TRANSFORMING CIRCULAR FASHION IN VIETNAM

THE ROLE OF PRE-OWNED MARKETS IN SUSTAINABLE CONSUMPTION

LAM HONG LAN
RMIT Vietnam
lan.lamhong@rmit.edu.vn

Orcid 0000-0002-4845-1041

DONNA CLEVELAND
RMIT Vietnam
donna.cleveland@rmit.edu.vn

Orcid 0000-0002-8223-7663

Abstract

This paper highlights the transformation of pre-owned fashion into sustainable consumption in Vietnam. It contrasts generational perceptions: older consumers often view pre-owned fashion negatively as reminiscent of overseas charity donations, while younger consumers value these items for their uniqueness, affordability, and as symbols of 'eco-awareness', based on observations of local media, two prominent pre-owned fashion platforms, and an online survey of young Vietnamese consumers. The study reveals that online media endorsements by celebrities and the role of social commerce, serving both as a selling platform and e-community, are key factors in transforming pre-owned fashion into sustainable consumption among young Vietnamese consumers. This research enhances the limited English-language literature on Vietnam's pre-owned fashion industry, illustrating how e-communities can transform responsible consumption among young Vietnamese consumers.

INTRODUCTION

The textile industry is responsible for producing 92 million tonnes of waste annually (Taylor, 2022), making the "adoption of circular economy practices an urgent necessity" (MacArthur, 2021, p. 37). Inherently, the pre-owned fashion business aligns with the principles of a circular economy, as it helps to eliminate waste and recirculate products. In Vietnam, pre-owned fashion has been popular since the 1980s, valued for its affordability and unique designs. However, it has only been actively promoted as responsible consumption in the last five years, driven by local media, the social media engagement of young consumers and digital platforms (authors, 2022).

LITERATURE REVIEW
HISTORICAL CONTEXT OF PRE-OWNED FASHION

The concept of pre-owned fashion is not new, yet its acceptance and cultural significance have evolved significantly over time. Historically, the resale of clothing was driven by necessity, particularly in times of economic hardship. In the early to mid-20th century, second-hand garments were often associated with poverty and faced societal stigma. However, as environmental awareness and sustainability gained prominence towards the end of the century, perceptions began to shift. Globally, the pre-owned fashion market has experienced a resurgence in recent decades, fuelled by a growing awareness of the environmental

impacts of fast fashion, which accounts for a substantial portion of the world's textile waste. The digital revolution has been pivotal, enabling online marketplaces and platforms that facilitate the buying and selling pre-owned fashion, making it more accessible and appealing to a broader audience.

In Vietnam, the market for pre-owned fashion has been shaped by both cultural factors and economic development. Since the 1980s, as Vietnam opened-up economically, there was not only a surge in consumerism but also a growing consciousness about the value and practicality of pre-owned goods (authors, 2022; Nayak et al., 2019). The introduction of online platforms in recent years has further democratised access to pre-owned fashion, aligning with global sustainability trends. This historical perspective is crucial for understanding the current attitudes towards pre-owned fashion in Vietnam, which blends traditional thrift values with modern sustainable practices.

COMPARISON WITH FAST FASHION

As the global fashion industry confronts its sustainability crisis, the contrast between fast fashion and pre-owned fashion becomes increasingly relevant. Fast fashion is characterised by rapid production cycles, low costs, and high volumes, which contribute significantly to environmental degradation. According to a report by the Ellen MacArthur Foundation (2017), the fashion industry is responsible for 10% of global carbon emissions and is a major consumer of water resources while also producing substantial waste— much of which ends up in landfills or is incinerated. In contrast, pre-owned fashion represents a more sustainable model by extending the lifecycle of garments and reducing the demand for new production. This approach not only lessens the strain on natural resources but also mitigates the waste problem inherent in fast fashion. Economically, pre-owned fashion offers consumers affordable clothing options while supporting a market that values longevity and quality over disposability. Socially, it encourages a culture of reuse and sustainability, aligning with the values of younger generations who are conscious of their environmental impact.

