The Influence of Perceived Values and Perceived Risks on the Adoption of Online Secondhand Clothing: The Moderating Role of Trust

Khouloud GAMMOUDI (Corresponding author)
PhD in Marketing
Faculty of Economic and Management of Tunis
Research Laboratory: Business and Marketing Research (ERMA)
khouloud.gammoudi@etudiant-fsegt.utm.tn

Kaouther Saied BENRACHED
University Professor
Faculty of Economic and Management of Tunis
Research Laboratory: Business and Marketing Research (ERMA)
Kaouther.benrached@fsegt.utm.tn

Abstract
This study provides an in-depth analysis of the influence of perceived values and perceived risks on the purchase of secondhand clothing and accessories via online platforms, and their subsequent effect on consumer attitude and behavioral intention. A mixed-methods approach, comprising qualitative and quantitative research, demonstrated that economic value, product uniqueness, and the quality of informational visual content exert a positive effect on both attitude and purchase intention. Conversely, perceived risks, whether related to health or social concerns, exert a negative effect. However, trust mitigates the negative impact of these risks on consumer attitude. This research enriches the understanding of the determinants of online secondhand purchasing. It offers actionable recommendations for platform managers, emphasizing product transparency, quality, and safety, alongside the protection of customer data and personal information. These measures are essential for enhancing the user experience, fostering a climate of enduring trust, and encouraging responsible collaborative consumption.
Keywords: Perceived Value – Perceived Risk – Informational Visual Content – Trust – Attitude – Behavioral Intention – Secondhand – Online Platform.
DOI: 10.7176/JMCR/95-05
Publication date: November 30th 2025

Introduction

A succession of economic and financial crises has profoundly disrupted global economies, leading to a significant decline in household purchasing power. Consumers have had to revise their consumption habits by opting for more economical and responsible choices to maintain their standard of living and meet their needs (Vázquez-Martínez et al., 2021). This shift toward more conscious consumption has significantly impacted several sectors, notably the fashion industry, which is often associated with overconsumption and resource depletion.

Indeed, since 1990, the fast-fashion model has dominated the market by offering trendy clothing at low prices, produced rapidly and in large quantities. According to Oxfam (2022), annual production is estimated at 130 billion items, with collections renewed 24 to 36 times per year. This low-cost production has generated serious social and environmental consequences, including the overexploitation of resources, pollution, waste, and precarious working conditions in producer countries (Ezvan., 2020).

To mitigate environmental impact, the circular economy has emerged as a sustainable solution (Lee et al., 2021). It is based on the principles of reuse, repair, recycling, and resource sharing. Collaborative consumption stands as a driving force at the heart of this transition, transforming how individuals acquire and use goods and services. The fashion industry, known for its dynamism and innovation, is no exception to this new paradigm, marked by the emergence of new forms of collaboration, particularly through the sale of secondhand goods.

Although this phenomenon has been the subject of considerable research in China, Europe, and the Americas, it remains underexplored in the Tunisian context, where the practice is relatively recent. It is therefore important to analyze the impact of trust in online platforms on the relationship between perceived values, perceived risks, and consumer attitude toward purchasing secondhand clothing. This research consequently aims to identify the main determinants of this behavior. To achieve this objective, a quantitative survey will be conducted with 232 participants to understand consumer behavior in response to this new phenomenon.

1.Theoretical Framework

Collaborative consumption practices persist and gain popularity due to technological advancements and growing environmental awareness. The emergence of online platforms such as eBay, Vinted, and LeBonCoin in France, or dabchy.com and Affaires à Suivre in Tunisia, has democratized access to the secondhand market and facilitated peer-to-peer exchanges. These developments aim to extend product lifecycles, limit waste, and promote a model based on an environmentally respectful circular economy.

