1988). This scale has two sub scales, self-deceptive enhancement (BIDR SDE) and impression management (BIDR IM). Impression management captures a respondent's intentional distortion of how they are viewed by others in order to be viewed in a socially positive way. Impression management was not found to significantly control for any responses in this study. However, self-deceptive enhancement, whereby participants subconsciously think of themselves in a more socially positive and acceptable manner, in some instances was found to impact results.

Self-deceptive enhancement was found to be a variable that, when controlled for as covariate, had a negative and significant effect for males in: Hypothesis 2b, an

environmental marketing message is more effective in increasing sustainable attitudes when consumers have higher self-efficacy; and hypothesis 2c, an environmental marketing message is more effective in increasing sustainable attitudes when consumers have higher sustainability knowledge. Self-deceptive enhancement when included as a covariate significantly and positively impacted Hypothesis 3b, branded social signal marketing messages are more effective in increasing sustainable attitude when consumers have a high sustainability knowledge. This means that respondents who have a higher tendency to deceive themselves about their own socially desirable behaviours are both less likely to lower their sustainable attitudes in response to environmental messaging and more likely to raise their sustainable attitudes in response to brand messaging.

7.8 Chapter summary

In summary, the quantitative analysis showed that while women had no significant changes in their sustainable attitudes as a result of exposure to the marketing messages in this study, they had a consistently high sustainable attitude. Furthermore, men showed that when exposed to a prosocial message their sustainable attitude improved, suggesting that men respond positively to functional and hedonic prosocial messaging. In addition, when exposed to a branded social signal message their sustainable attitude also improved and this was moderated by sustainability knowledge. As evident in study 1, branded social signal appeals influenced sustainable behaviours, though interestingly in this study it was found to not impact sustainable attitudes. This supports the notion that social context both through branded social signal message condition and through social desirability bias was again shown to be an important factor contributing to the behaviour-attitude gap phenomenon in sustainable action.

Chapter 8 A model for understanding the social determinants impacting sustainable consumption

8.1 Introduction to chapter

This thesis presents a new model to understand sustainable consumption and the determinants, social, personal, and business, that impact sustainable consumption.

This model answers the overall research purpose which is,

to explore the behaviour-attitude gap in the context of sustainable consumer behaviour and to answer if sustainable behaviours can encourage sustainable attitudes.

This research purpose was addressed using a mixed method approach via qualitative interviews with consumers and business owners and a quantitative survey of consumers (buyers and sellers) who participate in the resale fashion market. The thesis makes several important contributions to marketing scholarship separated according to contributions from study 1, contributions from study 2 and contributions of the model synthesised from the thesis results.

Study 1 confirms the presence of the behaviour-attitude gap. The contribution of study 1 is that social context, personal determinants, and sustainable attitudes affect sustainable consumer behaviour. In particular, the social context has a significant impact on sustainable consumption. Study 1 highlights key factors of the sustainable consumption social context as consumers redefining the meaning of new, consumers' need to be connected and conforming to social groups and norms, consumers' rational choice, and sustainable behaviours driven by consumers' need for emotional connection. An important contribution from study 1 is the critical role of business owners in the sustainable behaviour phenomenon and the resultant value co-creation that occurs in this exchange. Study 2 contributes to understanding gender differences in response to sustainability framed marketing messages. Further, the study demonstrates the need for strong innovative message techniques to drive sustainability attitude change in a saturated market. Importantly, from study 2, prosocial messages have a stronger effect on sustainable attitude change as opposed to the other message types of environmental messaging or branded social signals.

While marketing scholars typically consider the imbalance between attitude and behaviour as one of a sustainable attitude failing to translate into sustainable behaviour, this thesis adopts an alternative approach by considering first the sustainable behaviour and then attitudes. If consumers undertake appropriate sustainable behaviour yet their attitudes do not align, how can marketers encourage repeat behaviour, how can attitudes be influenced to align with such behaviours, and how can enduring yet congruent sustainable attitudes and behaviours be facilitated? To address these issues the thesis develops a new model, the social determinants of sustainable consumption model, to explain both the behaviour-attitude gap, the focus of this thesis, and the attitude-behaviour gap typical of sustainable consumer behaviour research.

This chapter synthesizes the findings regarding the research objectives, which are then integrated into the social determinants of sustainable consumption model. The mechanisms and pathways that underpin this model are then explained. Finally, the chapter demonstrates the contributions of this model.

8.2 Research overview

This thesis provides insights into sustainable consumer behaviour. It presents a comprehensive description of consumers' experiences, their attitudes, self-efficacy, and knowledge, when they participate in a sustainable behaviour namely buying and selling second-hand designer clothing.

This research followed a mixed method approach. The first phase of research (study 1) was qualitative and was comprised of 31 consumer interviews that explored attitudes and behaviours toward buying and selling of designer clothing, everyday sustainable behaviours, and participants' sustainability knowledge. It also included three business owner in-depth interviews to understand their observations and experience of the phenomenon. The quantitative phase of this research (study 2) included a 4-condition (message type: prosocial, environmental, branded social signal or control) X gender (male vs. female) experimental design with 351 respondents. These respondents were exposed to either a prosocial, environment, branded social signal or no message (control) and then their sustainable attitude, self-efficacy and sustainability knowledge was measured.

This research shows that some consumers behave sustainably and are motivated to do so because of a sustainable attitude. Interestingly, there are also consumers who behave sustainably but are not motivated by a corresponding sustainable attitude. They demonstrate incongruence between their behaviour and attitude. This insight emerged from in-depth interviews with consumers and in-depth interviews with business owners via study 1. Study 1 results show that consumer participation in buying and selling second-hand fashion is often not driven by a congruent sustainable attitude. In study 2, this thesis then investigated the effect of marketing messages on attitude change when consumers have already performed a sustainable behaviour. By exploring the reverse of the attitude-behaviour gap that is prevalent in sustainable consumption literature (Haws et al., 2014; Prothero et al., 2011; White et al., 2019), understanding and delving into the *behaviour*-attitude gap which is the focus of this thesis has provided unique insight into consumers who enact behaviours in the absence of relevant attitudes.

8.3 Conclusion about the research objectives findings

8.3.1 Study 1. Consumers' sustainable behaviour-attitude gap

Study 1 had two research objectives: (1) to explore the sustainability attitudes, behaviours and knowledge of consumers who engage in sustainable behaviours and are motivated by sustainable attitudes; (2) to explore the sustainability attitudes, behaviours and knowledge of consumers who engage in sustainable behaviours but are not motivated by sustainable attitudes. This phase of the research explored attitudes and behaviours of those consumers who participate in second-hand designer fashion exchange activities, including both those who have congruency between their attitudes and behaviours and those that do not (that is, those exhibiting a sustainable behaviour-in the absence of a sustainable attitude). Study 1 objectives were addressed via 31 consumer interviews and three business owner interviews, providing insight from both consumer and business owner perspectives.

Consumer participation in the second-hand designer fashion market was found to be impacted by three main themes: social context, personal determinants, and sustainable attitude, and seven second-order themes including redefining new, connected and conforming, rational choice, emphatic sharing, environmental

consciousness, self-efficacy and sustainability knowledge. Interestingly, only one of these second-order themes, environmental consciousness, shows congruency between attitudes and behaviours. All other second-order themes show incongruence, demonstrating the first known empirical evidence for a sustainable behaviour-attitude gap. In other words, consumers perform sustainable actions but in the absence of related, congruent sustainable attitudes. This research points to the important role sustainability knowledge and self-efficacy (personal determinants) have on consumers' sustainable consumption practices (Hanss et al., 2016; Lin & Hsu, 2015). These determinants as individual constructs have a significant impact on sustainable consumption practices. Notably, the determinants that emerged from the consumer interviews formed the basis of the social determinants of sustainable consumption model (Figure 17) and informed development of hypotheses for study 2.

Importantly, findings from study 1 confirm the crucial and unavoidable impact of the social context on sustainable consumer attitudes and behaviour. In study 1 findings, social context emerged at the centre of explaining the behaviour-attitude gap compensating for attitude or behaviour incongruences and creating the boundary within which everything occurs. The significant impact of social context on sustainable consumption practices is also captured in the social determinants of sustainable consumption model (Figure 17), discussed later in this chapter.

Consumer participants frequently noted the prosocial benefits of the behaviour they were performing. Consumers were confident that their sustainable behaviour would benefit others, indicating the prevalence of prosocial attitudes among consumers.

Emerging from the business owner interviews were two main themes of business ethos and consumer voice, and five second-order themes including facilitating sustainable consumption, sustainability morality, sustainability knowledge, consumer pressure and consumer aspiration. Business owners have an instrumental and normative role, and they also have an effect on consumer knowledge and self-efficacy. Furthermore, they provide a service and platform for consumers to buy and sell second-hand designer clothing. At the core of this is value co-creation (Bettencourt et al., 2014) including all actors within this service exchange which has sustainability at the core of their business ethos. Business owners change how designer fashion is

consumed and enhance what it offers consumers, which is value beyond the first owner of each item. Business owners shape their service offering and servicescape with sustainability and community at the centre. This changing value of designer fashion is co-created as consumers demand accountability and expect a designer boutique fashion experience and service from these business owners despite the goods being second-hand. Consumers across the fashion industry, not just second-hand, are aware of and seek out sustainable and ethical options (Euromonitor International, 2018; Thred Up, 2019). This value co-creation contributes to the new definition of second-hand designer fashion and explains growth within the industry (Bettencourt et al., 2014; Euromonitor International, 2020; Thred Up, 2019). This confirms the need for value co-creation to be used as a lens in sustainable consumption research as it has provided unique insight and additions to the social determinants of sustainable consumption model (see Figure 17). Value co-creation has informed how the business owner elements (business ethos and consumer voice) interact with the other consumer-centric elements of the model.

8.3.2 Study 2. Marketing messages for sustainable attitude change

Given initial evidence in study 1 that a behaviour-attitude gap exists in second-hand designer fashion market, study 2's research objective was to investigate the effect of marketing messages on sustainable attitude change among consumers who practice sustainable behaviours. Using a quantitative experimental research design, participants were exposed to one of three marketing messages (environmental, prosocial, and branded social signal appeals) or a control no-message, after which their sustainable attitude, sustainability knowledge and self-efficacy was measured. This tested whether marketing efforts in the form of a social media post could create stronger sustainable attitudes among consumers who have a pre-existing sustainable behaviour.

Study 2's hypotheses involved driving attitude change from marketing messages that were either focused on the environmental impact of second-hand fashion, on prosocial involvement with clothing recycling and exchange, or on the ability to get a desirable brand-name from second-hand exchange. These hypotheses were informed by previous literature and based on the findings from study 1. Though overall attitude change was muted, key contributions emerged.

First, differences in how each gender responded to marketing messages and their overall sustainable attitude is noteworthy. Although the research found no difference in sustainability attitudes between second-hand buyers and sellers, there was an attitude difference between genders. Men and women had significantly different attitudes and thus were analysed separately. Of note, women exhibited no significant changes in their attitude from the marketing message, but they did have a consistently high sustainable attitude. Women had higher sustainable attitudes overall, in every condition (environmental, prosocial, branded social signal and control), showing a degree of message saturation and a ceiling to attitude change. Women consistently score higher on altruism and concern for planetary impact on consumption (Hunt, 2020; Lee, Park, & Han, 2013), which can artificially raise their green consumer attitudes whether or not such attitudes are linked to or underlie behaviour. Men are typically under-represented in the second-hand fashion market (Adsmurai, n.d.; Richardson, 2019) and show different levels of interaction with the medium used for the marketing message (Instagram) than women (Perrin & Anderson, 2019). This research provides further support to previous research that show women participate in second-hand designer wear market more than men (Vehmas et al., 2018). Furthermore, this thesis found that women have higher sustainable attitudes than men, supporting other literature which suggests women have a higher level of environmental concern (Agarwal, 2000; Davidson & Freudenburg, 1996). Yet study 2 showed women's attitudes are harder to change than men's sustainable attitudes. In addition, women are more embedded in the social context (Lee & Eastin, 2020). Social media influencers are typically women and 84.6% of sponsored content is from women influencers (Chadha, 2018; Duffy & Hund 2019; Statista, 2019), within a fashion industry that is predominantly dominated by women (Driver, 2018). Taken together these factors might explain why the manipulations in study 2 did not improve women's sustainable attitudes.

Overall, male consumers of second-hand designer fashion are less likely to be targeted by marketing efforts from second-hand designer shops, they are less embedded in the social context than women and they are also less active users overall of Instagram (Perrin & Anderson, 2019). This has clear implications for the ability of a message to influence attitudes for a marketplace that is either saturated and more deeply

embedded (women on eco-friendly behaviours, women on Instagram) or less embedded (men in eco-friendly behaviours, men on Instagram). This work is among the first to identify an opportunity for attitude change in men who perform sustainable behaviours, while outlining boundary conditions for green consumption attitude change for women who enact sustainable behaviours.

A second contribution of study 2 is the effect of a saturated marketplace on sustainable marketing message effectiveness. Stronger, dynamic, or innovative stimuli are needed to engage consumers embedded in a saturated marketplace. A saturated marketplace in the context of this research, is seen among women participants who are exposed to more social media influencers and more social media posts than men (Chadha, 2018; Duffy & Hund 2019; Statista, 2019). The designer fashion resale market itself is also predominantly women's clothes rather than men (Vehmas et al., 2018). To shift attitudes of consumers within such a saturated market once they exhibit a sustainable behaviour, marketing messages need to be deeply engaging and novel. The marketing messages used as stimuli in this study were subtle, static posts on an Instagram page that drew significant responses from the less involved gender. This might have played a role in the non-significant attitude change observed for women in study 2. Nevertheless, this means that testing strong, current, relevant, and on-trend formats of stimuli such as blogs and video formats (for example Tik Tok, Instagram stories and Instagram TV), will be key to exposing the extent of this boundary condition to attitude change for pre-existing sustainable consumer behaviours (Gesenhues, 2019; Lou, & Yuan, 2019).

Third and equally important, marketing messages that communicate the prosocial benefits of sustainable behaviour had a stronger effect than environmental or branded social signal appeals on changing attitudes of consumers exhibiting pre-existing sustainable consumer behaviours. Prosocial messages were the only message type to show positive and significant change in attitude amongst men, as men exposed to a prosocial message significantly improved their sustainable attitude. Yet given how participants, including women, demonstrated prosocial benefits of their behaviour as a theme in study 1, future studies should explore attitudinal responses for women with more attention-getting stimuli. Both men and women were acutely aware of the prosocial benefits that their behaviour had, regardless of whether they perceived their

behaviours as being sustainable. The prosocial benefits included a sort of anthropomorphising of the designer fashion item; the items had a life from person to person as the item cycled through the second-hand market and brought joy to people in differing contexts. This emotional connection derived from the prosocial elements of the behaviour underscores why the prosocial message had an impact and shifted sustainable attitudes. Emotions are a strong driver for attitudes (Rocklage & Fazio, 2018) and the prosocial appeals engender the emotional connection that drives a sustainable attitude change.

8.4 The social determinants of sustainable consumption model

Based on the findings from this research, this thesis presents the social determinants of sustainable consumption model extending current conceptualization of sustainable attitudes and behaviour (Figure 17). This model explains incongruence between attitudes and behaviour whether it is the behaviour-attitude gap (which is the focus of this thesis) or the well documented attitude-behaviour gap that plagues sustainable consumption (Carrington et al., 2010; Szmigin, Carrigan, & McEachern, 2009). The four core determinants from the consumer perspective are sustainable behaviour, self-efficacy, sustainable attitude, and sustainability knowledge. They occur within the social context (environment) and the social context can affect each determinant, making the determinants and social context mutually reinforcing. Two additional determinants are added to this model incorporating the business owners' relationship to this model and capturing the co-creation of value (Vargo & Lusch, 2016). The determinants from business owners' perspective are shown in green, as business ethos and consumer voice.

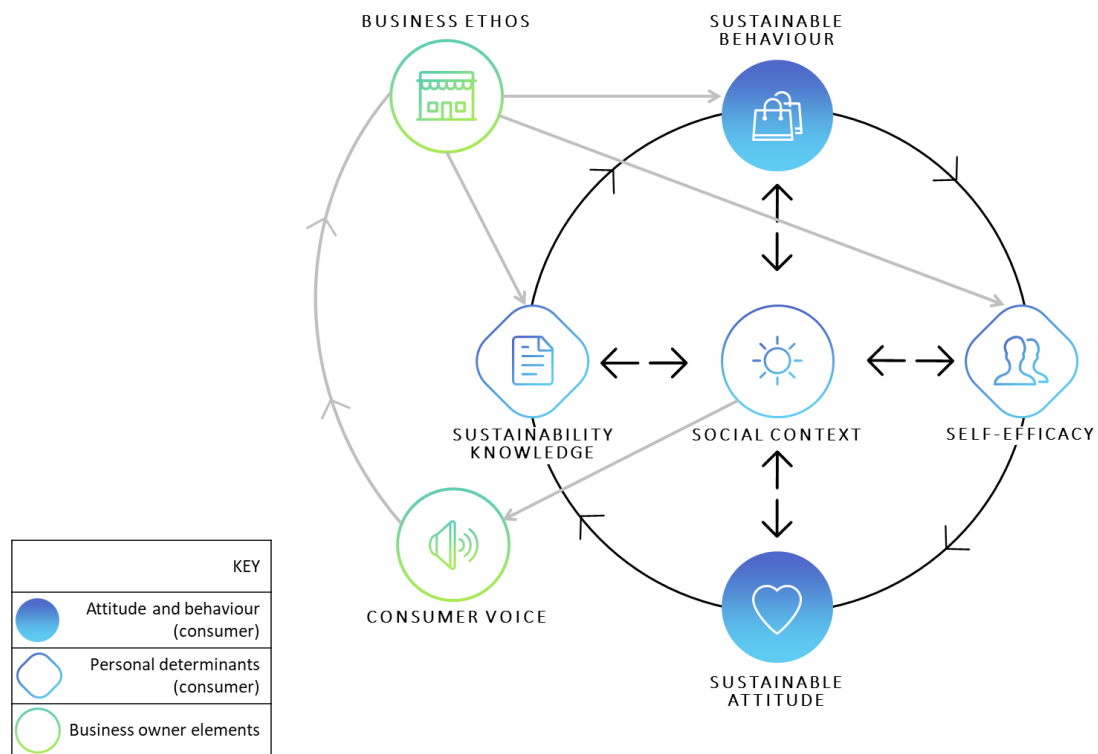


Figure 17. The social determinants of sustainable consumption model

Within this model there are some well-known and established relationships that explain consumer attitudes and behaviour, such as how attitudes influence behaviour or when cognition influences behaviour (Ajzen, 1991; De Pelsmacker & Janssens, 2007). More importantly this model extends understanding of social cognitive theory (SCT; Bandura, 1986). The model makes explicit four determinants (the outer ring of the model) of sustainable consumption: behaviour, self-efficacy (personal), attitude (personal), and knowledge (personal). These occur within the environment, the social context, (the centre of the model cycle). The social context affects each of the other determinant elements in the outer ring. Moreover, the social context compensates for weaknesses in the other four (illustrated in the model as arrows going from determinants on the outer ring to and from the social context). The business owner determinants in the social determinants of sustainable consumption model (adjacent but external pathways to the outer ring) shows the link between social context influencing consumer voice. Subsequently, consumer voice influences the business ethos which feeds back to influence other determinants, entering the cycle predominantly through influencing sustainability knowledge, sustainable behaviour and self-efficacy. Entering the cycle in this way, the influence and role business owners

play in consumer behaviours and subsequent attitudes can be better mapped as a process.