Furthermore, studies have shown that increasing the active use of clothing by just nine months can significantly reduce its environmental footprint (WRAP, 2017). Promoting and normalising the consumption of pre-owned fashion, has the potential to significantly alter consumer habits and reduce the overall environmental impacts of the industry.

This shift towards pre-owned fashion is not merely a trend but a necessary response to the unsustainable practices of fast fashion, offering a pathway to a more sustainable, economically viable, and socially responsible fashion industry.

MODERN TRENDS AND CONSUMER DYNAMICS IN PRE-OWNED FASHION

This section explores how recent advancements and societal shifts influence the pre-owned fashion market. A qualitative study based in Italy (Arrigo, 2021) highlights the macro-trends of collaborative consumption, including clothing reselling, renting, or swapping through digital platforms. These practices are particularly popular among Millennials and Gen Z, who are motivated by having access to an endless wardrobe at an affordable price. Similarly, a study of pre-owned fashion business owners in Vietnam (authors, 2022) found that younger consumers aged 15–30 years seek value for money and a unique personal style from pre-owned fashion, taking pride in the environmental benefits of their purchases. This aligns with findings from China, where younger consumers are more likely to buy second-hand clothes for the thrill of finding unique items and environmental values (Liang & Xu, 2018; Wang et al, 2022).

The shift towards 'eco-awareness' among Millennials and Gen Z is further supported by a theory-synthesis-based study (Mohr et al, 2022), which indicates that social media has helped popularise the trend of celebrities re-wearing their outfits or choosing vintage clothes for major events as a statement of environmental protection. Additionally, a discussion based on practitioner experience (Ryding et al, 2018) suggests that it has become normative for global celebrities to integrate pre-owned pieces with current collections, propelled by widespread e-communities such as social media, blogs, forums and other digital resources. The evolution of language from terms like 'charity', 'thrift' or 'second-hand' to 'pre-owned', 'pre-loved', or 'vintage' reflects a positive shift in perception. [authors] (2022) reconfirms this in their Vietnam study, noting that international e-commerce sites and local apps have become e-communities where consumers can connect with like-minded individuals and make more informed decisions about sustainable practices.

METHODOLOGY

The review of the literature (see Tab. 01) identifies that pre-owned fashion consumption is perceived as unique in design, offers value for money, and represents responsible consumption. Notably, the notion of 'responsible consumption' predominantly resonates with younger consumers (Liang & Xu, 2018). Based on this, a research question (RQ) has been formulated: '*What are the factors that lead to the transformation of pre-owned fashion into responsible consumption in Vietnam?*

To address this RQ, action research methodology is utilised to explore the cultural transformation toward sustainability practices in Vietnam (Crouch & Pearce, 2012, pp.143-150). This approach encompasses two primary methods:

1. **OBSERVATION OF MEDIA AND E-COMMUNITIES.** This method involves monitoring how local media and Vietnamese pre-owned fashion e-communities have promoted pre-owned fashion as sustainable fashion over the last five years. Specifically, the analysis focuses on two e-communities: a Facebook community in Ho Chi Minh City, established five years ago with 80,000 members nationwide, and a leading Vietnamese *pre-owned e-commerce site* established two years ago. These platforms are pivotal in facilitating discussions and

Study	Method	Key finding(s)
Arrigo (2021)	Qualitative in-depth interviews with fashion rental enterprises (n =3) in Italy.	It highlights the trend in clothing reselling through digital platforms. Millennials and Gen Z motivated by having access to an endless wardrobe at an affordable price as sustainable consumption.
authors (2022)	Qualitative in-depth interviews with pre-owned fashion owners (n =5) in Vietnam.	Younger Vietnamese consumers (aged 15–30) are primarily seeking value for money and/or a unique personal style from pre-owned/vintage fashion, while using these purchases to promote their own 'eco-awareness' via their social media.
Liang and Xu (2018)	Consumers survey (n = 350), China.	Younger generation may have stronger intentions to consume second-hand clothes compared with older generation.
Mohr et al (2022)	A theory-synthesised conceptual article.	Social media has spread trend of celebrities around the world re-wear their outfits or wear vintage clothes to big events in the effort to protect environment.
Ryding et al (2018)	A debate based on practitioner experience.	Mixing luxury pre-owned pieces with current collections is a trend, led by celebrities around the world and widespread by digital resources.
Wang et al (2022)	A semi-structured online survey with 127 young consumers in China.	The purchase is motivated by treasure-hunting fun for uniqueness and styles.