Within this context, the concept of the "second life of objects," a central tenet of collaborative consumption (Ertz., 2017), refers to the process by which goods that have reached the end of their initial use are recovered, repaired, recycled, refurbished, or simply reused to assign them a new utility. The second life of objects encompasses various practices, including secondhand sales, donation, bartering, renting, and upcycling. It is closely intertwined with collaborative consumption, forming two complementary pillars of a sustainable and responsible consumption model aligned with the principles of the circular economy.

Although collaborative consumption and the second life of objects represent promising levers for promoting a sustainable model, their adoption depends primarily on consumer perceptions. This perception is part of an evaluation process in which individuals weigh expected values against perceived risks.

1.2 Perceived Values

Consumer engagement with purchasing secondhand products is driven by perceived values that positively influence their attitudes and purchase decisions (Kim et al., 2021). Perceived value refers to a consumer's preference for a product or service, based on their purchase and consumption experience. In the context of online secondhand product purchases, perceived value constitutes a major determinant of the purchase decision. This study examines different value dimensions, specifically economic, ecological, hedonic, and uniqueness, to develop a comprehensive understanding of consumer motivations and the factors influencing their purchase decisions (Seinauskiene et al., 2025).

H1. *Perceived values have a positive impact on individuals' attitudes and behavioral intentions.*

1.2.1 Economic Value

Economic value refers to the consumer's perception of the relationship between a product's utility and its price. It constitutes a key element in the purchase decision process, as it enables consumers to satisfy their needs while optimizing the use of their financial resources. Secondhand items represent a particularly advantageous option from an economic standpoint, as their prices are significantly lower than those of new products. This perception helps strengthen purchase intention among consumers who are sensitive to price. Hence, the following hypothesis:

H1.1 *Economic value has a positive impact on individuals' attitudes and behavioral intentions (Soumia et al., 2022; Hamari et al., 2016).*

1.2.2 Ecological Value

Ecological value refers to a product's capacity to preserve natural resources and reduce its environmental impact throughout its lifecycle, notably by limiting the impacts associated with the production and consumption of new items. The concept of the "second life of objects" perfectly illustrates this ecological dimension by promoting the prolonged and shared use of products, thereby fostering a circular and responsible consumption model.

H1.2 *Ecological value has a positive impact on individuals' attitudes and behavioral intentions (Soumia et al., 2022; Hamari et al., 2016).*

1.2.3 Hedonic Value

Hedonic value refers to the recreational motivation and the sense of pleasure a consumer experiences from participating in the secondhand market (Lemaitre and Barnier., 2015). The secondhand shopping experience is often likened to a treasure hunt, where each discovery provides joy and satisfaction. This pleasure, reinforced by the potential for financial savings, constitutes a key factor in the adoption of secondhand purchasing and positively influences consumer attitude and intention. Hence, the following hypothesis:

H1.3 *Hedonic value has a positive impact on individuals' attitudes and behavioral intentions (Soumia et al., 2022; Hamari et al., 2016).*

1.2.4 Uniqueness Value

In a market saturated with standardized products, the uniqueness of items serves as an important differentiating factor for consumers. According to Edeiotoh (2012), Schreier (2006), and Franke and Piller (2004), consumers are increasingly drawn to products that allow them to stand out and express their personality. In this context, secondhand stores offer retro or vintage items, often imbued with history and meaning (Yan et al., 2015). These unique goods enable consumers to construct a distinctive identity and transform their clothing choices into a genuine means of personal expression. They reinforce a sense of individuality and differentiation from others.