In this thesis, personal factors in SCT (i.e., sustainability knowledge and self-efficacy) have been separated out and given more importance as individual constructs influencing attitude and behaviour. First, the findings from this research confirm that there is a knowledge deficit among consumers with regard to their sustainability knowledge (Connell, & Kozar, 2012; Heeren et al., 2016). This is both from business owners' observation and consumers' own acknowledgement that they do not know enough and want to know more. This confirms the need for sustainability knowledge to be incorporated into how scholars understand sustainable consumer behaviour and that sustainability knowledge on its own does not remedy attitude-behaviour incongruency (Connell, & Kozar, 2012; Heeren et al., 2016). However, sustainability knowledge is a key determinant in sustainable attitude and sustainable behaviour congruence as it is part of the outer ring of the model. It is important for marketers to work at turning this determinant on for consumers that are travelling through the cycle with low sustainability knowledge as once this is improved consumers may shift to travelling through the outer ring of the model and thus become sustainability heroes according to the sustainable consumer typology (Figure 18). Second, self-efficacy is also an important aspect of sustainable consumer behaviour and included in SCT as a personal factor (Hanss et al., 2016; Lin & Hsu, 2015). This is separated out as an individual determinant in this thesis as its influence on sustainable consumer behaviour is crucial. If consumers believe their actions have a positive impact, they then have a positive attitude toward the behaviour and furthermore seek out knowledge relating to this. Similarly, to sustainability knowledge, self-efficacy is a key determinant to consumers' congruency between their sustainable attitudes and sustainability behaviours and is therefore part of the outer ring of the model.

8.4.1 Sustainable consumer typology and the social determinants of sustainable consumption model

The sustainable consumer typology that emerged from the literature review (see Figure 18), characterises four types of consumers according to their sustainable behaviour and sustainable attitude- green thinkers, sustainability heroes, coincidentally sustainable and environmentally unaware. Three of the categories can

be explained via the social determinants of sustainable consumer model (green thinkers, sustainability heroes and coincidentally sustainable). The fourth, environmentally unaware who have neither sustainable attitude nor sustainable behaviour, are not captured by the model.

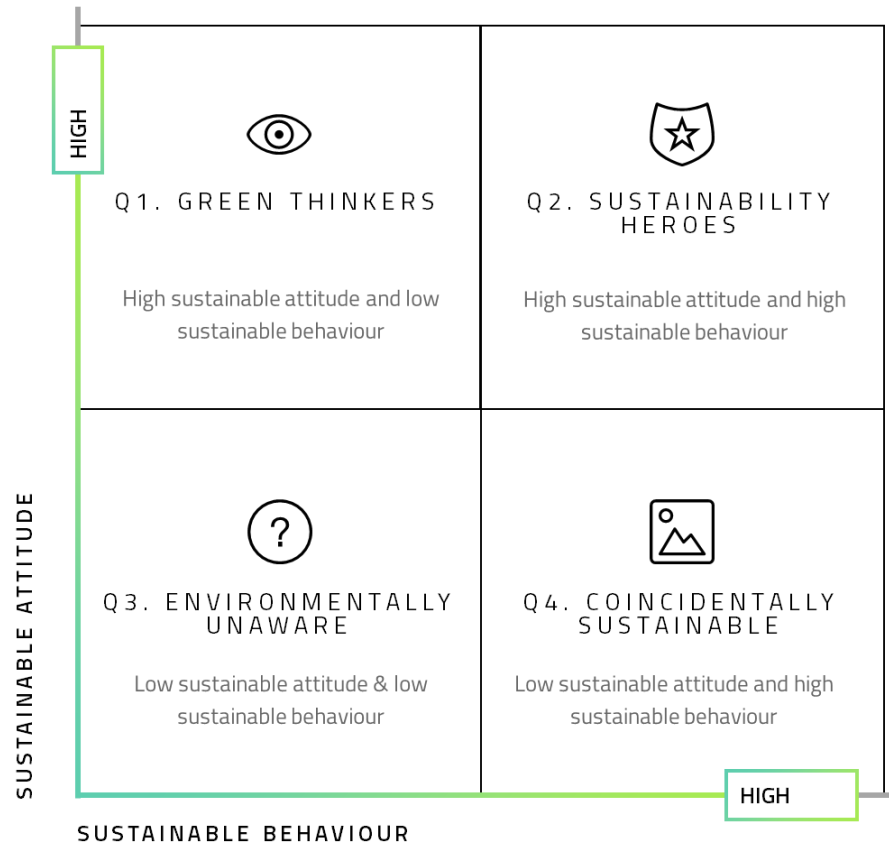


Figure 18. Sustainable consumer typology

Consumers who are sustainability heroes (Q2) have congruence between their attitudes and behaviours and likely process through the entire outer ring of the model. Importantly, the social determinants of sustainable consumption model explains consumers who coincidentally sustainable (Q4, behaviour-attitude gap) and consumers who green thinkers (Q1, attitude-behaviour gap). These consumers with incongruent attitudes and behaviours travel through the model's cycle differently to sustainability heroes who travel through the outer ring. Coincidentally sustainable consumers and green thinkers are redirected off the outer ring through the social context in reduced pathways due to these incongruences or, according to the model, process breaks. Where they are redirected is dependent on what determinants are prominent or insignificant. For example, if social marketers can determine which route in the model

consumers follow, they are better able to 'turn on' and activate influential determinants through marketing initiatives. Ideally, marketing efforts aligned with the model and consumer typology can switch/shift consumers closer to Q2 sustainability heroes.

The model explains any break in the cycle or absence of a determinant and the resultant incongruence between sustainable attitudes and sustainable behaviours. Breaks in the cycle can occur from a lack of sustainable attitude or behaviour. However, breaks in the cycle indicate a change in path that consumers progress through, often compensated by the central social context variable. For example, consumers who exhibit a behaviour-attitude gap have a sustainable behaviour and they may also have self-efficacy or be impacted by social context factors. But importantly, as study 1 and 2 show, they tend to demonstrate neither relevant sustainable attitude nor sustainability knowledge (refer to Figure 18). Social context factors, such as peer influence, popular trends, and social signalling, compensate for the breaks in the cycle (the lack of sustainable attitude and sustainability knowledge). These social context factors allow the cycle to be continuous but restricted, despite these breaks. This continuation of the cycle without these elements influencing the behaviour explain how the behaviour-attitude gap can occur among consumers with sustainable behaviours. Thus, the model explains the behaviour-attitude gap where consumers perform a sustainable behaviour in the absence of a related sustainable attitude due to influence from their social context. This break in the cycle is depicted in Figure 19 and refers to coincidentally sustainable consumers (consumer typology Q4).

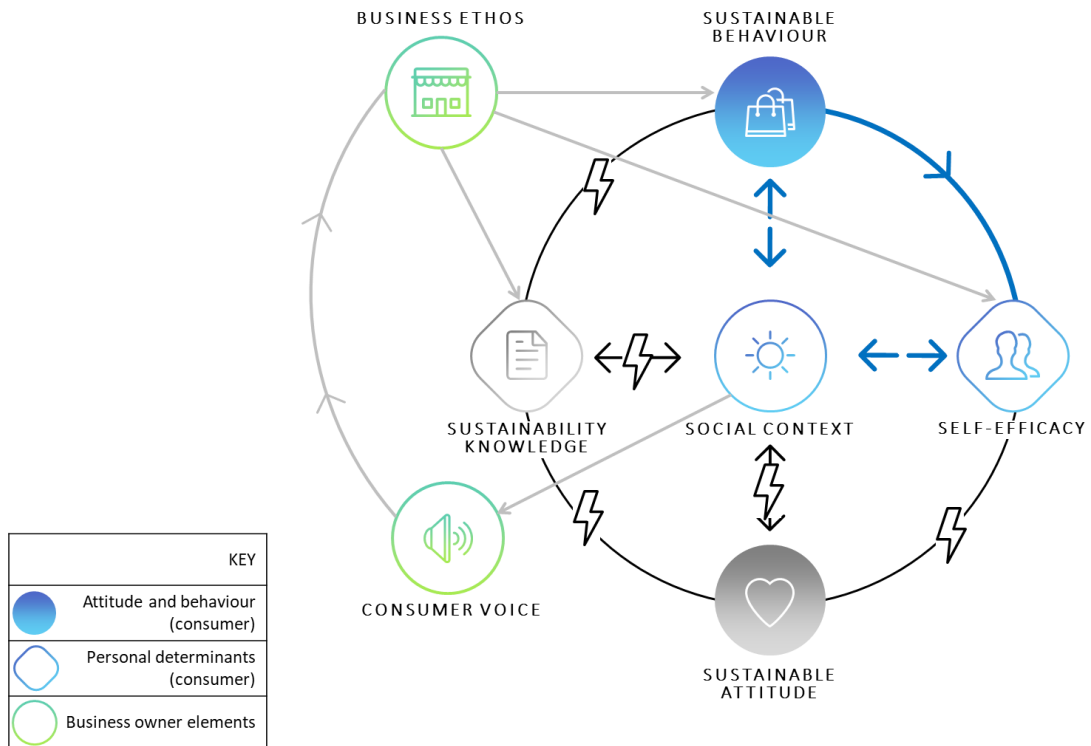


Figure 19 The social determinants of sustainable consumption model depicting behaviour-attitude gap (coincidentally sustainable consumers)

While the social determinants of sustainable consumption model explains the behaviour-attitude gap (the focus of this thesis), it is also useful to explain the attitude-behaviour gap that is widely present throughout sustainable consumer behaviour research (Carrington et al., 2010; Szmigin et al., 2009; White et al., 2019). Breaks in the cycle occur such that a sustainable attitude is present often accompanied by sustainability knowledge and/or self-efficacy (or neither), but no relevant sustainable behaviour eventuates. This attitude-behaviour gap is depicted in the model in Figure 20 and relates to the consumer typology category of green thinkers (Q1). This example occurs when a consumer has self-efficacy, sustainable attitude and sustainability knowledge as well as being influenced by social context factors, yet these do not translate into a congruent sustainable behaviour. Thus, the model in this case (Figure 20) depicts the continuation of the sustainable consumption cycle when there is no sustainable behaviour. This continuation of the cycle, despite the lack of sustainable behaviour (breaks in the cycle) occurs because other factors compensate for these breaks.

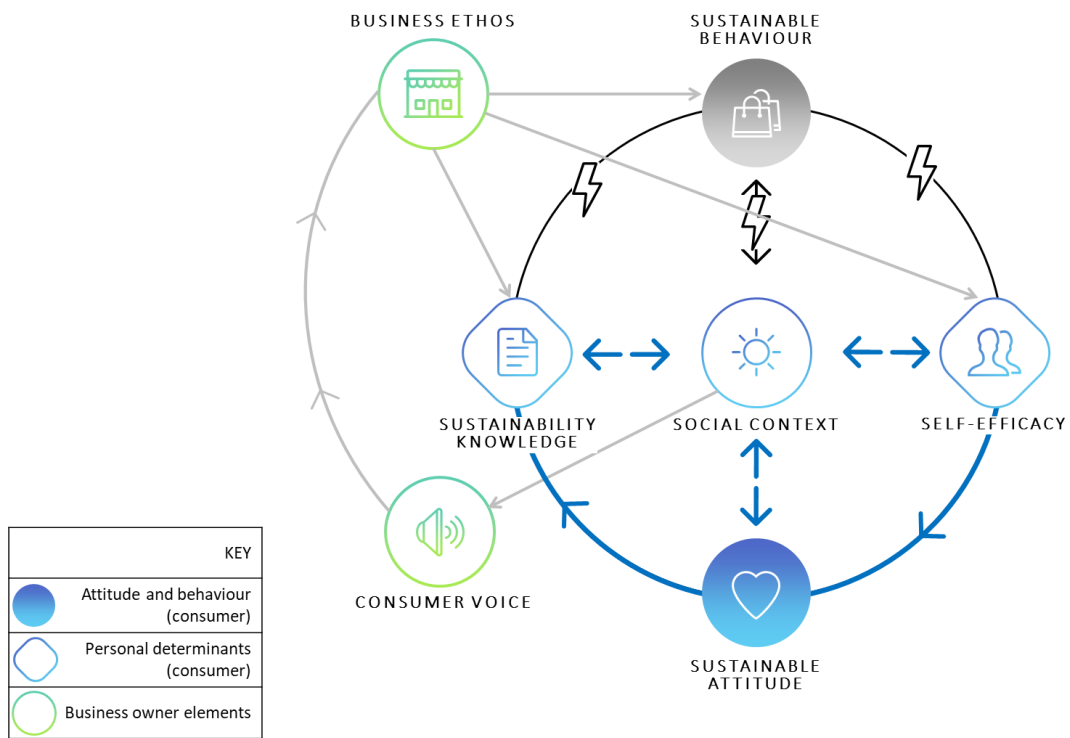


Figure 20. The social determinants of sustainable consumption model depicting an attitude-behaviour gap (green thinkers)

Finally, the model acknowledges the importance of social context and social influences as a determinant of sustainable consumption. Across the board, sustainability has become a trend (Joergens, 2006), the issues of sustainability are unavoidable and, in some cases, irreversible, making the sustainability trend one that is unlikely to subside in the near future. Importantly, social context could have a negative impact if the sustainable behaviour is viewed negatively within certain societies or social groups (Johnstone & Tan, 2015). In the second-hand designer fashion context, some consumer groups attach a stigma to the consumption of preowned goods, viewing them as ‘hand me downs’ and where “buying vintage or preloved, to them at least, was the domain of those who struggled” (Ayoub, 2021). Complex underlying norms around sustainable behaviours among market segments will work contrary to the uptake of sustainable behaviours. However, marketers have an opportunity to create long-lasting sustainable behaviours by using marketing techniques to encourage congruent sustainable attitudes among consumers who are currently performing (or abstaining from) a behaviour because of social context influences, such as trendiness (or social norms and stigma). When consumers have congruency in their attitudes and behaviours these behaviours tend to be longer-lasting (Andreasen, 2003), enduring of

social trends and applicable to their related sustainable behaviours. In this way marketing can become part of the solution to the sustainable issues the world is facing.

8.4.2 Model applicability to other sustainable contexts

This social determinants of sustainable consumption model acknowledges the complexity of sustainable behaviours and makes explicit the dimensions and processes underlying observable behaviours. Using the model, routinized sustainable behaviours are influenced by complex inter-relationships and processes between sustainable knowledge, social context, self-efficacy, consumer voice, businesses ethos and sustainable attitude. Furthermore, the different pathways through which consumers travel through the model provide insights for marketers when looking at everyday sustainable behaviours other than resold luxury fashion; for example, the sustainable behaviour of switching to energy efficient light may be influenced predominantly by sustainability knowledge and social context, perhaps with an absence of self-efficacy and sustainable attitudes. Importantly, the model has applicability to behaviours that are habitual and coincidentally beneficial to society. In these cases, the model can be used to better understand how marketers can encourage congruent attitudes since the behaviours are those that society deems valuable and worthy of encouraging. Examples include, shopping local, eco-friendly home products, public transport, reusable containers, and coffee cups. Thus, the model challenges marketers to understand what determinants influence consumers' sustainable behaviours (or lack of sustainable behaviours) in different sustainable behaviour domains, such as those mentioned in Table 2. This is an area for future research discussed below in 9.6.1.

8.4.3 Value co-creation and sustainable consumer behaviour

Unique to this thesis' model is the incorporation of business owners' influence on consumers' sustainable attitudes and behaviours. This incorporation in the model shows the co-creation of value in the service experience between business owners and consumers (Vargo & Lusch, 2016). It is the holistic interaction between them that allows for greater understanding of the behaviour-attitude gap that occurs in the marketplace for second-hand designer fashion exchange. Business owners, through their business ethos, play a role in affecting consumer knowledge, behaviour, and self-efficacy. Due to the reciprocal and circular nature of value co-creation, consumer voice influences business ethos and business ethos subsequently influences the other

elements of the model (behaviour, knowledge, and self-efficacy). Furthermore, by including the value co-creation aspects of the business owners into the model, the model incorporates macro, meso, and micro levels. Incorporating macro marketing elements into the model improves the ability of the model to orient toward system wide change (Kennedy, 2016). In this model, the macro level is the social context; the meso level of business ethos impacts consumer behaviour, knowledge, and self-efficacy; and the micro level of consumer knowledge, behaviour, self-efficacy, attitude, and voice drive individual responses. By incorporating business owners' role the model bridges the gap between value co-creation and attitude-behaviour gap literature.