Tab. 01

sharing news about sustainable initiatives from January to December 2023.

2. **ONLINE SURVEY.** An online survey was conducted with 221 Vietnamese consumers of pre-owned fashion, recruited from the aforementioned e-communities. The survey was administered via a Qualtrics link posted on their platforms and social media in June 2023. Participants included young Vietnamese (born between 1990-2005), living in Vietnam, who had purchased pre-owned fashion items within the last five years.

The survey comprised four sections:

- Demographics: This section gathered information on demographic variables.
- Consumer Habits: This section explored the habits associated with pre-owned fashion consumption.
- Motivations: This section sought to reconfirm the motivations behind purchasing pre-owned fashion.
- Transformation Factors: This section aimed to identify the factors influencing the transformation of pre-owned fashion into a form of sustainable consumption in Vietnam.

RESULTS

This section presents the findings from the survey conducted among Vietnamese consumers of pre-owned fashion. The analysis focuses on demographic characteristics, consumption habits, motivations for purchasing pre-owned fashion, and the key factors influencing the perception of pre-owned fashion as a sustainable practice. Each subsection is structured to systematically reveal insights into the factors that drive the transformation of pre-owned fashion into a responsible

consumption model in Vietnam. The results are derived from the responses collected via the online survey and are supported by quantitative data represented in various tables (Tab. 02, 03 and 04), providing a comprehensive overview of consumer behaviour and attitudes towards pre-owned fashion. This data not only supports the exploration of our initial research question but also highlights the broader implications for sustainable fashion consumption within the context of emerging economies like Vietnam.

SECTION 1: DEMOGRAPHIC ANALYSIS OVERVIEW OF DEMOGRAPHIC VARIABLES

This section analyses four demographic variables: gender, age group, education, and income, essential for understanding the consumer base of pre-owned fashion in Vietnam (see Tab. 02).

GENDER

The survey shows a predominantly female participation rate of 88.20%, indicating a higher engagement with pre-owned fashion among women. This is significant compared to general e-commerce fashion shopping ratios in Vietnam where females account for 54.3% and males 45.7% (Statista, 2022). The preference among females could be attributed to a broader range of options available on pre-owned platforms, often catering more to women's fashion, as reported by Vietnamese pre-owned business owners due to higher market demand.

AGE GROUPS

Dominated by Gen Z (born 1998-2005) who make up 78.30% of the respondents, this group is noted for their digital savviness and environmental consciousness, traits that align with their preference for sustainable consumption models like rental and resale (Kantar, 2019; Bell, 2022). Millennials (born 1990-1997) constitute about 22% of the respondents and share similar attributes, indicating a generational shift towards more sustainable fashion practices.

EDUCATION LEVELS

The survey reveals that 59.30% of participants are university graduates, with a further 38.50% having attained high school or lower education levels. This high level of education among respondents suggests that the consumer base is well-informed about environmental issues and eco-friendly products, echoing trends where educated consumers are more likely to engage in sustainable practices (Tran et al, 2022).

INCOME

Most respondents (57.50%) earn less than 5 million VND, highlighting that Gen Z participants, often with limited budgets, find pre-owned items an economically viable option. This affordability is crucial in facilitating sustainable fashion choices among younger consumers, like young consumers in China who are also inclined to make environ-mentally friendly fashion decisions (Nan, 2023).