H1.4 *Uniqueness value has a positive impact on individuals' attitudes and behavioral intentions (Soumia., 2022; Roux and Guiot., 2008).*

2. Informational Visual Content

Informational visual content encompasses all information pertaining to a product or service, such as its characteristics, functionalities, benefits, price, usage conditions, customer reviews, and testimonials (Doyle., 2020). Its objective is to provide users with the necessary elements to make informed purchase decisions. In the context of online purchases of secondhand clothing and accessories, high-quality photos and videos enable the realistic presentation of items, effectively showcasing their cut, style, and material quality. Based on this, the following hypothesis is formulated:

H2. *Informational visual content has a positive impact on consumer attitude.*

3. Perceived Risk

Volle (1995) defines perceived risk as "the perception of an uncertainty related to the potential negative consequences associated with a choice option." This research is grounded in the theory of perceived risk and relies on five dimensions within the context of purchasing secondhand clothing on online platforms: financial risk, security risk, functional risk, health risk, and social risk (Bauer., 1960). Analyzing these dimensions allows for a better understanding of the behavioral barriers to the adoption of this consumption mode.

H3. *Perceived risks have a negative impact on individuals' attitudes and behavioral intentions.*

3.1 Financial Risk

Financial risk refers to consumer concerns about the possibility of incurring a monetary loss from a purchase (Kang and Kim., 2013). In the context of online secondhand product purchases, financial risk corresponds to the fear of overpaying for an item that is non-conforming, defective, or of uncertain quality (Jacoby and Kaplan., 1974). This risk, considered a central dimension of perceived risk (Mitchell., 1999; Forsythe and Shi., 2003), can diminish consumer trust and inhibit purchase intention. Hence, the following hypothesis:

H3.1 *Financial risk has a negative impact on the purchase intention for secondhand clothing and accessories on online platforms (Koay et al., 2023; Kim et al., 2021).*

3.2 Security Risk

Forsythe and Shi (2003) emphasize that, in a virtual environment, security risk is closely related to transactional risk. This dimension of perceived risk refers to concerns regarding the protection of personal data and the security of online payments. Threats such as fraud, identity theft, or cyberattacks can compromise consumer privacy and financial security (Chiu et al., 2014; Rafii and Azouaoui., 2023). This sense of insecurity reinforces consumer distrust towards e-commerce sites and deters them from making online purchases, due to the fear of fraudulent use of their personal or banking data. Hence the following hypothesis:

H3.2 *Security risk has a negative impact on the purchase intention for secondhand clothing and accessories on online platforms (Koay., 2023; Kim et al., 2021).*

3.3 Functional Risk

According to Kim et al. (2021), the functional risk associated with purchasing secondhand products refers to consumer concerns regarding the performance, quality, and reliability of items. This risk includes conformity to the product description, durability, and the potential presence of defects. The inability to physically inspect or try on items before purchase reinforces consumer distrust and constitutes a barrier to the adoption of this consumption mode (Böcker et al., 2020). Hence the following hypothesis:

H3.3 *Functional risk has a negative impact on the purchase intention for secondhand clothing and accessories on online platforms (Koay., 2023; Kim et al., 2021).*

3.4 Health Risk

Although purchasing secondhand clothing offers economic and environmental benefits, health risk remains a major obstacle to its acquisition. Consumers specifically fear contamination, allergies, or skin irritations, a concern exacerbated by a lack of transparency from platforms regarding previous owners and disinfection protocols (Koay et al., 2023; Calvo et al., 2024). This uncertainty reduces their perception of safety and reliability and consequently diminishes their purchase intention. Hence the hypothesis:

H3.4 *Health risk has a negative impact on the purchase intention for secondhand clothing and accessories on online platforms (Koay., 2023; Kim et al., 2021).*

3.5 Social Risk

Social risk constitutes a significant barrier to the adoption of secondhand products, as some consumers fear the judgment of others and the impact on their social image (Lang., 2018). Purchasing secondhand items is sometimes perceived as an indicator of a lower economic status or non-conformity with social consumption norms, whereas new products are associated with success and prestige (Lee et al., 2021; Mukherjee et al., 2020). Faced with this social pressure, many consumers favor new products, to the detriment of the economic and environmental benefits of secondhand goods.