8.4.4 Integrating marketing messages into the social determinants of sustainable consumption model

Study 2, using an experimental design, tested whether marketing message stimuli that focus on prosocial sharing, branded social signals, or pro-environmental signals (vs. a control of no-message) would influence sustainable attitudes. Participants in this experiment were restricted to only those individuals who had recently (in the last three months) performed a specific sustainable behaviour, namely second-hand fashion exchange. Two divergent models emerged depending on individual levels of sustainable attitudes (Figure 21 and Figure 22).

Consumers who are deeply embedded in the social context and highly experienced in the market (women respondents) did not respond to marketing stimuli in terms of attitudinal change. This is explained by the model and illustrated in Figure 21.

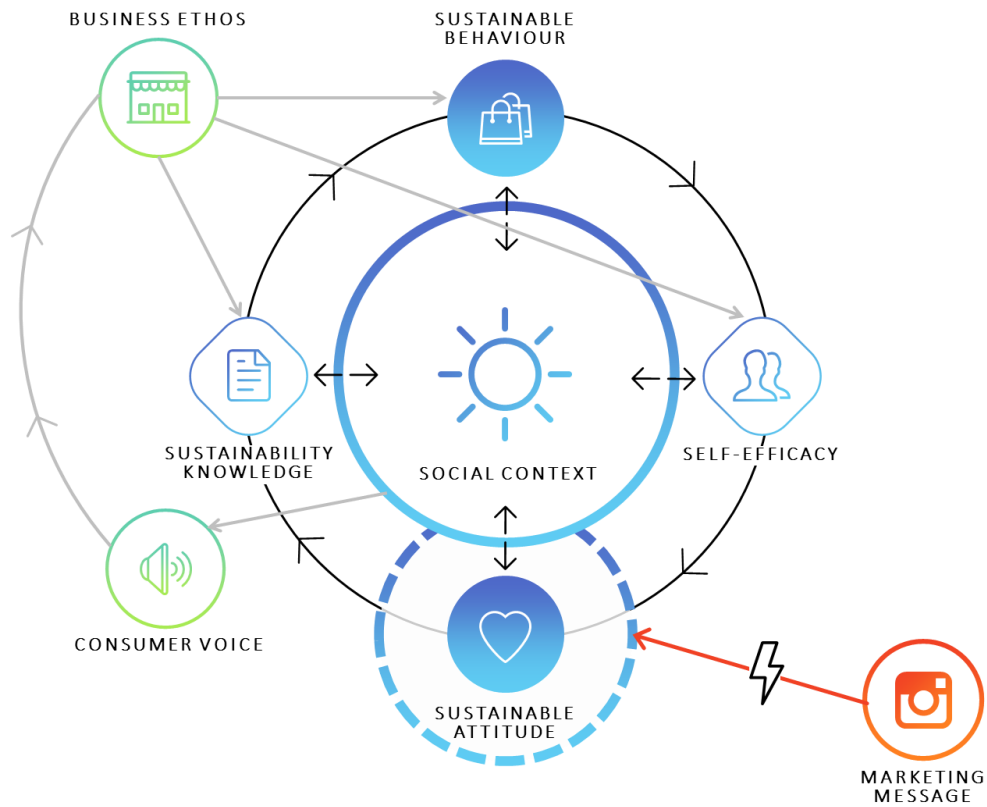


Figure 21. The social determinants of sustainable consumption model when consumers are deeply embedded in the social context

However, those who are less embedded in the social context and less experienced (men respondents) responded positively to marketing stimuli, as depicted in Figure 22. For those less embedded in a consumer social context, their sustainable attitude was improved by marketing stimuli of a low involvement message. Those consumers deeply embedded in the social context (Figure 21) did not change their attitudes. This can be explained as those who are deeply embedded in the social context, can have an artificially high sustainable attitude that is supported and inflated by their surrounding social context.

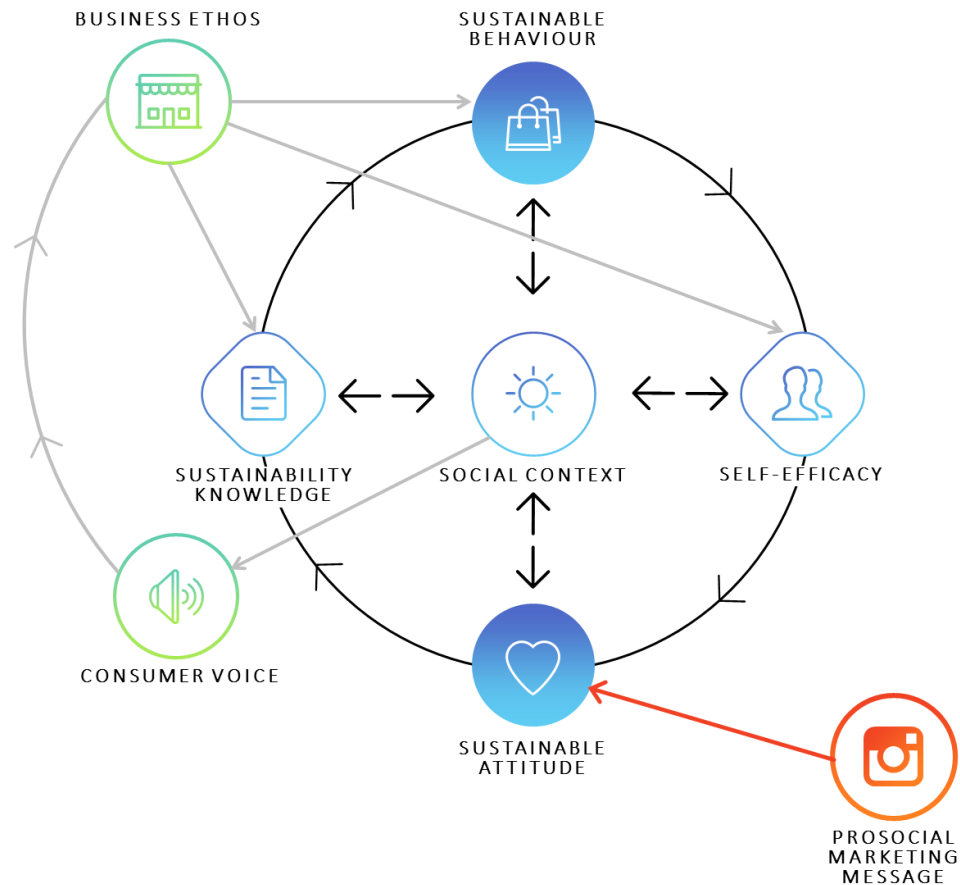


Figure 22. The social determinants of sustainable consumption model when consumers are not embedded in the social context

Consumers (both men and women) in the target age range of 18- 35 make up the majority of consumers in the second-hand fashion market (Xu, Chen, Burman & Zhao, 2014). Although they may have ethical and environmental attitudes, consumers tend to be motivated to participate in the second-hand market due to social influences, brand and symbolic benefits and quality of the item (Hartmann & Apaolaza-Ibáñez, 2012; Morgan & Birtwistle, 2009; Moorhouse & Moorhouse, 2017). Furthermore, women follow an average 15 social media influencers via their Instagram (Lee & Eastin, 2020). Women are likewise more often the consumers who engage in everyday sustainable behaviours such as recycling, buying eco-friendly products, and second-hand shopping (Balderjahn et al., 2018; Brough, Wilkie, Ma, Isaac & Gal, 2016; Mainieri, Barnett, Valdero, Unipan & Oskamp, 1997). That renders an overall social context in which younger women consumers are constantly bombarded by and share messages about sustainable behaviours as part of their social signalling (Chi, 2015; Griskevicius et al., 2010; Lee & Eastin, 2020). As a result, a low involvement marketing

message can have little effect for embedded green consumers. It is anticipated that for consumers who are deeply embedded in social context, the social context inflates attitudes. In this way, marketing messages of high involvement, such as blogs and via attention-getting methods such as videos, might improve their sustainable attitudes.

In this way, a boundary condition emerges to interventions that aim to improve or change attitudes for those who participate in sustainable actions. When consumers have high attitudes, whether or not they access those attitudes when they behave, higher levels of intervention will be required to yield greater change. In study 2, the set of consumers who had higher overall sustainable attitudes were women, which aligns with the literature (Ballew, Marlon, Leiserowitz, & Maibach, 2018; Ramstetter & Habersack, 2020). For these consumers dynamic rather than static marketing messages are likely to be more influential in reducing incongruences between behaviour and attitude and consequently encouraging shifts toward Q2 sustainability heroes on the sustainable consumer typology.

8.4.5 Contributions of the social determinants of sustainable consumption model

This section highlights the several key contributions of this model. First, this cyclical model explains the behaviour-attitude gap in sustainable consumption according to the interactions and processes between five dimensions – two personal factors of sustainability knowledge and self-efficacy, one central factor of social context, and two system factors of business ethos and consumer voice. These processes and pathways are then linked to the quadrants of the sustainable consumer typology (refer to Figure 18) to better understand consumers' sustainable attitudes and behaviours. By highlighting the pathways and cyclical interactions between the dimensions, the model explains how consumers develop congruent attitudes and behaviours (sustainability heroes) but also when consumers have incongruent sustainable attitudes and behaviours (displaying either the behaviour-attitude gap or the attitude-behaviour gap). These incongruences are depicted as breaks in the cycle and as a result, consumers travel through different pathways highlighting which dimensions are influential or insignificant. The integration of the thesis' model with the sustainable consumer typology (derived from the literature) provides a further contribution as it

signposts for marketers how to develop more effective marketing efforts targeted at influencing sustainable attitudes and behaviours.

The second contribution of the model is the extended conceptualisation of the personal factors in SCT, to sustainability knowledge and self-efficacy. These two constructs are separately identified as key personal constructs influencing sustainable attitude and behaviour. A key finding is that sustainability knowledge alone does not remedy attitude-behaviour incongruency. The interdependent construct of self-efficacy is also given prominence in the social determinants of sustainable consumption model since self-efficacy influenced positive attitudes toward sustainable behaviour and encouraged information seeking and knowledge gathering on sustainability. By uniquely identifying these concepts, this research provides deeper insights into the attitude-behaviour gap within sustainable consumption.

Third, the model explains how consumers may be performing a sustainable behaviour in the absence of a related sustainable attitude due to influences from their social context. Finally, the model adds a system level to the behaviour-attitude gap by incorporating business owners' influence on consumers' attitudes and behaviours.

The model is based upon the importance of attitudes even when consumers are behaving sustainably. If a consumer has a congruent sustainable attitude to their sustainable behaviour, they are likely to do the behaviour more often and spend more (Edbring, Lehner, & Mont, 2016). Furthermore, when consumers attitudes and behaviours are congruent, they are likely to be long term, enduring of social trends and social pressures, and flow on to other sustainable behaviours (Andreasen, 2003; Berger & Kanetkar, 1995; Thøgersen, 1999). This research and the social determinants of sustainable consumption model that emerged show the social context as fluid and significant impact on sustainable consumption behaviours. This fluidity can be both a risk and an opportunity. In other words, when the social context changes and does no longer support sustainable consumption and consumers are still lacking a sustainable attitude, sustainable consumption will likely then also diminish. The challenge for social marketers is to encourage congruent sustainable attitudes that match a social context-fuelled sustainable behaviour. Arguably, if and when the trends within the social context change, the sustainable behaviour will endure as it is no longer fuelled

by social context and instead fuelled by a congruent sustainable attitude. Furthermore, earlier research suggests that once behaviours and attitudes are reciprocating, the sustainable behaviour will flow onto other similar sustainable contexts (Thøgersen, 1999).

8.5 Chapter summary

Through a mixed method approach this research has extended and provided a new model, in the form of the social determinants of sustainable consumption model, to understand sustainable consumption practices and the incongruency between attitudes and behaviours that can occur in this area. The qualitative phase, in-depth interviews with consumers and business owners, provides new insight into the sustainable behaviour-attitude gap that is currently occurring within the context of this research and the wider sustainable consumption field. The value that the business owner interviews provided to the social determinants of sustainable consumption model completed the picture and supplied additional insight into the phenomena. By understanding the value co-creation (Lan et al., 2017; Vargo & Lusch, 2004, 2008) that occurs in this context, the complexity of sustainable consumption exchange was captured in this model. The quantitative phase of this research, through experimental design, tests aspects of this model and suggests ways in which marketing messages can be used to improve sustainable attitudes.

Chapter 9 Implications and thesis conclusion

9.1 Introduction to chapter

This chapter summarizes the methodological, theoretical, managerial and policy contributions of this thesis. The in-depth interviews formed the social determinants of sustainable consumption model which extends not only the theoretical understanding of consumer sustainable consumption practices by furthering the applicability of social cognitive theory to this phenomenon but also provides insight into ways in which marketing scholars, social marketing practitioners, and policy makers can shift consumers' attitudes and behaviours to be more sustainable. The quantitative research phase, through experimental design, tests aspects of this model and provides marketers with insights on how to shape marketing messages to improve sustainable attitudes. The influential effects of social context and the roles of business owners provide the basis for the policy implications of this thesis as they reinforce the importance of marketer involvement and the marketing system in social marketing. Finally, future research and limitations of this thesis are outlined.

9.2 Methodological implications

This thesis supports the value of a mixed method research methodology. The mixed method research design used in this thesis combines the strengths of qualitative research methods, that allow for open investigation of new phenomena (Zikmund, et al., 2014), with quantitative methods that allow for testing of specific relationships between variables and operationalizing concepts that have emerged from qualitative findings (Harrison & Reilly, 2011).

Much of the sustainable consumption research focuses on the attitude-behaviour gap in sustainable consumption (Carrington et al., 2010; Szmigin et al., 2009; White et al., 2019), yet this research takes a novel approach and investigates the reverse, the behaviour-attitude gap. As such it was crucial for this research to achieve in-depth understanding of this new perspective of the phenomenon. The qualitative phase of in-depth interviews allowed for the current research to achieve this. The quantitative phase of this research used variables that operationalized themes from the qualitative work of study 1 and took these findings one step further by employing an experimental design to test marketing messages and their effect on sustainable attitudes. Therefore,

the methodological implication is that a mixed method approach is a strong research approach that allows insight to emerge from two different research avenues (Creswell & Clark, 2017). This method allowed the thesis to provide an extended theoretical understanding of incongruency between consumers' sustainable behaviours and attitudes and to also offer managerial implications from experimentation with specific marketing messages.

9.3 Theoretical implications

This research makes two major theoretical contributions. First, the social determinants of sustainable consumption model extends the conceptualisation of social cognitive theory in the sustainable consumption context. Second, by conceptualising the gap between behaviour and attitude as a behaviour-attitude gap the model provides insights for scholars to further understand the complex underlying determinants of sustainable behaviour. This thesis emphasizes the relevance of applying social cognitive theory (SCT) to sustainable consumer behaviour research (Bandura, 1986, Phipps et al., 2013; Thøgersen & Grønhøj, 2010). By explicitly separating the personal factors of SCT into individual constructs (self-efficacy and sustainability knowledge) scholars can better understand the interrelationships between these personal factors within the sustainable consumption behaviour cycle. The dynamic and interrelated elements of SCT (Figure 23) have proven crucial in understanding the behaviour-attitude gap phenomenon. However, further conceptual clarity is provided in the social determinants of sustainable consumption model by affirming the central influence of social context factors of both attitudinal and behavioural dimensions.

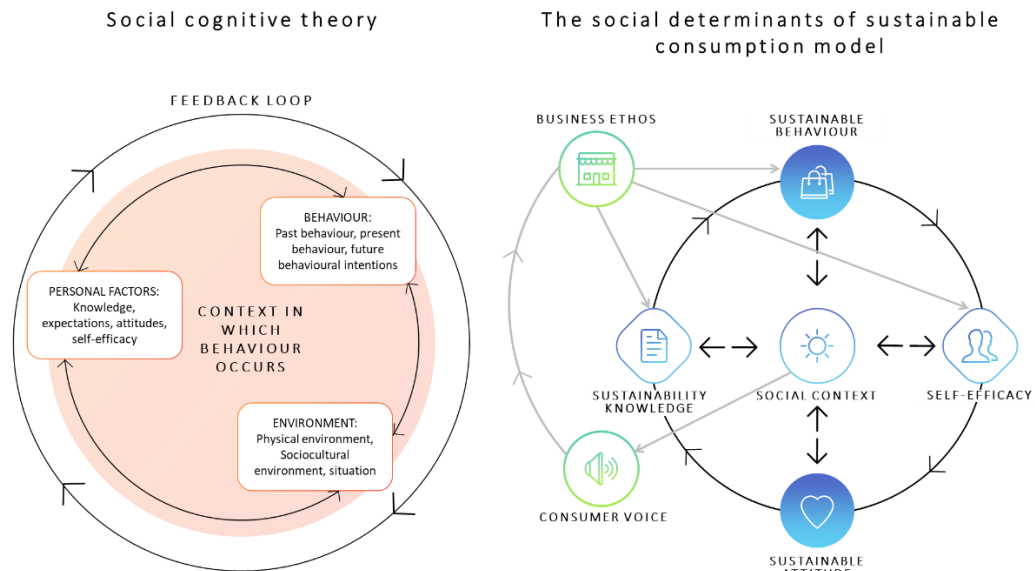


Figure 23. Social cognitive theory (Bandura, 1986) vs. the social determinants of sustainable consumption model

Social context factors are broadly summarized as; redefining new, need to be connected and conforming, rational choice and empathic sharing (see Table 39 for a summary of social context factors). Each of these influence consumers' attitudes and behaviours by impacting the social determinants of sustainable consumption model at different points and in different ways. Similar to SCT, the model presented here shows that social context is the setting in which the behaviour occurs. The difference between the social determinants of sustainable consumption model presented here and SCT (as shown in Figure 23) is that the social context, labelled as environment in the SCT figure, is not part of the cycle of reciprocal determinism as in SCT. Instead, in the social determinants of sustainable consumption model, social context is central and affects every determinant, suggesting a fundamentally different role for social context than explained by SCT. In addition, the model disaggregates business ethos and consumer voice from SCT's collective environment dimension. The model specifically identifies consumer voice and activism arising from the social context, which via the business ethos dimension feeds back into the cycle of social determinants and behaviour. The theoretical significance of this ancillary process is that it further explains the presence of sustainable behaviours in the absence of sustainable attitudes.