Section	Items	Range	Percentage %
Demographics	Gender	Male Female Not defined	9.10 88.20 2.70
		Total	100
	Age group	1990-1997 1998-2005	21.70 78.30
		Total	100
	Education	High school or lower Bachelor Master or higher	38.50 59.30 2.20
		Total	100
	Income	Less than 5 million 5-10 million 10-20 million More than 20 million	57.50 25.30 12.20 5.00
		Total	100

Tab. 02

GLOBAL AND LOCAL CONTEXTUAL INSIGHTS

Both Millennials and Gen Z in Vietnam, like their counterparts globally, are increasingly concerned with social issues, seek new experiences, and demonstrate a significant preference for sustainable consumption models. This global trend towards environmental consciousness among younger consumers is mirrored in their shopping habits and preferences for pre-owned fashion, which not only satisfies their desire for unique, affordable fashion but also aligns with their ethical and environmental values.

These demographic insights provide a detailed understanding of the driving forces behind the participation in Vietnam's pre-owned fashion market, emphasising the alignment of environmental consciousness with consumer behaviour in the sustainable fashion sector.

SECTION II: THE HABITS OF PRE-OWNED CONSUMPTION

This section examines the specific habits associated with pre-owned consumption among young Vietnamese consumers, focusing on their shopping frequency, preferred platforms, and methods for disposing of unwanted clothing. These insights are crucial for understanding the practical aspects of sustainable fashion practices in this demographic (see Table III).

SHOPPING FREQUENCY AND PLATFORMS

Frequency of Shopping: The data reveals that 36.20% of respondents shop monthly, indicating a regular engagement with pre-owned fashion. Quarterly shopping is also significant at 28.50%, with weekly shopping at 17.60%. This suggests that pre-owned fashion is an integral part of the lifestyle for many consumers.

Preferred Shopping Channels: Social commerce is the most favoured platform, with 46.60% of participants using it. Physical stores follow at 31.20%, and other e-commerce platforms account for 17.20%. Social commerce platforms are particularly popular because they serve not only as sales channels but also as community spaces where consumers can connect, share styles, and gain inspiration. This dual functionality is especially appealing to Gen Z, who value digital platforms for their ability to foster community connections (Vogue Business, 2021). Additionally, 19% of shopping occurs on broader

e-commerce websites, contributing to a total of 66% of purchases being made through digital platforms. This aligns with findings that in Vietnam, the leading social commerce product category is fashion, which accounts for 61% of the market, appreciated for its ease of use, convenience, and entertainment value, with Facebook dominating the social commerce channels at 94% (Statista, 2022).

DISPOSAL OF UNWANTED CLOTHES

Methods of Disposal: A significant portion of respondents opts for sustainable disposal methods: 37.10% give away their unwanted clothes to family and friends, and 34.80% resell them, underscoring a strong commitment to circular fashion practices. Only a small fraction, 4.50%, dispose of clothes through trash, which aligns with the global movement towards reducing fashion waste (Nan, 2023).

GLOBAL COMPARISONS AND IMPLICATIONS

The preference for social commerce and the significant resale activity reflects broader global shifts toward sustainable and circular fashion consumption. This behaviour is particularly prevalent among Gen Z, who prioritise environmental concerns in their purchasing decisions and are more likely to engage in the sharing economy (Vogue Business, 2021).

The practises of donating and reselling clothes not only benefit the environment but also offer economic advantages by prolonging garment lifespans and decreasing the demand for new clothing production, which are essential components of sustainable consumption (Statista, 2022).

IMPLICATIONS FOR SUSTAINABLE FASHION

Gaining insights into the consumption habits of Vietnamese youth reveals their significant role in driving and shaping the sustainable fashion market. These insights can help businesses, policymakers, and non-governmental organisations develop strategies that support and promote sustainable practices within the fashion industry.

By fostering environments that facilitate these sustainable behaviours, stakeholders can contribute significantly to the transformation of the fashion industry towards a more sustainable and ethical model.