Table 39. Social context factors of the social determinants of sustainable consumption model

Broad categories of social context factors (2nd order themes emerging from study 1)	Social context factors (1st order themes emerging from study 1)
Redefining new	Brand relationship
	Need for new
	uniqueness
Connected and conforming	Family and peer influence
	Social pressure
	Social media
Rational choice	Price
	Ease and convenience
	Routinised behaviours
Empathic sharing	Emotional connection
	Prosocial
	Retained utility

The second major theoretical contribution relates to the merits of reversing the attitude-behaviour gap. Exploring the behaviour-attitude gap enriches the understanding of what contributes to consumers' sustainable behaviours when there is incongruence between their attitudes and behaviour. Reversing the attitude-behaviour gap reinforces the importance of both self-efficacy and sustainability knowledge to sustainable consumption. It extends both SCT and also sustainable consumption behaviour research as it reinforces the need for the role of these two concepts to be considered as individual and separate constructs. The literature has long shown that holding a sustainable attitude is not enough to create long-term behaviour change (Prothero et al., 2011; White et al., 2019). Although sustainability knowledge is widely acknowledged for its role in sustainable consumer behaviour (Ok Park & Sohn, 2018), the social determinants of sustainable consumption model provides a theoretical base for understanding how knowledge not only influences attitudes and behaviour, but how it affects (and is affected by) the wider sustainable consumption cycle depicted in this model. The circularity and interdependence between sustainability knowledge, business ethos, consumer voice, social context and self-efficacy is a major contribution to understanding incongruent sustainable behaviours and attitudes. This confirms and extends existing understanding that sustainability knowledge has greater impact when taken together with economic, environment and social factors (Heeren et al., 2016).

9.4 Managerial implications

Incongruence between behaviours and attitude and the compensatory effect of social context factors, has important managerial implications for how marketers can encourage sustainable behaviour and attitudes. Findings from study 1 showed that while consumers acknowledged underlying sustainable attitudes, these attitudes were either not relevant or not actively applied to driving behaviour in second-hand designer fashion exchanges. In this way, marketing's role is to remind consumers of their existing related sustainable attitudes or that their existing behaviour is sustainable. By doing so, marketing efforts can enhance self-efficacy and encourage sustainable attitudes congruent with sustainable behaviour. Consequently, sustainable behaviour is more likely to be long-lasting and transferable to other contexts (Andreasen, 2003). Managerially, marketing strategies for sustainable behaviour need to remind consumers of their sustainable attitudes by embracing messaging that cues, recalls and elicits pre-existing attitudes or associated memories, instead of creating new sustainable attitudes.

Messages that used branded social signals had no positive effect on sustainable attitudes in this research. However, brand and social context factors emerged as key to sustainable behaviours that were not motivated by congruent sustainable attitudes. Thus, brand and social context factors are "getting people through the door" to participate in sustainable behaviours. However, behaviours that are motivated by such attitudes are easily affected, can change quickly, and are not necessarily long-lasting (Amine, 1998). When attitudes and behaviours are congruent, they are more enduring (Andreasen, 2003), so achieving this congruence is still the gold standard for marketers' bottom line. Despite this caveat, several opportunities arise for social marketers to leverage social context as part of a multi-faceted strategy for encouraging sustainable behaviour change. While trendiness is a social context factor that can encourage sustainable behaviour change, marketers can also look to reduce or minimise the influence of certain social context factors on sustainable behaviour. For example, reducing the stigma associated with buying and selling second-hand designer fashion may increase this behaviour in some market segments. In the past, reselling of goods was interpreted by some consumers as a sign of financial issues, making individuals reluctant to dispose of their designer fashion items (Turunen, Cervellon &

Carey, 2020). Equally, buying preloved items often attracted the stigma of poverty (Ferraro, Sands & Brace-Goven, 2015). Therefore, by approaching the social context of destigmatising sustainable behaviours (Kessous & Valette-Florence, 2019) or influencing disposal routines and rituals (Bianchi & Birtwistle, 2012; Lee, Ko, Lee & Kim, 2015), marketers can use social context for effective behaviour change.

An important managerial implication of this research stems from consumers redefining what is new to them for their consumption, and the importance they found in being connected and conforming. These elements are part of their social context and impact their attitudes and behaviours to buy and sell second-hand designer fashion. An important implication is for marketers to ensure that this is not overtaken by the next trend. Therefore, social marketers need to carefully address how to embed attitudes that make the behaviour more than just a trend and a part of the social context.

Importantly, the prosocial aspects of their behaviour are likely the sustainable aspects to incorporate. By using prosocial appeals, marketers can seek to convert consumers with a sustainable behaviour-attitude gap into higher congruency between their sustainable behaviour and sustainable attitude. Overall, this offers an alternative approach to potentially reducing the incongruency between behaviours and attitudes and by doing so encourages the longevity of sustainable behaviours once the 'trendiness' has worn off, as they are then motivated by sustainable attitudes, not a trend.

Prosocial attitudes, although not always articulated as a sustainable attitude, were present and important to consumers across both studies. Two significant implications of this finding follow. First, marketers can educate consumers that their prosocial attitudes are in fact sustainable attitudes, and second, remind and bring these attitudes to the fore when consumers are performing the behaviour. Prosocial reasons were a frequent and commonly noted benefit of consumers' sustainable behaviour in study 1. Furthermore, a prosocial message was the only message type to have a significant and positive effect on the attitudes of men in study 2. Although there was no effect for women, based on study 1 findings prosocial benefits of behaviour were a leading reason and benefit participants of all genders commented on. Using this in conjunction with the social context factors such as brand importance for status

consumption will help show consumers the parallel between their existing motives as well as emphasising the sustainable (prosocial) benefits of their behaviour. Practically, this finding will assist marketers to use the correct tools to reduce the behaviour-attitude gap. An important managerial implication and solution is to emphasize the prosocial benefits of the consumers' behaviour by using a prosocial appeal in marketing messages highlighting how their behaviour is benefiting others. In addition to the type of appeal, the platform for marketing message also has managerial implications. This research used a low involvement social media platform, Instagram, as this was where majority of consumers in study 1 noted they search for and obtain sustainability information through, this is where they gained inspiration to go and purchase practical items or brands, and this platform is where they learnt about the behaviour and marketplace as a whole. Unfortunately, study 2 which used this platform (Instagram) resulted in minimal significant attitude changes for the most involved group, women. A possible explanation for this is because the message used a low involvement social media message type and platform. Alternatively, a higher involvement platform, such as a Tik Tok, podcast, or Instagram TV (IGTV), is recommended as opposed to lower involvement as it requires a level of commitment from the consumer to engage with sustainable messaging and subsequently improve their sustainable attitude (Dermody et al., 2015; Hughes et al., 2019; Lim, 2017). Commitment to sustainability is an established element that impacts sustainable consumption (Dermody et al., 2015). Taken together with the higher engagement platform such as a live stream, Tik Tok, or IGTV, attitude change among consumers is anticipated to have a greater effect than lower involvement, less attention-generating stimuli such as a static Instagram post, which was used in study 2.

Business owners influence and are influenced by the social context. Their influence on the social context stems from their role as creators and facilitators of the exchange of second-hand designer clothing. The servicescape they provide is a social context factor and as such, influences consumers. Taken together with consumers' redefining what new is and their changing expectations when buying second-hand designer fashion, business owners have an opportunity to deliver a high value servicescape and high value product (as the items and brand retain not only monetary value but sentimental and prosocial value). Business owners have an opportunity to design their servicescape

with not only value in mind but also sustainability, by doing so influencing consumers and bringing sustainability to the fore. It is already embedded in business owners' decisions and therefore the change needed is slight. Specifically, business owners could include this in their store signage, conversations with customers, and email and direct marketing emphasizing the prosocial and environmentally sustainable attributes.

Finally, the second-hand designer fashion industry is changing, partly due to value co-creation, as the needs the industry fulfils beyond traditional designer fashion needs of merely hedonism and value expression (Martín-Consuegra et al., 2019). This is depicted as the green business owner elements in the social determinants of sustainable consumption model. This research shows that consumers are now thinking of sustainability aspects as well. Practically, this means that second-hand fashion stores need to continue to offer service value through the items and brands and sustainability value. Sustainability value is becoming increasingly embedded in business processes. Sourcing of preloved items and continuity of supply are key factors in the supply chain for resold luxury business owners and integral to the cycle of sustainable behaviour depicted in the social determinants of sustainable consumption model. Business models for resold luxury items are diversifying with luxury brands partnering with resellers, integrating resale options into existing business models, investing in authentication procedures, and expanding buying and selling platforms. Adopting the model provides managers with an integrated approach for understanding and encouraging sustainable behaviour.

9.5 Policy implications

The social context and business owner elements, as explained in the social determinants of sustainable consumption model, reinforce the importance of the marketing system and the role social marketers play in sustainable consumption (Duffy, Layton, & Dwyer, 2017). These elements of the social determinants of sustainable consumption model reinforce how marketing scholars are well-positioned to address the challenges of encouraging sustainable behaviour and attitudes. Indeed,

“...scholars need not be (and should not be) ‘handmaidens of business’ (MacInnis & Folkes, 2010, p. 901). Rather than contesting our agendas, we should interrogate and scrutinize more often how as researchers we

can use our power, knowledge and privilege for social ends” (Hutton & Heath, 2020, p.9).

Recognising social determinants of sustainable consumption as conceptualised in this thesis supports a number of policy implications. This research shows knowledge, alongside self-efficacy, is a significant influence on consumers’ sustainable attitudes and behaviours. A combined Government-business initiative for a certification policy regarding resold fashion would encourage consumers to engage in resold fashion exchanges. For example, labelling such as certified organic cotton, carbon footprint of the item, or store specific certification (second-hand shops having a ‘sustainable tick’ analogous to healthy eating labelling) can increase sustainability knowledge and increase consumers’ self-efficacy. Currently, this confirmation and information is delivered informally by business owners to consumers often reliant on a one-to-one conversation triggered by the consumer. A certification could achieve a wider reach of such information as it informs many consumers of the sustainable benefits visually (Thogerson, Haugaard & Olesen, 2010). This information requires less involvement from consumers and extends the reach to more consumers. Furthermore, ecolabels have an additional benefit by encouraging businesses to participate in achieving the standards set by ecolabels; increasingly consumers expect these certifications from business (Prieto-Sandoval, Alfaro, Mejía-Villa & Ormazabal, 2016). The benefits of ecolabels are twofold, they educate consumers about the benefits of their sustainable behaviours and they likewise encourage businesses to become more sustainable.

Increasing commentaries point to the future of fashion as being resale accompanied by new and emerging business models and platforms (Bianchi et al., 2020; Kapner, 2019; McKinsey & Company, 2020). One way government-led policy can nudge businesses in a sustainable direction is via tax concessions for resold fashion (in New Zealand this could be implemented via a reduction in Goods and Service Tax) and start-up funding allowances for resold luxury business models and alliances between designer brands and reselling platforms. Policy initiatives that targeted designer fashion (and other luxury goods) resellers would facilitate the supply chain for business owners and end-consumers. For example, a joint government-business funded social marketing campaign could encourage disposal rituals and routines around reselling rather than hoarding or returning designer fashion to landfill. Such policy implications are natural

corollaries of the thesis model's extended conceptualisation and cyclical influence of social determinants on sustainable behaviour.

9.6 Future research and limitations

This research extends scholarly understanding of incongruence between consumer attitudes and behaviours related to sustainability, demonstrates the importance of business owner co-created value, and identifies the need for prosocial sustainable marketing messages. However, it is not without fruitful future research directions and limitations.

9.6.1 Future research

Firstly, it would be important to determine the effect of marketing messages on attitude change when the marketing messages use a higher involvement platform, such as a blog, video, live stream, or interactive content. For example, a future study could use a sponsored influencer blog style post or a video with the same three conditions as in study 2 (environmental appeal, prosocial appeal, and branded social signal appeal) and then measure sustainable attitudes, self-efficacy, and sustainability knowledge after consuming the marketing messages. This would advance understanding of what types of marketing messages with what appeals affect consumers attitudes. Taken together with the current research this would present a cohesive practical solution to marketers, relating to platforms and types of appeals to encourage sustainable attitude change.

In addition, branded social signal appeals in a second-hand fashion exchange setting did not show an effect on attitude change. Future research should extend this finding further by testing the effect of brand collaborations on consumers' attitudes toward their sustainable behaviour. An example of this could examine consumers' attitudes and behaviours on their sustainable fashion choices, both second-hand designer fashion as well as new sustainable fashion, when those businesses are supported by a third-party business such as Tear Fund or Mindful Fashion NZ (Mindful Fashion NZ, n.d.; Tearfund, 2019). By extending the effect of branded social signal appeals on sustainable consumers' attitude this broadens scholarly understanding of exactly what it is about branded social signal appeals (which stem from a consumer's social context) impact and contribute to incongruency between sustainable attitudes and behaviours.

This will also extend understanding of the inflated sustainable attitudes of consumers who are deeply embedded in social context as branded social signal appeals can act as a proxy for social context.

Another avenue for future research is to extend the applicability of the social determinants of sustainable consumption model. Firstly, to explore sustainability knowledge as it relates to this model. It would be meaningful to explore in-depth both what consumers know about sustainability and fashion, such as supply chain and circularity, and what impacts their attitudes and behaviours through different platforms. For example, what is the impact on consumers' sustainable attitudes and behaviours when knowledge and information is communicated through a high involvement platform such as blog, Instagram TV or Tik Tok. Secondly, to explore the applicability of the model to other sustainable contexts that are beyond the everyday sustainable behaviours that the model currently covers, as mentioned in Chapter 2 Table 2. It would be interesting to understand how the model explains sustainable behaviours that are of higher involvement or less frequent, such as houses, cars, or holidays. In addition, further research could explore the applicability of the model to other circular economy consumption models, such as access-based or collaborative consumption and shared use (Ritter & Schanz, 2019). Access-based consumption provides flexibility to the consumer, in that they can try something new without risk associated with investing in an unfamiliar product. Collaborative consumption provides community value to consumers (Albinsson & Perera, 2012; Eckhardt & Bardhi, 2016). It would be interesting to explore not only the change in salience of consumers' attitude to these types of consumption models but also benefits motivating the consumer (Benoit, et al., 2017) and applicability of social determinants of sustainable consumption model. Further research into the social determinants of sustainable consumption model will provide additional rigour, support, and applicability for this model.

Value-cocreation as a result of the service interaction of the business owners, as depicted in the social determinants of sustainable consumption model, is a further avenue in which future research could extend understandings. A future research suggestion is to implement a campaign co-designed between all actors of the service interaction. This would allow for greater understanding of the value co-creation that

occurs from the business owner influence on this model. By exploring this specific element of the social determinants of sustainable consumption model, it would allow for refinement and greater understanding of this piece of the model and how it relates to and effects the other determinants and the entire model.

Sustainability behaviours are underpinned by values at multiple levels of a marketing system. Using a macro marketing system lens, a fertile area for future research is to consider how micro level activities (buying and selling second-hand designer fashion) intersect with Layton's (Layton, 2019) marketing system dimensions, shaping the changing assortments of goods offered, the organising principles, and social norms within the marketing system. For example, future research could examine meso-level initiatives such as closed-loop business models, repair-refurbishment models (alongside resale), and improved material mixes.

This research focussed on millennials and Gen-Z consumers and men and women, through interestingly it found that there were differences between genders. Further research could explore these differences further to uncover what contributes to them. In addition, it is important to the field to explore other age groups and how this model applies to their sustainable behaviours and what differences, if any, there are.

Finally, a substantive future research agenda is to explore how sustainability perceptions and behaviours have changed as a result of the COVID-19 pandemic. Insight and understanding into the impacts of crises and disruptive events on sustainability behaviours and long-term attitudes is critically important. For instance, the influence of "buy local" and support local social movements as a result of COVID-19 have already been shown as ways consumers support local economies and recover from a global crisis (Hall, Prayag, Fieger & Dyason, 2020). Yet 'support-local' movements typically embody more eco-friendly and sustainable behaviours that often emerge in the absence of congruent sustainable attitudes. People are motivated to shop local yet may not be motivated to do so because of pre-existing sustainable attitudes. Similarly, COVID-19 has seen an upsurge in consumption of pre-owned goods, particularly in luxury and designer fashion as consumers become more cost-conscious and seek out engagement with circular business models (Bianchi et al., 2020).

9.6.2 Limitations

While this research makes many contributions to the sustainable consumer behaviour body of knowledge, it is important to note some limitations. A single context is used in this study. Second-hand designer fashion, although prevalent in New Zealand (Euromonitor International, 2020), is one example of sustainable consumer action. While this context provides actionable insights and theoretical contributions, further insight could be gained from researching additional contexts. For example, contexts similar to New Zealand such as Sweden or Canada, where consumers also report high levels of second-hand consumption (Euromonitor International, 2020), would provide additional rigour and further understanding.