Section	Items	Range	Percentage %
Shopping habit	Shopping frequency	Weekly	17.60
		Monthly	36.20
		Quarterly	28.50
		Semi-annually	7.70
		Annually	10.00
		Total	100
	Shopping channel	At the store	31.20
		Social commerce	46.60
		E-commerce	17.20
		Website	1.80
		Others	3.20
		Total	100
	Unwanted clothes solution	Trash	4.50
		Donate	18.60
		Give away to family/friends	37.10
		Re-sale	34.80
		Others	5.00
		Total	100

Tab. 03

SECTION III: MOTIVATIONS FOR PRE-OWNED FASHION CONSUMPTION

This section examines the motivations behind pre-owned fashion consumption among Vietnamese consumers, underpinned by studies that highlight economic, recreational, and ethical drivers.

OVERVIEW OF MOTIVATIONAL THEORIES

Research aligns with the second-hand shopping motivation theory posited by Guiot and Roux, which categorises motivations into economic, recreational, and critical dimensions (Wang et al, 2022). The economic motivation encompasses bargain hunting for cost savings, recreational motivation arises from the pleasure of discovering unique items at low prices, and critical motivation stems from ethical considerations such as combating waste and overconsumption. These motivations have been confirmed in the Vietnamese context by [authors] (2022), who observed similar patterns in consumer behaviour.

HYPOTHESES FORMATION

Based on these findings, the following hypotheses are proposed to further explore the motivations for purchasing pre-owned fashion in Vietnam (see Tab. 04):

- H1a: Consumers purchase pre-owned clothes/accessories to save money
- H1b: Consumers purchase pre-owned

Section	Items	Range	Percentage %
Motivation	To save money	Strongly disagree	5.90
		Disagree	2.30
		Neutral	21.30
		Agree	41.20
		Strongly agree	29.30
		Total	100
	To find something unique	Strongly disagree	3.20
		Disagree	4.50
		Neutral	18.60
		Agree	43.40
		Strongly agree	30.30
		Total	100
	To protect the environment	Strongly disagree	0.90
		Disagree	2.30
		Neutral	27.60
		Agree	37.60
		Strongly agree	31.60
		Tota	100

Tab. 04

clothes/accessories to find something unique
- H1c: Consumers purchase pre-owned clothes/accessories because it's environmentally friendly.

QUANTITATIVE ANALYSIS OF MOTIVATIONS

The survey result shows 'unique design' as the strongest motivation, with ~74% of respondents 'agree/strongly agree' (see Tab. 04). This suggests the desire for uniqueness is a significant driver of pre-owned fashion purchase. 'Saving money' and 'Environment protection' follow with ~70% and ~69.2% respondents 'agree/strongly agree' respectively (see Tab. 04). The results align with the findings from [authors] (2022) with younger Vietnamese consumers' perspectives. Their main motives were identified as value for money compared to buying new items and its ability to allow the wearer to create a unique style while promoting their 'eco-awareness'. This critical factor has emerged as a distinct trend over the last five years in the country, with pre-owned items has been widely promoted via media and social media as sustainable fashion. The US market echoes similar trends where pre-owned consumption is not just about 'being sustainable', it is about being unique, accessible and cool (Farra, 2020).

SECTION IV: KEY FACTORS THAT LEAD TO THE TRANSFORMATION OF PRE-OWNED FASHION AS SUSTAINABLE CONSUMPTION IN VIETNAM

The research theme (Tab. 01) is used to form the following hypotheses:
- H2: Global and local media on pre-owned fashion as sustainable consumption influences consumers' perception
- H3: Digital platforms make it more accessible/ convenient for consumers to purchase pre-owned fashion
- H4: Influence of global and local celebrities on pre-owned fashion

The survey result shows celebrity influence as leading factor for the transformation, with ~69% 'agree/strong agree' (see Tab. 05). This reinforces the important role that celebrities play to normalise the pre-owned consumption, especially in Asia where 'face' value is significant. In Vietnam, 77% of the people said they have purchased an item because it was endorsed by an influencer (Statista, 2022). Similarly, in the study with founders (n=5) of eco-friendly fashion start-ups in Latin America

and Middle East, it suggested that influencers are helpful to awaken a fancy perception in sustainable fashion, communicating green fashion across different cultures (Dickenbrok & Martinez, 2018). This worldwide celebrity pre-owned fashion endorsement is spread by global and local media, with ~40% 'agree/strong agree' and 43% 'neutral' (see Tab. 05). The impact of global and local discourse in the last five years in Vietnam around pre-owned as sustainable fashion is significant, supported by social media communication initiatives. Elle Vietnam (one of the biggest fashion magazines in the market) has published a special sustainability issue to coincide with the annual "Earth Day" event since 2018 as an effort to raise awareness and ask for actions towards sustainability in fashion (Elle, 2022). The growing discussion of climate change on social media has certainly played a major role in building both consumer and industry interest in the notion of sustainable fashion in Vietnam and worldwide (authors, 2022). The survey result proposes the convenience of digital platforms made it easier to access pre-owned fashion, with ~63% 'agree/strong agree' (see Tab. 05). Benissan (2023) suggests that Gen Z is a digitally native generation with their communication, entertainment and shopping habits are all mobile-first. Thredup, a pre-owned fashion site, has been connecting with Gen Z by launching 'Fast Fashion Confessional' hotline, hosted by a celebrity, with the effort to help combat Gen Z's enthusiasm for fast fashion. This platform also teamed up with a TikTok influencer to launch the 'Dump Fast Fashion' shop that used AI tool to show users similar items listed on Thredup. This proves that a fashion platform can also play as an e-community where they can connect and offer solutions to their young customers. With the two e-communities in Vietnam selected to be observed for this research, the members of pre-owned fashion community on Facebook often post their #ootd (outfit of the day) and/or shared tips on how to mix and match pre-owned/vintage fashion. They are proudly promoting their pre-owned fashion as their hobby and as a smart, creative way to spend on their wardrobe. They attract more members each year, with 80,000 members all over Vietnam in the last five years. On the other hand, the *pre-owned e-commerce site* that established two years ago has quickly become the leading site for pre-owned fashion in Vietnam. Besides being a marketplace for pre-owned fashion shops or individual

Section	Items	Range		Percentage %
Key factors	Influence from global and local media	Strongly disagree Disagree Neutral Agree Strongly agree		3.20 14.00 43.00 30.30 9.50
		Total		100
	Access easily via online channels	Strongly disagree Disagree Neutral Agree Strongly agree		0.50 7.70 29.00 49.80 13.00
		Total		100
	Influence by global and local celebrities	Strongly disagree Disagree Neutral Agree Strongly agree		3.20 6.80 21.30 38.80 29.90
		Total		100

Tab. 05

consignors, this site organises monthly workshop on how to sustain the pre-owned business for business owners who are mainly Gen Z and/or how to style pre-owned items for consumers. News update on sustainable practices and initiatives are also included in the site to create regular conversations with the audience as an e-community.

DISCUSSIONS AND IMPLICATIONS
MOTIVATIONS FOR PRE-OWNED
FASHION CONSUMPTION IN VIETNAM

The primary drivers of pre-owned fashion consumption among young Vietnamese consumers are their quests for unique items, cost savings, and environmental stewardship. Uniqueness stands out as the most compelling motivation, aligning with the second-hand shopping motivation theory by Guiot and Roux (Wang et al., 2022), and is further supported by interviews with local business owners (authors, 2022).

The local pre-owned fashion industry can capitalize on this 'uniqueness' motivation by promoting the purchase of pre-owned luxury or vintage items, which are often of higher quality and comparable price to new fast fashion items. This approach not only supports sustainability but also encourages Vietnamese fashion brands to focus on unique designs, potentially alleviating supply chain bottlenecks currently reliant on overseas suppliers (authors, 2022).