The research design used in-depth interviews with male and female consumers aged 18-35 who engage in resold designer fashion behaviours. These criteria resulted in a low number of male respondents being recruited for the in-depth interviews. In total only three in-depth interviewees were men. The limitations of this small sample are offset by the advantages of these participants providing rich descriptions and understanding of the phenomenon of interest. Although a larger sample of male participants may have elicited additional insights, the size of the sample is less important than data richness and full descriptions in qualitative research (Patton, 1990). Although men are currently a minority in the resold designer fashion market, which they themselves acknowledged during the interviews, they are a growing segment (Bianchi et al., 2020) and a larger purposeful sample of participants may have added informational variety. This group demonstrated attitude change as a result of the marketing messages used in study 2. A deeper understanding of this group specifically would be of interest.

The data collection for this thesis was completed pre-COVID-19, with interviews conducted for study 1 between June 2019 to August 2019 and data collection for study 2 from January 2020 to March 2020, prior to the COVID-19 outbreaks and lockdowns. Although sustainable behaviours have changed in a post COVID-19 marketplace, this thesis does not explore sustainable attitudes and behaviours post-COVID 19. However, it leaves a fruitful avenue for future research to explore these potential changes.

9.7 Conclusion

The fashion industry has serious deleterious environmental impacts contributing to climate change and the loss of biodiversity (Conca, 2015; McKinsey & Company, 2020, Woodside & Fine, 2019). However, sustainable fashion and sustainable consumption in general, remain paradoxical since to be truly sustainable consumption should be avoided (Bly et al., 2015). Despite this challenge, circular business models are being adopted and will likely become the new norm offering a more achievable sustainable consumption alternative to avoidance of consumption (McKinsey & Company, 2020). It is not only businesses making sustainable changes to their operations providing sustainable options and business models, but consumers are also beginning to demand sustainable alternatives (Luchs et al., 2011). Importantly, second-hand designer fashion provides one sustainable alternative to overcoming some of the environmental obstacles the fashion industry faces. The reuse of the textiles alone through resale of fashion can mitigate some of the negative environmental impacts of the fashion industry, for example reducing use of raw materials, reducing waste production levels, and reducing waste disposal (Dahlbo et al., 2017; Vehmas et al., 2018). In particular, millennials and Gen-Z consumers (the focus of this research) are an influential segment participating in the fashion re-sale market, indicating a significant future trend in sustainable fashion (McKinsey & Company, 2020). This booming resale fashion market is expected to grow by 69% between 2019 and 2021 despite the broader retail market anticipated to drop by 15% (Thred Up, 2020). However, consumers participating in this fashion resale market, although performing a sustainable behaviour, are not always doing so based on a congruent sustainable attitude, displaying what is termed in this thesis a behaviour-attitude gap.

This thesis expands scholarly understanding of sustainable consumption behaviours, specifically consumers who behave sustainably but do not have congruent sustainable attitudes. It bridges the gap between value co-creation and consumer behaviour, by presenting a conceptual model, the social determinants of sustainable consumption model, that captures this co-creation between customers and businesses in the context of second-hand fashion. This thesis also investigated the effect of marketing messages on attitude change, with the intention to encourage congruent sustainable attitudes and when consumers have existing sustainable behaviours. If a consumer has

congruent sustainable attitudes and behaviours, these will be enduring and act as a catalyst of other sustainable behaviours. In this way marketing is a part of the solution to the sustainable issues the world faces. In summary, this thesis achieves the research objectives whilst providing an exciting springboard for future research to extend these findings further.

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Appendix A. Ethics Approval Letter - Study 1

**Auckland University of Technology Ethics Committee (AUTC)**

Auckland University of Technology
 D-88, Private Bag 92006, Auckland 1142, NZ
 T: +64 9 921 9999 ext. 8316
 E: ethics@aut.ac.nz
www.aut.ac.nz/researchethics

14 May 2019

Sommer Kapitan
 Faculty of Business Economics and Law

Dear Sommer

Re Ethics Application: **19/153 Coincidentally sustainable: the behaviour-attitude gap in sustainable consumption**

Thank you for providing evidence as requested, which satisfies the points raised by the Auckland University of Technology Ethics Committee (AUTC).

Your ethics application has been approved in stages for three years until 14 May 2022.

This approval is for the interview stage of the research. Full information about future stages of this research needs to be provided to and approved by AUTC before the data collection those stages commences.

Standard Conditions of Approval

1. A progress report is due annually on the anniversary of the approval date, using form EA2, which is available online through <http://www.aut.ac.nz/research/researchethics>.
2. A final report is due at the expiration of the approval period, or, upon completion of project, using form EA3, which is available online through <http://www.aut.ac.nz/research/researchethics>.
3. Any amendments to the project must be approved by AUTC prior to being implemented. Amendments can be requested using the EA2 form: <http://www.aut.ac.nz/research/researchethics>.
4. Any serious or unexpected adverse events must be reported to AUTC Secretariat as a matter of priority.
5. Any unforeseen events that might affect continued ethical acceptability of the project should also be reported to the AUTC Secretariat as a matter of priority.

Please quote the application number and title on all future correspondence related to this project.

AUTC grants ethical approval only. If you require management approval for access for your research from another institution or organisation, then you are responsible for obtaining it. If the research is undertaken outside New Zealand, you need to meet all locality legal and ethical obligations and requirements. You are reminded that it is your responsibility to ensure that the spelling and grammar of documents being provided to participants or external organisations is of a high standard.

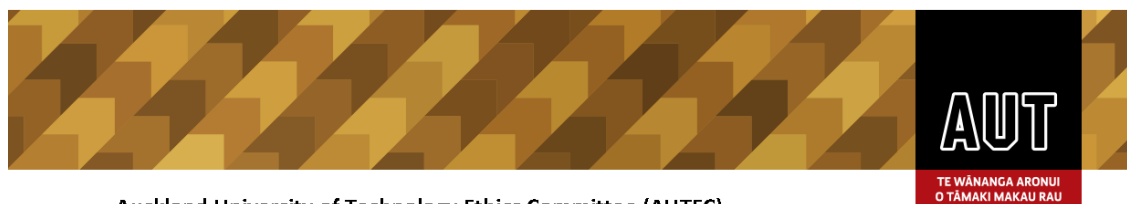
For any enquiries, please contact ethics@aut.ac.nz

Yours sincerely,

Kate O'Connor
 Executive Manager
Auckland University of Technology Ethics Committee

Cc: laura.davey@aut.ac.nz; Jessica Vredenburg

Appendix B. Ethics Approval Letter – Study 2

**Auckland University of Technology Ethics Committee (AUTEC)**

Auckland University of Technology
 D-88, Private Bag 92006, Auckland 1142, NZ
 T: +64 9 921 9999 ext. 8316
 E: ethics@aut.ac.nz
www.aut.ac.nz/researchethics

21 November 2019

Sommer Kapitan
 Faculty of Business Economics and Law

Dear Sommer

Ethics Application:19/153 **Coincidentally sustainable: the behaviour-attitude gap in sustainable consumption**

I wish to advise you that a subcommittee of the Auckland University of Technology Ethics Committee (AUTEC) has **approved** the experimental design phase of your ethics application.

This approval is for three years, expiring 19 November 2022.

Non-Standard Conditions of Approval

1. Remove the consent and release form from the study documentation as consent is implied by completing the survey.

Non-standard conditions must be completed before commencing your study. Non-standard conditions do not need to be submitted to or reviewed by AUTEC before commencing your study.

Standard Conditions of Approval

1. The research is to be undertaken in accordance with the [Auckland University of Technology Code of Conduct for Research](#) and as approved by AUTEC in this application.
2. A progress report is due annually on the anniversary of the approval date, using the EA2 form.
3. A final report is due at the expiration of the approval period, or, upon completion of project, using the EA3 form.
4. Any amendments to the project must be approved by AUTEC prior to being implemented. Amendments can be requested using the EA2 form.
5. Any serious or unexpected adverse events must be reported to AUTEC Secretariat as a matter of priority.
6. Any unforeseen events that might affect continued ethical acceptability of the project should also be reported to the AUTEC Secretariat as a matter of priority.
7. It is your responsibility to ensure that the spelling and grammar of documents being provided to participants or external organisations is of a high standard.

AUTEC grants ethical approval only. You are responsible for obtaining management approval for access for your research from any institution or organisation at which your research is being conducted. When the research is undertaken outside New Zealand, you need to meet all ethical, legal, and locality obligations or requirements for those jurisdictions.

Please quote the application number and title on all future correspondence related to this project.

For any enquiries please contact ethics@aut.ac.nz. The forms mentioned above are available online through <http://www.aut.ac.nz/research/researchethics>

Yours sincerely,

Kate O'Connor
 Executive Manager
 Auckland University of Technology Ethics Committee

Cc: laura.davey@aut.ac.nz; Jessica Vredenburg

Appendix C. Recruitment Advertisements – Study 1

Facebook Post

The following text will be used in the body of the post. This is due to Facebook's regulations regarding amount of text allowed on images.

If this is you, I would like to invite you to participate in research regarding sustainable consumption and re-sold designer fashion. I am a PhD student at Auckland University of Technology.

Choosing to participate will involve one interview. You may withdraw at any time without explanation or penalty and any unprocessed data can also be withdrawn.

Please email me at laura.davey@aut.ac.nz to obtain more information and take part in this study.



Appendix D. List of second-hand designer stores in New Zealand

Location	Business name
Online	Designer Wardrobe
	Soup Fashion Recovery (Online and physical Wellington store)
Auckland	Tatty's
	Encore Designer Recycle
	Crushes
	Recycle Boutique
	Renew
	Paper Bag Princess
Hamilton	Recycle Boutique
Bay of Plenty	Sisters Swap
	Nine Lives Store
Wellington	Soup Fashion Recovery (Online and physical Wellington store)
	Ziggurat
	Honour
Christchurch	I Love Labels
	ReLove Clothing
Queenstown	The Walk-in Wardrobe
Dunedin	Inside Out
	Paper Bag Princess

Appendix E. Interview guides for purchasers, sellers and business owners

Interview Guide 1. Purchasers

Introduction

Thank you for agreeing to participate in this study. I have asked you here today to help me understand your opinions, feelings, and attitudes toward second-hand luxury fashion.

There are no right or wrong answers – just your experiences, opinions, beliefs, and feelings. Please remember that you have a lot to offer and I am interested in your genuine opinions. I want to understand what you know, think and feel about the following questions.

The interview is expected to last between 45 minutes – 1 hour. I will be digitally recording the session today and making notes as we go. This is to help me remember what is said. Only I will have access to any information that links you to the project and/or what you said. Any information you give will be kept confidential. The recording will be stored in a locked computer and destroyed once the project is finished. I will transcribe the session and replace your name with a code name. I also will replace other individual, business, and organisation names mentioned in the session with codes. Information that might identify you or others will be removed from the transcript.

You have the right to ask me, either during or after the interview, not to use certain information or not to answer certain questions.

The information that you provide will be used in a written report. Any information that could identify you or any other person, business, or organisation will be replaced with codes and pseudonyms.

Are you happy to participate and willing for your comments and or quotes to be used in a written research report? (Interviewer gets the participant to sign consent form).

Warm up

- How often do you go shopping for clothing or accessories?
- Thinking about these times how often do you go to second-hand designer clothing stores?

Main body

- Tell me about the last time you purchased a piece of second-hand designer clothing from somewhere such as, Recycle Boutique, Tatty's, Designer Wardrobe [other names, tailored to locality of respondent]

Prompts:

- Was it for a special occasion?
- Did you have a budget?
- What made you go here?
- What made you buy that label?
- Why buy second hand and not new?

- Tell me about your feelings when you were in store?
- After you made the purchase what were your feelings on the purchase experience?

Part A. Attitude or experience that triggered purchase

- Who or what (if anything) made you go there?

Prompts:

- Did you see it online?
- Have your friends gone there?
- Did you see it on social media/Instagram/Facebook?

Part B. Experience in store and aspects that influence the decision in store

- Describe your experience in store?

Prompts:

- When you walked in what did you think of the store layout/design?
- What were the staff like? Did they chat to you? What about?
- What was it like when you purchased the item/went up to the counter?

Part C. Attitude and experience post purchase

- Tell me about what happened after you purchased the item and left the store?

Prompts:

- How did you share your experience?
- Did you go on social media and post a photo?
- Did you tell your friends?
- How did you feel?
- Do you think you'll go back?

Part D. Disposal of second-hand item

- Thinking back to your recent purchase from [shop name], have you kept this item?
- Prompts:
 - How often have you worn it?
 - When you stop wearing it what do you intend to do with the item?

Cool off

- Is there anything else that you thought of during this interview that you would like to share and haven't yet?

Closure

Thank you very much. The interview data will be transcribed; names and any organisations or anything that may link the data back to you will be taken out or replaced with false names. If you have any queries about this interview or the subsequent research findings you are more than welcome to contact me.

Interview Guide 2. Suppliers

Introduction

Thank you for agreeing to participate in this study. I have asked you here today to help me understand your opinions, feelings, and attitudes toward second-hand luxury fashion.

There are no right or wrong answers – just your experiences, opinions, beliefs, and feelings. Please remember that you have a lot to offer and I am interested in your genuine opinions. I want to understand what you know, think and feel about the following questions.

The interview is expected to last between 45 minutes – 1 hour. I will be digitally recording the session today and making notes as we go. This is to help me remember what is said. Only I will have access to any information that links you to the project and/or what you said. Any information you give will be kept confidential. The recording will be stored in a locked computer and destroyed once the project is finished. I will transcribe the session and replace your name with a code name. I also will replace other individual, business, and organisation names mentioned in the session with codes. Information that might identify you or others will be removed from the transcript.

You have the right to ask me, either during or after the interview, not to use certain information or not to answer certain questions.

The information that you provide will be used in a written report. Any information that could identify you or any other person, business, or organisation will be replaced with codes and pseudonyms.

Are you happy to participate and willing for your comments and or quotes to be used in a written research report? (Interviewer gets the participant to sign consent form).

Warm up

- How often do you go give your pre-loved designer clothing or accessories to second-hand designer store for resale?

Main body

- Tell me about the last time you gave a piece of designer clothing to somewhere such as, recycle boutique, tatty's, designer wardrobe [other names, tailored to locality of respondent]

Prompts

- What made you donate this item/s?
- Why did you go to this store?
- Tell me about your feelings when you were in store?
- After you made the gave it to the store what were your feelings of the experience?

Part A. Attitude or experience that triggered purchase

- Who or what (if anything) made you go there?

Prompts:

- Did you hear about it online?
- Have your friends done the same?
- Did you see it on social media/Instagram/Facebook?

Part B. Experience in store and aspects that influence the decision in store

- Describe your experience in store?

Prompts:

- When you walked in what did you think of the store layout/design?
- What where the staff like? Did they chat to you? What about?
- What was it like when you gave them the item/went up to the counter?

Part C. Attitude and experience post purchase

- Tell me about what happened after you gave the item and left the store?

Prompts:

- How did you share your experience?
- Did you go on social media and post a photo?
- Did you tell your friends?
- How did you feel?
- Do you think you'll go back and donate again?
- Do you think you would purchase items from here?
- When you stop wearing other designer items what do you intend to do with them?

Cool off

Is there anything else that you thought of during this interview that you would like to share and haven't yet?

Closure

Thank you very much. The interview data will be transcribed; names and any organisations or anything that may link the data back to you will be taken out or replaced with false names. If you have any queries about this interview or the subsequent research findings you are more than welcome to contact me.

Interview Guide 3. Business Owners

Introduction

Thank you for agreeing to participate in this study. I have asked you here today to help me understand your opinions, feelings, and attitudes toward second-hand luxury fashion.

There are no right or wrong answers – just your experiences, opinions, beliefs, and feelings. Please remember that you have a lot to offer and I am interested in your genuine opinions. I want to understand what you know, think and feel about the following questions.

The interview is expected to last between 45 minutes – 1 hour. I will be digitally recording the session today and making notes as we go. This is to help me remember what is said. Only I will have access to any information that links you to the project and/or what you said. Any information you give will be kept confidential. The recording will be stored in a locked computer and destroyed once the project is finished. I will transcribe the session and replace your name with a code name. I also will replace other individual, business, and organisation names mentioned in the session with codes. Information that might identify you or others will be removed from the transcript.

You have the right to ask me, either during or after the interview, not to use certain information or not to answer certain questions.

The information that you provide will be used in a written report. Any information that could identify you or any other person, business, or organisation will be replaced with codes and pseudonyms.

Are you happy to participate and willing for your comments and or quotes to be used in a written research report? (Interviewer gets the participant to sign consent form).

Warm up

- Can you describe your business offering/what your business does?
- How long has your business been operating for?
- How has/could the business grow/n from here?

Main body

- Tell me about the reasons for starting this business?
 - Prompts
 - What was it for you that made you start/join this business?
 - Has this changed as the business has grown?
 - and if so how?
 - Why the focus on second-hand designer clothing [and not new]?
- What things about the business or the environment are different today compared to last year?

Part A. Customer

- Describe what you offer the customer?
- How do you go about developing this offer to customers?
- Describe how you get customers to shop with you?
 - Which ways work best for you?
- Describe how you get customers to **supply** clothing to you?
 - What advertising, media and/or communications do you use? If any?
- Describe how you get customers to **purchase** from you?
 - What advertising, media and/or communications do you use? If any?

Part B. Instore/webpage

- What is your desired impression for customers to have when they come instore/visit your webpage?

Prompts:

- What is the most important thing for them to notice when they come in?
- [instore] What do you encourage the staff to do/communicate to customers?
- [online] What do you try and communicate to customers
- Describe what the point of sale and counter experience is like? and why?

Part C. Post purchase

- Tell me about what happens after customers purchase or supply items and leave the store?

Prompts:

- How did you communicate with them?
- What are they encouraged to do?
- Is any information sent to them?

- Thinking about these customers after they have either purchased or supplied item/s do they come back?

Prompts:

- What do you think makes them come back?
- Do people who supply items often comes back and purchaser or vice versa?