KEY FACTORS LEADING TO
SUSTAINABLE CONSUMPTION

Two key factors contribute to the transformation of pre-owned fashion into sustainable consumption

in Vietnam. First, online media, particularly social media, plays a crucial role in spreading the influence of celebrities and influencers who endorse pre-owned items as a form of sustainable consumption. This exposure helps raise awareness about global climate change and promotes circular models such as re-used and recycling. Second, social commerce platforms like TikTok, Facebook, and Instagram serve not only as selling points but also as e-communities that educate and connect young consumers about sustainability. With the resale market projected to reach $350 billion by 2027, and Gen Z leading this growth, there is significant potential for social commerce platforms to enhance their community engagement (Benissan, 2023). Turning social commerce into an e-community may provide further opportunities for local platforms to have a stronger connection with their customers. In terms of communication, the two aspects 'standing out from the crowd' and 'supporting circular consumption' should be front and centre in Gen Z-focused communications for pre-owned fashion businesses to succeed (Bargeron, 2023).

CONCLUSION

This study, based on the observations of local media, two pre-owned platforms, and an online survey of 221 young Vietnamese consumers, supports findings that motivations for purchasing pre-owned fashion include seeking value for money, a unique personal style, and responsible consumption (authors, 2022). It identifies online media influence and the role of social commerce as pivotal in transforming pre-owned fashion

consumption among young Vietnamese consumers into a sustainable practice.

STRATEGIC IMPLICATIONS

Turning pre-owned social commerce platforms into vibrant e-communities could provide substantial opportunities for local platforms to strengthen connections with their customers. Furthermore, developing education programs and gathering expert opinions on circular consumption could empower consumers, fashion designers, and other stakeholders to create unique, sustainable designs. These initiatives can extend the product life cycle and enhance the marketability of items in the pre-owned and archive fashion sectors.

LIMITATIONS AND FUTURE RESEARCH

This research is limited to participants from two pre-owned platforms predominantly selling women's fashion items. Future studies should explore the behaviours of male consumers in the pre-owned fashion market to understand its potential in a demographic where males constitute nearly half of Vietnam's population (World Bank, 2024). This could provide a more comprehensive understanding of the market dynamics and consumer preferences in Vietnam's pre-owned fashion industry.

CAPTIONS

[Tab. 01] Literature review: key studies informing the research questions

[Tab. 02] Statistic summary of demographic variables. Source: Qualtrics result on 1 July 2023 (n=221)

[Tab. 03] Statistic summary of pre-owned fashion shopping habit in Vietnam. Source: Qualtrics result on 1 July 2023 (n=221)

[Tab. 04] Statistic summary of motivations of purchasing pre-owned fashion in Vietnam. Source: Qualtrics result on 1 July 2023 (n=221)

[Tab. 05] Statistic summary of key factors that lead to the transformation of pre-owned fashion as sustainable consumption in Vietnam. Source: Qualtrics result on 1 July 2023 (n=221)

REFERENCES

Arrigo, E. (2021). Digital platforms in fashion rental: A business model analysis. Journal of Fashion Marketing & Management, https://doi.org/10.1108/JFMM-03-2020-0044

Bargeron, S. (2023, June 13). How counterfeits and celebrities are defining China's growing resale market. Jing Daily. https://jingdaily.com/how-counterfeits-and-celebrities-are-defining-chinas-growing-resale-market/

Bell, A. (2022, February 3). Second-hand clothing apps give young shoppers new style twist. FT.Com. https://rmitlibraryvn.rmit.edu.vn/discovery/fulldisplay?do-cid=cdi_proquest_reports_2635820135&context=P-C&vid=84RVI_INST:84RVI&lang=en&search_scope=My-Inst_and_CI&adaptor=Primo%20Central&tab=Everyth ing&query=any,contains,Second-hand%20clothing%20 apps%20give%20young%20shoppers%20new%20style%20 twist%20-%20ProQuest&offset=0

Benissan, E. (2023, April 5). Gen Z will drive explosive growth in second-hand sales, says Thredup. Vogue Business. https://www.voguebusiness.com/sustainability/gen-z-will-drive-explosive-growth-in-secondhand-sales-says-thredup?