Cool off

- Is there anything else that you thought of during this interview that you would like to share and haven't yet?

Closure

Thank you very much. The interview data will be transcribed; names and any organisations or anything that may link the data back to you will be take out or replaced with false names. If you have any queries about this interview or the subsequent research findings you are more than welcome to contact me.

Appendix F. Consent form - Study 1



Consent Form

Purchasers and suppliers

Project title: *Sustainable consumption: exploring consumers attitudes and behaviours toward sustainable consumption in the fashion industry*

Project Supervisor: *Dr. Sommer Kapitan*

Researcher: *Laura Davey*

- ☐ I have read and understood the information provided about this research project in the Information Sheet dated 30 May 2019
- ☐ I have had an opportunity to ask questions and to have them answered.
- ☐ I understand that notes will be taken during the interviews and that they will also be audio-taped and transcribed.
- ☐ I understand that taking part in this study is voluntary (my choice) and that I may withdraw from the study at any time without being disadvantaged in any way.
- ☐ I understand that if I withdraw from the study then I will be offered the choice between having any data that is identifiable as belonging to me removed or allowing it to continue to be used. However, once the findings have been produced, removal of my data may not be possible.
- ☐ I agree to take part in this research.
- ☐ I agree to be contacted for another interview in 6 months' time.
- ☐ I wish to receive a summary of the research findings (please tick one): Yes ☐ No ☐

Participant's signature:

Participant's name:

Participant's Contact Details (if appropriate):

.....

Date:

Approved by the Auckland University of Technology Ethics Committee on 30 May 2019 AUTEC Reference number 19/153

Note: The Participant should retain a copy of this form.



Consent Form

Manager/business owner

Project title: *Sustainable consumption: exploring consumers attitudes and behaviours toward sustainable consumption in the fashion industry*

Project Supervisor: *Dr. Sommer Kapitan*

Researcher: *Laura Davey*

- ☐ I have read and understood the information provided about this research project in the Information Sheet dated 30 May 2019.
- ☐ I have had an opportunity to ask questions and to have them answered.
- ☐ I understand that notes will be taken during the interviews and that they will also be audio-taped and transcribed.
- ☐ I understand that taking part in this study is voluntary (my choice) and that I may withdraw from the study at any time without being disadvantaged in any way.
- ☐ I understand that if I withdraw from the study then I will be offered the choice between having any data that is identifiable as belonging to me removed or allowing it to continue to be used. However, once the findings have been produced, removal of my data may not be possible.
- ☐ I agree to take part in this research.
- ☐ I wish to receive a summary of the research findings (please tick one): Yes ☐ No ☐

Participant's signature:

Participant's name:

Participant's Contact Details (if appropriate):

.....

Date:

Approved by the Auckland University of Technology Ethics Committee on 30 May 2019 AUTEK Reference number 19/153

Note: The Participant should retain a copy of this form.

Appendix G. Information Sheet - Study 1



Participant Information Sheet

Suppliers

Date Information Sheet Produced:

30 May 2019

Project Title

Sustainable consumption: exploring consumers attitudes and behaviours toward sustainable consumption in the fashion industry.

An Invitation

Hi, I am Laura Davey, I am a postgraduate student at Auckland University of Technology Business School. I am looking at sustainable behaviour in the fashion industry. I would like to invite you to participate in this research regarding sustainable consumption and re-sold designer fashion, will you be willing to help me?

What is the purpose of this research?

This research aims to gain further understanding about the role that attitude, behaviour and sustainability knowledge have on sustainable consumption behaviour. The findings of this research will be used for my thesis and other academic publications and presentations. This research contributes to my qualification.

How was I identified and why am I being invited to participate in this research?

You have been chosen as a potential participant as you have supplied designer clothing for re-sale within the last 3 months. You are also aged between 18-35.

How do I agree to participate in this research?

You agree to participate by contacting the researcher to schedule an interview time. Your signature on the consent form, attached with this information sheet, indicates your agreement to participate. Your participation in this research is voluntary (it is your choice) and whether or not you choose to participate will neither advantage nor disadvantage you. You are able to withdraw from the study at any time. If you choose to withdraw from the study, then you will be offered the choice between having any data that is identifiable as belonging to you removed or allowing it to continue to be used. However, once the findings have been produced, removal of your data may not be possible.

What will happen in this research?

In the interview you will be asked to discuss your opinions, feelings, and attitudes toward second-hand luxury fashion. There are no right or wrong answers – just your experiences, opinions, beliefs, and feelings. Please remember that you have a lot to offer and I am interested in your genuine opinions. I want to understand what you know, think and feel about the following questions.

The interview is expected to last between 45 minutes – 1 hour. I will be digitally recording the session today and making notes as we go. This is to help me remember what is said.

What are the discomforts and risks?

I do not expect that there will be any discomforts or risks in completing the interview.

What are the benefits?

This research will assist me, Laura Davey, in obtaining a qualification and also help better understand sustainable attitudes and behaviours.

How will my privacy be protected?

Any information you give will be kept confidential. The recording will be stored in a locked computer and destroyed once the project is finished. The interview will be transcribed verbatim and your name will be replaced with a code name. Any other individual, business, and organisation names mentioned in the session will also be replaced with codes. Information that might identify you or others will be removed from the transcript.

You have the right to ask me, either during or after the interview, not to use certain information or not to answer certain questions.

The information that you provide will be used in a written report. Any information that could identify you or any other person, business, or organisation will be replaced with codes and pseudonyms.

What are the costs of participating in this research?

The interview will take 45 minutes to 1 hour.

What opportunity do I have to consider this invitation?

Please take up to one month to decide if you want to respond.

Will I receive feedback on the results of this research?

A one-two page summary of the findings will be provided to you if you would like. If you would not like to receive a summary of the findings, please tick no on the consent form.

What do I do if I have concerns about this research?

Any concerns regarding the nature of this project should be notified in the first instance to the Project Supervisor, Dr. Sommer Kapitan, sommer.kapitan@aut.ac.nz, 09 921 9999 ext 5131

Concerns regarding the conduct of the research should be notified to the Executive Secretary of AUTC, Kate O'Connor, ethics@aut.ac.nz, 09 921 9999 ext 6038.

Whom do I contact for further information about this research?

Please keep this Information Sheet and a copy of the Consent Form for your future reference. You are also able to contact the research team as follows:

Researcher Contact Details:

Laura Davey, laura.davey@aut.ac.nz

Project Supervisor Contact Details:

Dr. Sommer Kapitan, sommer.kapitan@aut.ac.nz 09 921 9999 ext 5131.

Approved by the Auckland University of Technology Ethics Committee on 14 May 2019 AUTC Reference number 19/153.



Participant Information Sheet

Purchasers

Date Information Sheet Produced:

30 May 2019

Project Title

Sustainable consumption: exploring consumers attitudes and behaviours toward sustainable consumption in the fashion industry.

An Invitation

Hi, I am Laura Davey, I am a postgraduate student at Auckland University of Technology Business School. I am looking at sustainable behaviour in the fashion industry. I would like to invite you to participate in this research regarding sustainable consumption and re-sold designer fashion, will you be willing to help me?

What is the purpose of this research?

This research aims to gain further understanding about the role that attitude, behaviour and sustainability knowledge have on sustainable consumption behaviour. The findings of this research will be used for my thesis and other academic publications and presentations. This research contributes to my qualification.

How was I identified and why am I being invited to participate in this research?

You have been chosen as a potential participant as you have purchased designer clothing for re-sale within the last 3 months. You are also aged between 18-35.

How do I agree to participate in this research?

You agree to participate by contacting the researcher to schedule an interview time. Your signature on the consent form, attached with this information sheet, indicates your agreement to participate. Your participation in this research is voluntary (it is your choice) and whether or not you choose to participate will neither advantage nor disadvantage you. You are able to withdraw from the study at any time. If you choose to withdraw from the study, then you will be offered the choice between having any data that is identifiable as belonging to you removed or allowing it to continue to be used. However, once the findings have been produced, removal of your data may not be possible.

What will happen in this research?

In the interview you will be asked to discuss your opinions, feelings, and attitudes toward second-hand luxury fashion. There are no right or wrong answers – just your experiences, opinions, beliefs, and feelings. Please remember that you have a lot to offer and I am interested in your genuine opinions. I want to understand what you know, think and feel about the following questions.

The interview is expected to last between 45 minutes – 1 hour. I will be digitally recording the session today and making notes as we go. This is to help me remember what is said.

What are the discomforts and risks?

I do not expect that there will be any discomforts or risks in completing the interview.

What are the benefits?

This research will assist me, Laura Davey, in obtaining a qualification and also help better understand sustainable attitudes and behaviours.

How will my privacy be protected?

Any information you give will be kept confidential. The recording will be stored in a locked computer and destroyed once the project is finished. The interview will be transcribed verbatim and your name will be replaced with a code

name. Any other individual, business, and organisation names mentioned in the session will also be replaced with codes. Information that might identify you or others will be removed from the transcript.

You have the right to ask me, either during or after the interview, not to use certain information or not to answer certain questions.

The information that you provide will be used in a written report. Any information that could identify you or any other person, business, or organisation will be replaced with codes and pseudonyms.

What are the costs of participating in this research?

The interview will take 45minutes to 1 hour.

What opportunity do I have to consider this invitation?

Please take up to one month to decide if you want to respond.

Will I receive feedback on the results of this research?

A one-two page summary of the findings will be provided to you if you would like. If you would not like to receive a summary of the findings, please tick no on the consent form.

What do I do if I have concerns about this research?

Any concerns regarding the nature of this project should be notified in the first instance to the Project Supervisor, Dr. Sommer Kapitan, sommer.kapitan@aut.ac.nz, 09 921 9999 ext 5131

Concerns regarding the conduct of the research should be notified to the Executive Secretary of AUTEK, Kate O'Connor, ethics@aut.ac.nz, 09 921 9999 ext 6038.

Whom do I contact for further information about this research?

Please keep this Information Sheet and a copy of the Consent Form for your future reference. You are also able to contact the research team as follows:

Researcher Contact Details:

Laura Davey, laura.davey@aut.ac.nz

Project Supervisor Contact Details:

Dr. Sommer Kapitan, sommer.kapitan@aut.ac.nz 09 921 9999 ext 5131.

Approved by the Auckland University of Technology Ethics Committee on 14 May 2019 AUTEK Reference number 19/153 .



Participant Information Sheet

Business owners

Date Information Sheet Produced:

30 May 2019

Project Title

Sustainable consumption: exploring consumers attitudes and behaviours toward sustainable consumption in the fashion industry.

An Invitation

Hi, I am Laura Davey, I am a postgraduate student at Auckland University of Technology Business School. I am looking at sustainable behaviour in the fashion industry. I would like to invite you to participate in this research regarding sustainable consumption and re-sold designer fashion, will you be willing to help me?

What is the purpose of this research?

This research aims to gain further understanding about the role that attitude, behaviour and sustainability knowledge have on sustainable consumption behaviour. The findings of this research will be used for my thesis and other academic publications and presentations. This research contributes to my qualification.

How was I identified and why am I being invited to participate in this research?

You have been chosen as a potential participant as you are a business owner or manager of the store that re-sell designer clothing.

How do I agree to participate in this research?

You agree to participate by contacting the researcher to schedule an interview time. Your signature on the consent form, attached with this information sheet, indicates your agreement to participate. Your participation in this research is voluntary (it is your choice) and whether or not you choose to participate will neither advantage nor disadvantage you. You are able to withdraw from the study at any time. If you choose to withdraw from the study, then you will be offered the choice between having any data that is identifiable as belonging to you removed or allowing it to continue to be used. However, once the findings have been produced, removal of your data may not be possible.

What will happen in this research?

In the interview you will be asked to discuss your opinions, feelings, and attitudes toward second-hand luxury fashion. There are no right or wrong answers – just your experiences, opinions, beliefs, and feelings. Please remember that you have a lot to offer and I am interested in your genuine opinions. I want to understand what you know, think and feel about the following questions.

The interview is expected to last between 45 minutes – 1 hour. I will be digitally recording the session today and making notes as we go. This is to help me remember what is said.

What are the discomforts and risks?

I do not expect that there will be any discomforts or risks in completing the interview.

What are the benefits?

This research will assist me, Laura Davey, in obtaining a qualification and also help better understand sustainable attitudes and behaviours.

How will my privacy be protected?

Any information you give will be kept confidential. The recording will be stored in a locked computer and destroyed once the project is finished. The interview will be transcribed verbatim and your name will be replaced with a code name. Any other individual, business, and organisation names mentioned in the session will also be replaced with codes. Information that might identify you or others will be removed from the transcript.

You have the right to ask me, either during or after the interview, not to use certain information or not to answer certain questions.

The information that you provide will be used in a written report. Any information that could identify you or any other person, business, or organisation will be replaced with codes and pseudonyms.

What are the costs of participating in this research?

The interview will take 45minutes to 1 hour

What opportunity do I have to consider this invitation?

Please take up to one month to decide if you want to respond.

Will I receive feedback on the results of this research?

A one-two page summary of the findings will be provided to you if you would like. If you would not like to receive a summary of the findings, please tick no on the consent form.

What do I do if I have concerns about this research?

Any concerns regarding the nature of this project should be notified in the first instance to the Project Supervisor, Dr. Sommer Kapitan, sommer.kapitan@aut.ac.nz, 09 921 9999 ext 5131

Concerns regarding the conduct of the research should be notified to the Executive Secretary of AUTC, Kate O'Connor, ethics@aut.ac.nz, 09 921 9999 ext 6038.

Whom do I contact for further information about this research?

Please keep this Information Sheet and a copy of the Consent Form for your future reference. You are also able to contact the research team as follows:

Researcher Contact Details:

Laura Davey, laura.davey@aut.ac.nz

Project Supervisor Contact Details:

Dr. Sommer Kapitan, sommer.kapitan@aut.ac.nz 09 921 9999 ext 5131.

Approved by the Auckland University of Technology Ethics Committee on 14 May 2019 AUTC Reference number 19/153 .

Appendix H. Transcription Agreement



Confidentiality Agreement

Project title: *Sustainable consumption: exploring consumers attitudes and behaviours toward sustainable consumption in the fashion industry*

Project Supervisor: *Dr. Sommer Kapitan*

Researcher: *Laura Davey*

- ✓ I understand that all the material I will be asked to transcribe is confidential.
- ✓ I understand that the contents of the tapes or recordings can only be discussed with the researchers.
- ✓ I will not keep any copies of the transcripts nor allow third parties access to them.

Transcriber's signature: 

Transcriber's name: Debra Pugh

Transcriber's Contact Details (if appropriate):

Anytype Transcription and Typing Services

907 Waingaro Road, RD1, Glen Massey,

Ngaruawahia 3793.

Mobile 0211-320-673. Email any-type@xtra.co.nz

Date: 20 June 2019

Project Supervisor's Contact Details:

Dr. Sommer Kapitan

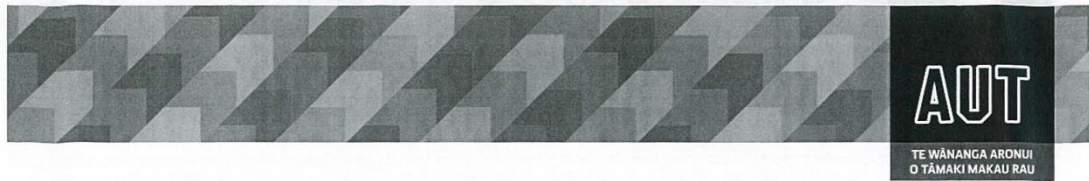
sommer.kapitan@aut.ac.nz

09 921 9999 ext 5131

Approved by the Auckland University of Technology Ethics Committee on 14 May 2019 AUTEK Reference number 19/153

Note: The Transcriber should retain a copy of this form.

Appendix I. Coder confidentiality form



Confidentiality Agreement

Project title: *Sustainable consumption: exploring consumers attitudes and behaviours toward sustainable consumption in the fashion industry*

Project Supervisor: *Dr. Sommer Kapitan*

Researcher: *Laura Davey*

- ☒ I understand that all the material I will be asked to code is confidential.
- ☒ I understand that the contents of the transcripts can only be discussed with the researchers.
- ☒ I will not keep any copies of the transcripts nor allow third parties access to them.

Coder's signature: _____

Coder's name: _____

Coder's Contact Details (if appropriate): _____

022 2277620

Date: *04/09/19*

Project Supervisor's Contact Details:

Dr. Sommer Kapitan

sommer.kapitan@aut.ac.nz

09 921 9999 ext 5131

Approved by the Auckland University of Technology Ethics Committee on 14 May 2019 was granted AUTEK Reference number 19/153

Note: The Coder should retain a copy of this form.

Appendix J. Example of NVivo coding

It's kind of a feel good, same as ethical like bananas in the supermarket. If it's got fair trade/ethical I'll literally pay more to get those ones, so it is a purchase decision for me. If I see ethical or sustainable or fair trade, I will purchase it over the others. It's not just like I buy it and then I read it and it's a bonus. I will choose that, because I feel be-, I feel better about it, making a difference, thinking about all those images that I see on a daily basis and it's like quite cool now to be sustainable don't you feel?

Facilitator:
Yeah.

C10:
Like it's a status thing, same with veganism. It's the trend now to like - to have quality, sustainable clothes and you should be [unclear 14:45] like people are proud of it and show it off with all their fancy glass bottles and what have you, yeah.

Facilitator:
Can you talk to me a little bit more about that, like how do you see that and what makes you say that it's...

[Over speaking 14:57]

C10:
Just looking and they all have sustainable bottles over there...

[Unclear 14:59]

C10:
...like [pauses] I know if I walked in to my group of girls out and I had a plastic bottle, they'd be like Em, come on kind of thing, like it's definitely a thing now to think about your choices and decisions and I can't speak in a general sense 'cause I'm like a 20 year old girl, but in my group of friends definitely it's cool to think about it.

...

Facilitator:
Yeah, yeah and is that - like for that kind of age group is it, is it kind of a feeling of guilt that they kind of talk to you about having if they shop and buy new, or...

B3:
Yeah. I, I was actually just with my, my skin specialist and her kids are late teens and early 20s and she said she comes home with anything plastic wrapped or shopping bags, plastic or anything, her daughter is really - gets angry with her. [Laughs] Mum, you could've made a better decision.

Facilitator:
[Laughs] Oh, like she's r - - yeah. [Laughs]

B3:
So saying that, I look at garments that are polyester and I just go well no, because people who are coming into my store, they don't want to buy a polyester dress. They just don't. They come and they want to buy quality fibres, or green fibres, whatever you want to call them and yeah, you just - 'cause you're going to get - washing that polyester dress and all the fibres from that go into the water waste and we, we don't want to be doing that anymore. So I have to be really conscious with, with, with that and I, and I, and I don't like the polyester fabric anyhow so...

[Laughter]

...but that - you know, those are things that you can tell them about, you know, when they're looking at something.

Facilitator:
Yeah and do they respond to that and...

Sustainable knowledge

Obligation duty responsibility

Ease of being sustainable

Sustainable behaviours

Prosocial

Importance of sustainable fashion

Efficacy

Redefining New

Rational choice

Planned purchase

Peer influence

Environmental responsibility

Empathic sharing

Attitude influencing sus. fashion behaviour

Coding Density

Sustainability/trendiness

Peer and social influence

Growing industry

empathic sharing

second hand cycle

evaluate value

Newness

Prosocial

redefined value of item

Customers

Business owner - great quotes

Uniqueness

encourage customers to be sustainable

Educate customers

Coding Density

Consumer demand

Appendix K. Model and Image consent form



Consent and Release Form

Project title: *Exploring consumer attitudes and behaviours toward sustainable consumption*

Project Supervisor: *Dr. Sommer Kapitan*

Researcher: *Laura Davey*

- ☐ I have read and understood the information provided about this research project in the Information Sheet.
- ☐ I have had an opportunity to ask questions and to have them answered.
- ☐ I understand that taking part in this study is voluntary (my choice) and that I may withdraw from the study at any time without being disadvantaged in any way.
- ☐ I understand that if I withdraw from the study then I will be offered the choice between having any data that is identifiable as belonging to me removed or allowing it to continue to be used. However, once the findings have been produced, removal of my data may not be possible.
- ☐ I permit the researcher to use the photographs that are part of this project and any other reproductions or adaptations from them, either complete or in part, alone or in conjunction with any wording and/or drawings solely and exclusively for (a) the researcher's research purposes.
- ☐ I understand that the photographs will be used for academic purposes only and will not be published in any form outside of this project without my written permission.
- ☐ I understand that any copyright material created by the photographic sessions is deemed to be owned by the researcher and that I do not own copyright of any of the photographs.
- ☐ I agree to take part in this research.

Participant's signature:

Participant's name:

Participant's Contact Details (if appropriate):

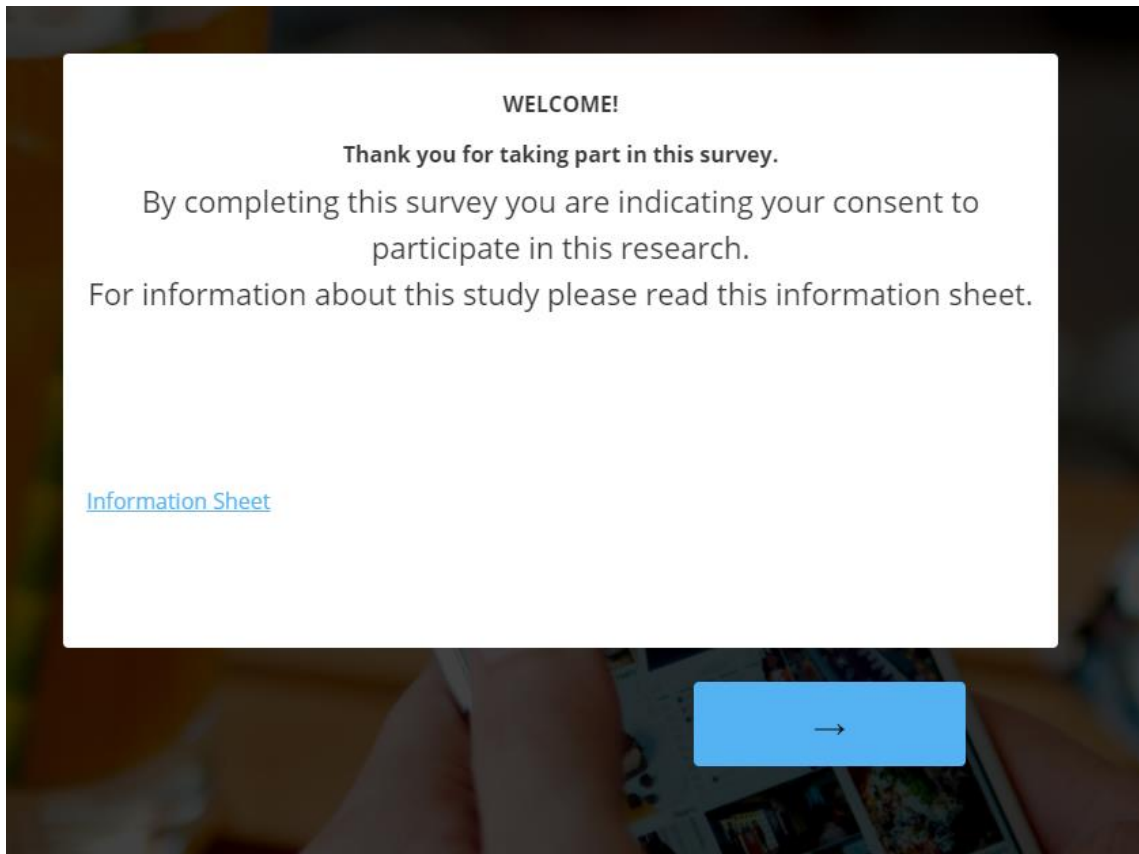
.....

Date:

Approved by the Auckland University of Technology Ethics Committee on 21st November 2019, AUTEK reference number: 19/153

Note: The Participant should retain a copy of this form.

Appendix L. Qualtrics survey design – Study 2

A screenshot of a survey welcome screen. The background is a blurred image of a hand holding a smartphone. A white rectangular box contains the following text: "WELCOME!" in bold, "Thank you for taking part in this survey." in bold, "By completing this survey you are indicating your consent to participate in this research.", and "For information about this study please read this information sheet." Below the text is a blue underlined link "Information Sheet". At the bottom right of the white box is a blue button with a right-pointing arrow.

WELCOME!

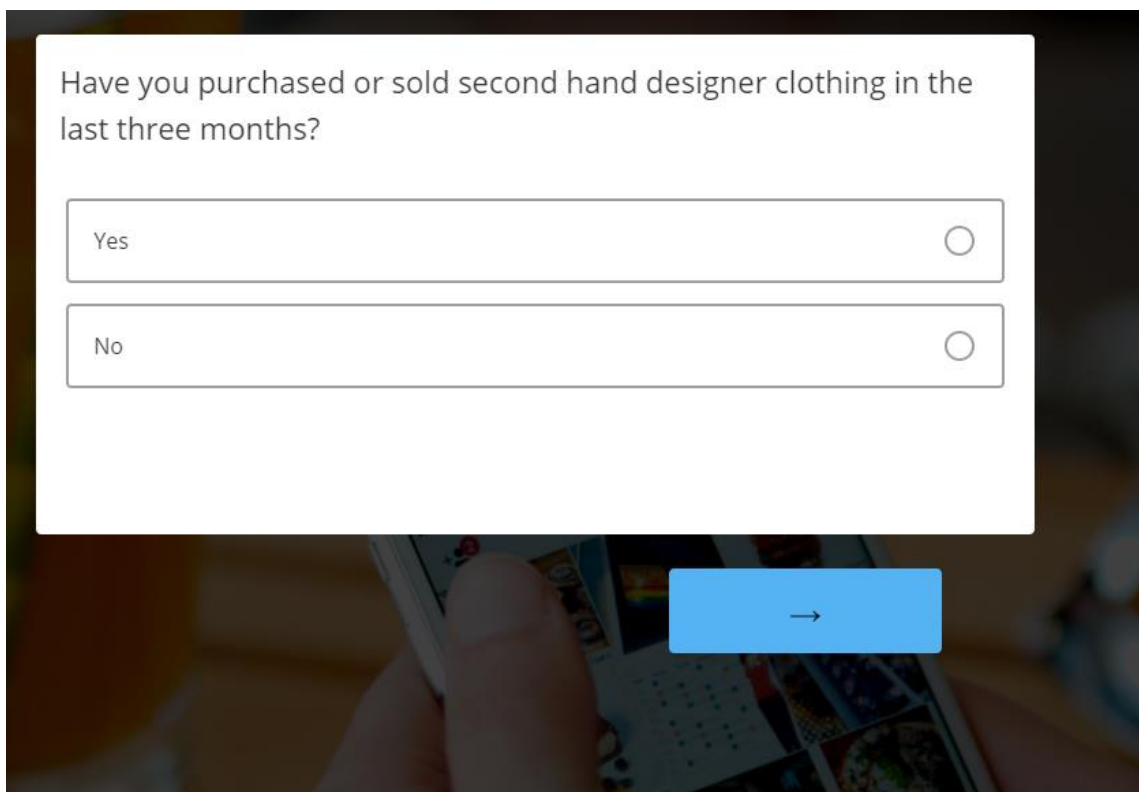
Thank you for taking part in this survey.

By completing this survey you are indicating your consent to participate in this research.

For information about this study please read this information sheet.

[Information Sheet](#)

→

A screenshot of a survey question screen. The background is a blurred image of a hand holding a smartphone. A white rectangular box contains the question "Have you purchased or sold second hand designer clothing in the last three months?". Below the question are two radio button options: "Yes" and "No". At the bottom right of the white box is a blue button with a right-pointing arrow.

Have you purchased or sold second hand designer clothing in the last three months?

Yes ☐

No ☐

→

If yes, what have you done the most?

Purchased

☐

Sold

☐

Both

☐

What is your age?

Which answer describes you?

Female

☐

Male

☐

Other (please specify)

☐

Prefer not to say

☐

Thinking back, briefly tell me about the last time you bought or sold second hand designer clothing?

What was the item, what made you buy or sell it.

How did you feel about that experience?



Imagine you are scrolling through your Instagram feed...

Please have a look and read the following post.





Please indicate the extent to which you agree or disagree with the following statements,

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
It is important to me that the products I use do not harm the environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider the potential environmental impact of my actions when making many of my decisions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My purchase habits are affected by my concern for our environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am concerned about wasting the resources of our planet.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would describe myself as environmentally responsible.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to be inconvenienced in order to take actions that are more environmentally friendly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate the following statements,

	Not at all true	Barely true	Moderately true	Exactly true
I am sure that we can achieve progress, because we are all pulling in the same direction.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am confident that together we can solve the problem of pollution.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We can come up with creative ideas to solve environmental problems effectively, even if the external conditions are unfavourable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[illegible]

[illegible]

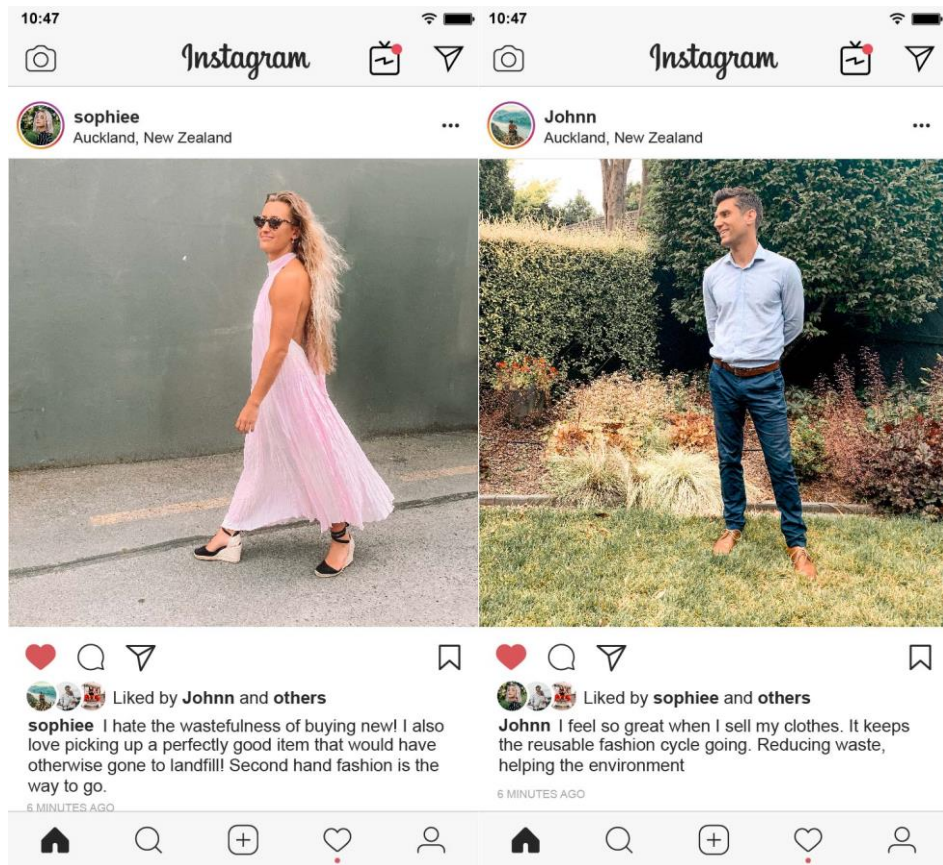
I have never damaged a library book or store merchandise without reporting it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have some pretty awful habits.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't gossip about other people's business.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

→

Thank you for your time spent taking this survey.

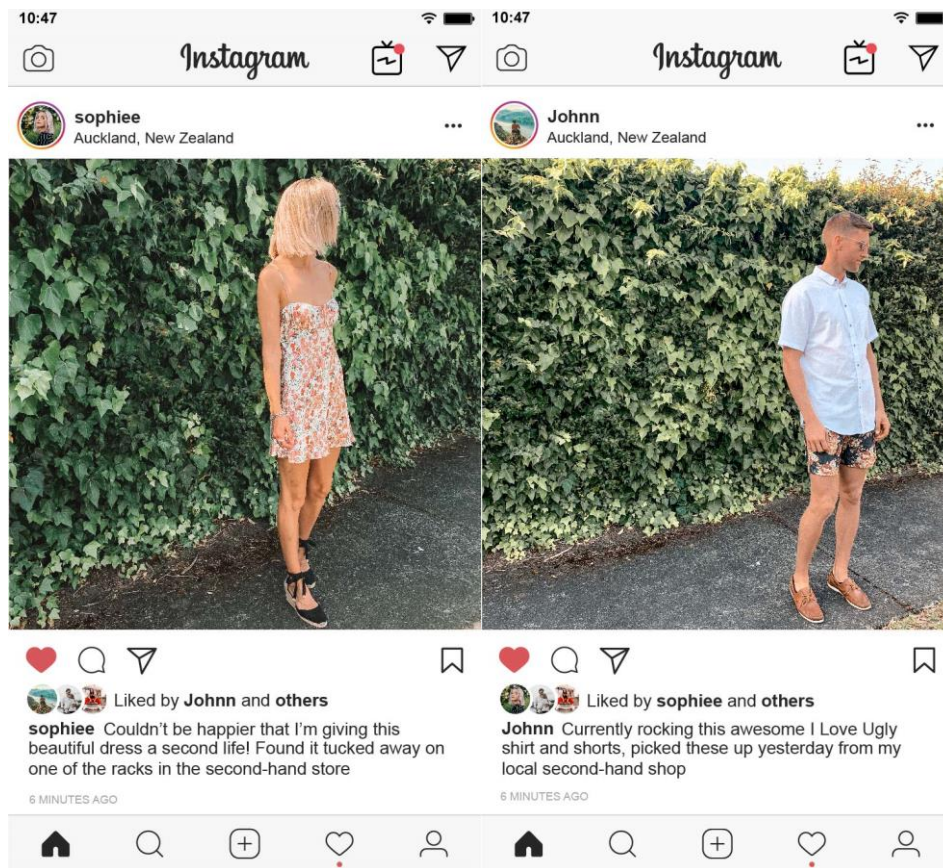
Your response has been recorded

Appendix M. Examples of marketing messages



EBFV2

ESM2V2



PBF2

SBM1

Appendix N. Exert from Pre-test Survey



0% 100%

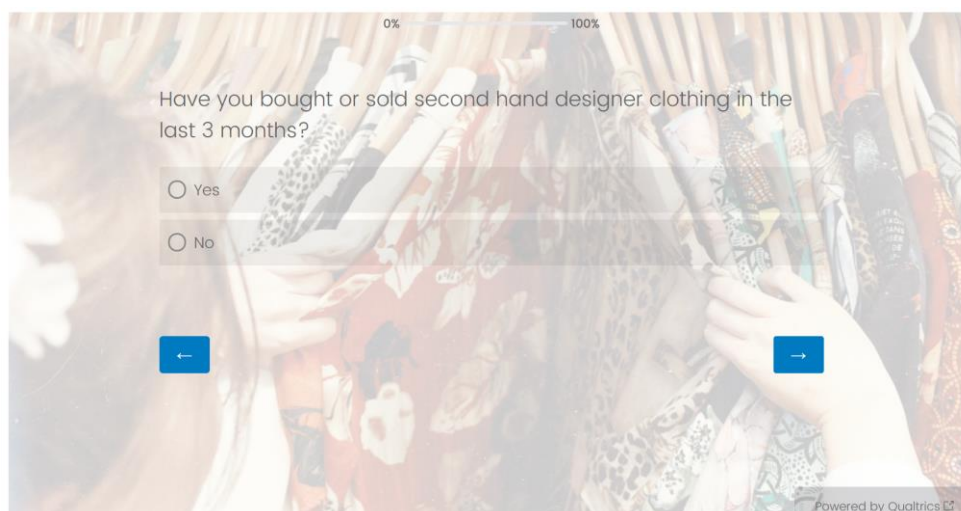
Are you between the age of 18-35 years old?