Crouch, C., & Pearce, J. (2012). Doing research in design. Bloomsbury

Dickenbrok, C. & Martinez, L. F. (2018). Communicating green fashion across different cultures and geographical regions. International Review on Public and Nonprofit Marketing, 15(2), 127–141. https://doi.org/10.1007/S12208-018-0194-6

Elle (2022, April 20). Elle April 2022 – sustainable living. Elle Vietnam. https://www.elle.vn/tap-chi-phai-dep-elle/elle-thang-04-2022-sustainable-living

Farra, E. (2020, November 21). 2020 was a big year for old clothes: How vintage, second-hand fashion, and upcycling took off. Vogue. https://www.vogue.com/article/the-year-in-secondhand-vintage-upcycling-sustainable-fashion

Kantar (2019, March 4). Out now: Vietnam's insight handbook 2019. Kantar Worldpanel. https://www.kantarworldpanel.com/global/News/Out-Now-Vietnams-Insight-Handbook-2019

Liang, J., & Xu, Y. (2018). Second-hand clothing consumption: A generational cohort analysis of the Chinese market. International Journal of Consumer Studies, 42(1), 120–130. https://doi.org/10.1111/IJCS.12393

MacArthur, E. (2021). Circular Design for Fashion. Ellen MacArthur Foundation

MacArthur, E. (2017). A New Textiles Economy: Redesigning Fashion's Future. Ellen MacArthur Foundation. https://www.ellenmacarthurfoundation.org/publications

Mohr, I., Fuxman, L., & Mahmoud, A. (2022). A triple-trickle theory for sustainable fashion adoption: The rise of a luxury trend. Journal of Fashion Marketing and Management, 26(4), 640–660. https://doi.org/10.1108/JFMM-03-2021-0060

Nan, L. (2023, March 29). Brand new or preloved? Gen Z drives surprising boom in second-hand luxury in China. Jing Daily. https://jingdaily.com/preloved-gen-z-drives-boom-second-hand-luxury-china/

Nayak, R., Nguyen, L., Nguyen, T., Gaimster, J., Panwar, T., & Morris, R. (2019). The challenges for sustainability marketing approach: An empirical study in Vietnamese fashion SMEs. International Journal of Trade Economics and Finance, 10(4), 104-107. https://doi.org/10.18178/ijtef.2019.10.4.645

Ryding, D., Henninger, C., & Cano, M. (2018). Vintage Luxury Fashion: Exploring the rise of the second-hand clothing trade. Palgrave. https://doi.org/10.1007/978-3-319-71985-6_4

Statista (2022, March 1). Fashion - Vietnam | Statista Market Forecast. Statista. https://www.statista.com/outlook/dmo/ecommerce/fashion/vietnam#demographics%20

Taylor, E. (2022, May 5). Best clothes rental websites in the UK. The Independent. https://www.independent.co.uk/extras/indybest/fashion-beauty/womens-clothing/best-fashion-rent-

al-service-womens-wardrobe-online-subscription-dress-de-signer-a9586991.html

Tran, K., Nguyen, T., Tran, Y., Nguyen, A., Luu, K., & Nguyen, Y. (2022). Eco-friendly fashion among generation Z: Mixed-methods study on price value image, customer fulfilment, and pro-environmental behaviour. PLoS ONE, 17(8). https://doi.org/10.1371/journal.pone.0272789

Vogue Business (2021, August 20). Gen Z shopping trends uncovered. Vogue Business. https://www.voguebusiness.com/consumers/gen-z-shopping-trends-uncovered-pay-pal

Wang, B., Fu, Y., & Li, Y. (2022). Young consumers' motivations and barriers to the purchase of second-hand clothes: An empirical study of China, Waste Management, 143, 157–167. https://doi.org/10.1016/J.WASMAN.2022.02.019

World Bank (2024, April 22). Population, male (% of total population). World Bank. https://data.worldbank.org/indicator/SP.POP.TOTL.MA.ZS?locations=vn

WRAP (2017, July 17). Valuing our clothes: The cost of UK fashion'. WRAP. http://www.wrap.org.uk/content/valuing-our-clothes