☐ Yes

☐ No

→

Powered by Qualtrics



0% 100%

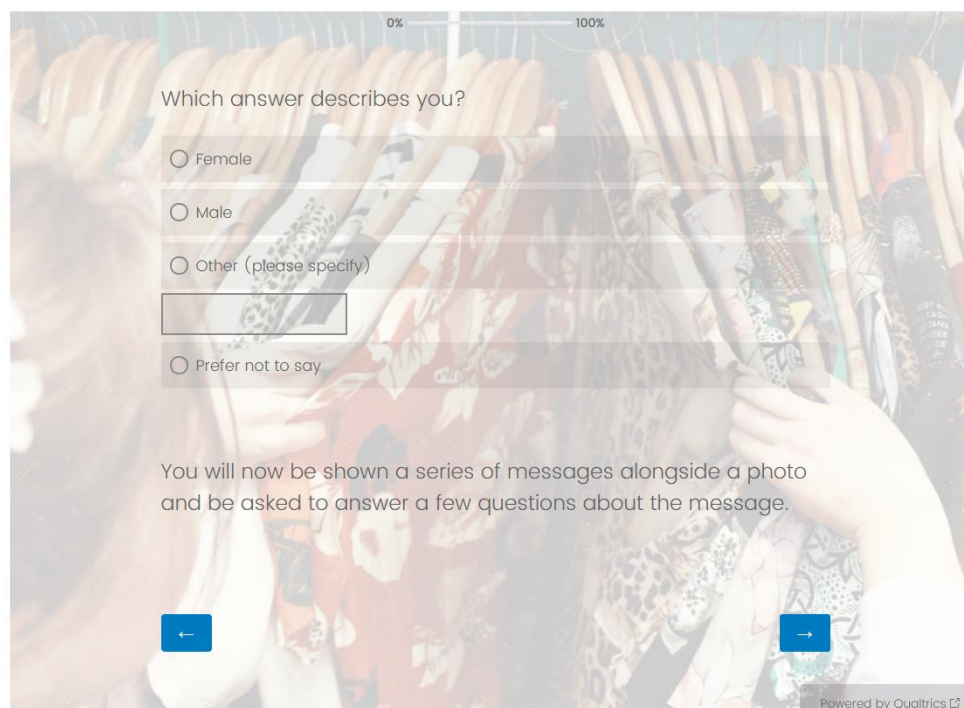
Have you bought or sold second hand designer clothing in the last 3 months?

☐ Yes

☐ No

← →

Powered by Qualtrics



0% 100%

Which answer describes you?

☐ Female

☐ Male

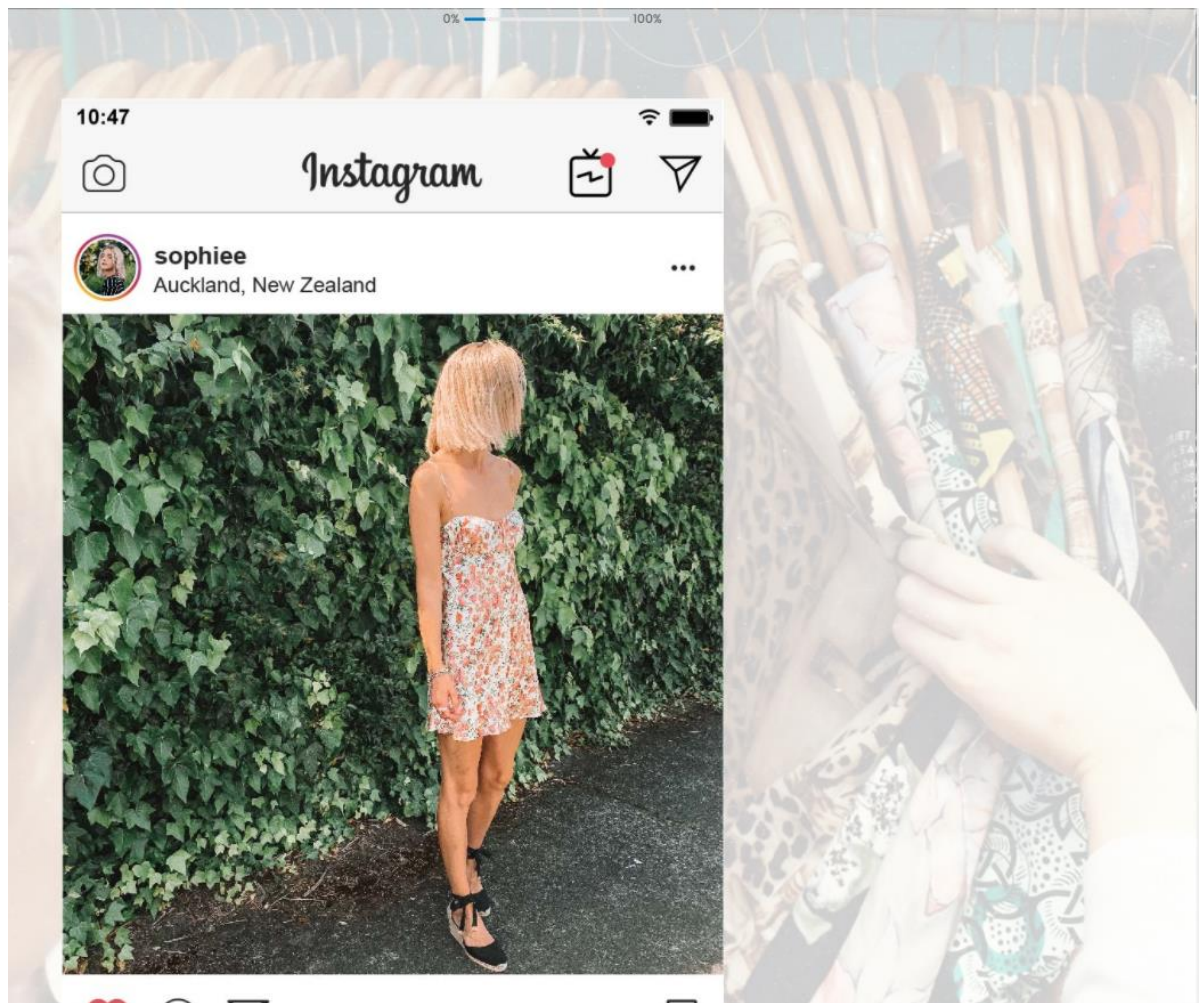
☐ Other (please specify)

☐ Prefer not to say

You will now be shown a series of messages alongside a photo and be asked to answer a few questions about the message.

← →

Powered by Qualtrics



Liked by **Johnn** and others

sophiee I've loved this dress. I wore it to my best friend's wedding last month, just sold it online so someone else can love it.

6 MINUTES AGO

Please evaluate the extent to which the above message (image and text) communicates the following concepts.

	Very low	Low	Moderate	High	Very high
1. Environmental sustainability e.g. helping the planet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Prosocial sustainability e.g. helping others in the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Social context e.g. importance of brand relationship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

For the following questions, please select the extent to which you agree with the following statements,

The image and message are:

Extremely bad	Moderately bad	Slightly bad	Neither good nor bad	Slightly good	Moderately good	Extremely good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The image and message are:

Very unpleasant	Unpleasant	Somewhat unpleasant	Neither pleasant nor unpleasant	Somewhat pleasant	Pleasant	Very pleasant
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The image and message are:

Very unfavourable	Unfavourable	Somewhat unfavourable	Neither favourable nor unfavourable	Somewhat favourable	Favourable	Very favourable
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Next](#)




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0% ————— 100%

We thank you for your time spent taking this survey.
Your response has been recorded.

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Appendix O. Messages tested in pre-test

Condition	Buy vs Sell	Gender	Text option (1 or 2)	Image option (1 or 2)	Code	Full Message
Environmental	Buy	Female	1	1	EBF1	
Environmental	Buy	Female	2	1	EBF2	
Environmental	Sell	Female	1	1	ESF1	

Environmental Sell Female 2 1 ESF2



Prosocial Buy Female 1 1 PBF1



Prosocial Buy Female 2 1 PBF2



Prosocial Sell Female 1 1 PSF1



Prosocial Sell Female 2 1 PSF2



Brand (Social) Buy Female 1 1 SBF1



Brand (Social) Buy Female 2 1 SBF2



Brand (Social) Sell Female 1 1 SSF1



Brand (Social) Sell Female 2 1 SSF2



Environmental Buy Female 1 2 EBF1V2



Environmental Buy Female 2 2 EBF2V2



Environmental Sell Female 1 2 ESF1V2



Environmental Sell Female 2 2 ESF2V2



Prosocial Buy Female 1 2 PBF1V2



Prosocial Buy Female 2 2 PBF2V2



Prosocial Sell Female 1 2 PSF1V2



Prosocial Sell Female 2 2 PSF2V2



Brand (Social) Buy Female 1 2 SBF1V2



Brand (Social) Buy Female 2 2 SBF2V2



Brand (Social) Sell Female 1 2 SSF1V2



Brand (Social) Sell Female 2 2 SSF2V2



Environmental Buy Male 1 1 EBM1



Environmental Buy Male 2 1 EBM2



Environmental Sell Male 1 1 ESM1



Environmental Sell Male 2 1 ESM2



Prosocial Buy Male 1 1 PBM1



Prosocial Buy Male 2 1 PBM2



Prosocial Sell Male 1 1 PSM1



Prosocial Sell Male 2 1 PSM2



Brand (Social) Buy Male 1 1 SBM1



Brand (Social) Buy Male 2 1 SBM2



Brand (Social) Sell Male 1 1 SSM1



Brand (Social) Sell Male 2 1 SSM2



Environmental Buy Male 1 2 EBM1V2



Environmental Buy Male 2 2 EBM2V2



Environmental Sell Male 1 2 ESM1V2



Environmental Sell Male 2 2 ESM2V2



Prosocial Buy Male 1 2 PBM1V2



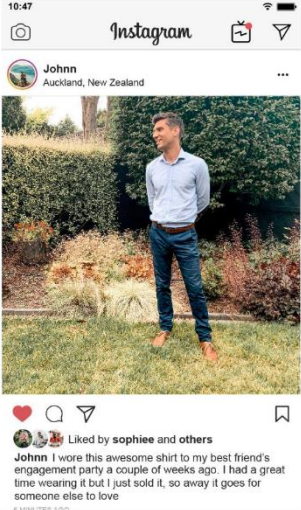
Prosocial Buy Male 2 2 PBM2V2



Prosocial Sell Male 1 2 PSM1V2



Prosocial Sell Male 2 2 PSM2V2



Brand (Social) Buy Male 1 2 SBM1V2



Brand (Social) Buy Male 2 2 SBM2V2



Brand (Social) Sell Male 1 2 SSM1V2



Brand (Social) Sell Male 2 2 SSM2V2



Appendix P. Recruitment Advertisements – Study 2

Facebook Post

The following text will be used in the body of the post. This is due to Facebook's regulations regarding amount of text allowed on images.

If this is you, I would like to invite you to participate in a short online survey. My research is titled, exploring consumer attitudes and behaviours toward sustainable consumption and I am a PhD student at Auckland University of Technology.

All responses are anonymous, and you may exit the survey at any time. Click the link to find out more and begin the survey

[link to Qualtrics survey here]

I NEED YOU!

**HAVE YOU PURCHASED
OR SUPPLIED DESIGNER
CLOTHING FOR RE-
SALE IN THE LAST 3
MONTHS?**

**AND ARE YOU BETWEEN
18-35 YEARS OLD?**

Appendix Q. Information sheet – Study 2



Participant Information Sheet

Date Information Sheet Produced:

21 Nov 2019

Project Title

Exploring consumer attitudes and behaviours toward sustainable consumption .
An Invitation

Hi, I am Laura Davey, I am a postgraduate student at Auckland University of Technology Business School. I am looking at sustainable behaviour in the fashion industry. I would like to invite you to participate in this research regarding sustainable consumption and re-sold designer fashion, will you be willing to help me?

What is the purpose of this research?

This research aims to gain further understanding about the effect of marketing messages on sustainability attitude and the role of self-efficacy and sustainability knowledge plays. The findings of this research will be used for my thesis and other academic publications and presentations. This research contributes to my qualification.

How was I identified and why am I being invited to participate in this research?

You have been chosen as a potential participant as you have supplied designer clothing for re-sale within the last 3 months. You are also aged between 18-35.

How do I agree to participate in this research?

You agree to participate by ticking the I give consent box at the bottom of this screen. Your participation in this research is voluntary (it is your choice) and whether or not you choose to participate will neither advantage nor disadvantage you. You are able to withdraw from the study at any time. If you choose to withdraw from the study, then you will be offered the choice between having any data that is identifiable as belonging to you removed or allowing it to continue to be used. However, once the findings have been produced, removal of your data may not be possible.

Completion of the survey will be taken as indicating your consent to participate.

What will happen in this research?

During the survey you will be shown an Instagram post and be asked to read it. You will then be asked questions about the post and how you feel about sustainability. The survey is expected to last 5-10 minutes. All answers will be anonymous.

What are the discomforts and risks?

I do not expect that there will be any discomforts or risks in completing the survey.

What are the benefits?

This research will assist me, Laura Davey, in obtaining a qualification and also help better understand sustainable attitudes and behaviours and how marketing can help encourage sustainable attitudes.

How will my privacy be protected?

All answers are anonymous.

You have the right to ask me any questions about this survey. You can also exit the survey at any time if you do not wish to continue. My email can be found at the bottom of this information sheet and at the end of the survey.

The information that you provide will be used in a written report.

What are the costs of participating in this research?

The survey will take 5-10minutes

What opportunity do I have to consider this invitation?

This link and survey will remain active for 2-3 months. You can come back and complete the survey anytime within this timeframe.

Will I receive feedback on the results of this research?

At the end of their survey you will be provided with researchers (Laura's) email address please email me to request a copy of research findings.

What do I do if I have concerns about this research?

Any concerns regarding the nature of this project should be notified in the first instance to the Project Supervisor, Dr. Sommer Kapitan, sommer.kapitan@aut.ac.nz, 09 921 9999 ext 5131

Concerns regarding the conduct of the research should be notified to the Executive Secretary of AUTC, Kate O'Connor, ethics@aut.ac.nz, 921 9999 ext 6038.

Whom do I contact for further information about this research?

Please keep this Information Sheet and a copy of the Consent Form for your future reference. You are also able to contact the research team as follows:

Researcher Contact Details:

Laura Davey, laura.davey@aut.ac.nz

Project Supervisor Contact Details:

Dr. Sommer Kapitan, sommer.kapitan@aut.ac.nz 09 921 9999 ext 5131.

Approved by the Auckland University of Technology Ethics Committee on 21/11/2019, AUTC Reference number 19/153.

Appendix R. BIDR scale item summary and overall reliability

BIDR sub-scales	Items	α
Self-deceptive enhancement (SDE)	<p>BIDR 1: My first impressions of people usually turn out to be right.</p> <p>BIDR 2: It would be hard for me to break any of my bad habits.</p> <p>BIDR 3: I don't care to know what other people really think of me.</p> <p>BIDR 4: I have not always been honest with myself.</p> <p>BIDR 5: I always know why I like things.</p> <p>BIDR 6: When my emotions are aroused, it biases my thinking.</p> <p>BIDR 7: Once I've made up my mind, other people can seldom change my opinion.</p> <p>BIDR 8: I am not a safe driver when I exceed the speed limit.</p> <p>BIDR 9: I am fully in control of my own fate.</p> <p>BIDR 10: It's hard for me to shut off a disturbing thought.</p> <p>BIDR 11: I never regret my decisions.</p> <p>BIDR 12: I sometimes lose out on things because I can't make up my mind soon enough.</p> <p>BIDR 13: The reason I vote is because my vote can make a difference.</p> <p>BIDR 14: My parents were not always fair when they punished me.</p> <p>BIDR 15: I am a completely rational person.</p> <p>BIDR 16: I rarely appreciate criticism.</p> <p>BIDR 17: I am very confident of my judgments</p> <p>BIDR 18: I have sometimes doubted my ability as a lover.</p> <p>BIDR 19: It's all right with me if some people happen to dislike me.</p> <p>BIDR 20: I don't always know the reasons why I do the things I do.</p>	.66
Impression management (IM)	<p>BIDR 21: I sometimes tell lies if I have to.</p> <p>BIDR 22: I never cover up my mistakes.</p> <p>BIDR 23: There have been occasions when I have taken advantage of someone.</p> <p>BIDR 24: I never swear.</p> <p>BIDR 25: I sometimes try to get even rather than forgive and forget.</p> <p>BIDR 26: I always obey laws, even if I'm unlikely to get caught.</p> <p>BIDR 27: I have said something bad about a friend behind his/her back.</p>	.72

BIDR 28: When I hear people talking privately, I avoid listening.

BIDR 29: I have received too much change from a salesperson without telling him or her.

BIDR 30: I always declare everything at customs.

BIDR 31: When I was young I sometimes stole things.

BIDR 32: I have never dropped litter on the street.

BIDR 33: I sometimes drive faster than the speed limit.

BIDR 34: I never read sexy books or magazines.

BIDR 35: I have done things that I don't tell other people about.

BIDR 36: I never take things that don't belong to me.

BIDR 37: I have taken sick-leave from work or school even though I wasn't really sick.

BIDR 38: I have never damaged a library book or store merchandise without reporting it.

BIDR 39: I have some pretty awful habits.

BIDR 40: I don't gossip about other people's business.