H3.5 *Social risk has a negative impact on the purchase intention for secondhand clothing and accessories on online platforms (Rafii., 2023).*

Although perceived values and perceived risks influence the adoption of online secondhand purchasing, trust remains a key factor in transforming these perceptions into purchase intention. In a digital environment characterized by uncertainty and information asymmetry, trust serves to mitigate risks and reinforce perceived values.

4. Trust in Online Transactions

According to Chouk and Perrien (2005), trust is a fundamental element of electronic commerce, essential for establishing lasting relationships between consumers and platforms. It is defined as “the consumer’s expectation that the e-merchant will not exploit their vulnerability and will honor the commitments promised on the website” (Chouk and Perrien., 2003). In the context of online secondhand product purchases, trust is considered a “genuine currency” (Botsman and Rogers., 2010) and plays a key role in encouraging transactions and user loyalty (Gammoudi and B.S.K., 2025). In this study, trust is treated as a moderating variable, which serves to mitigate risks and reinforce perceived values, based on three dimensions: credibility, integrity, and benevolence.

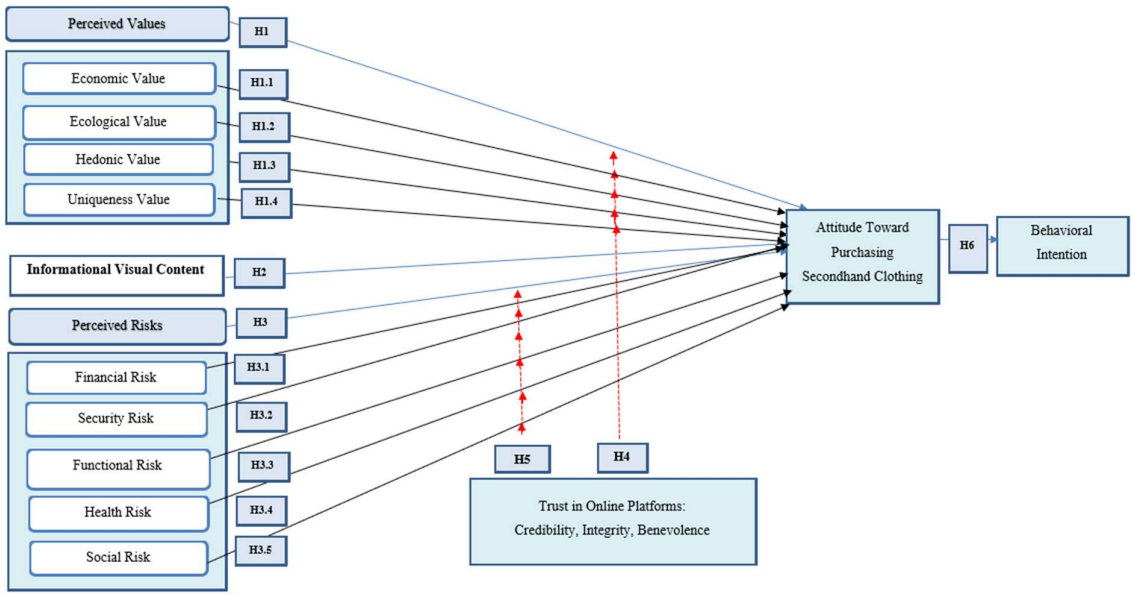
H4. *Trust in the platforms moderates the relationship between perceived values, attitude, and behavioral intention.*
H5. *Trust in the platforms moderates the relationship between perceived risks, attitude, and behavioral intention.*

5. Attitude and Online Purchase Intention

Consumer attitude toward purchasing secondhand products online is a key determinant of their purchase intention (Hansen et al., 2004; Casaló et al., 2017a). A favorable perception of the benefits associated with this type of purchase promotes the conversion of intention into an actual purchase act (Ltifi and Hikkerova., 2022). In the context of purchasing secondhand clothing and accessories, this intention results from a balance between perceived values and perceived risks, as well as the level of trust placed in the platforms. Trust serves to mitigate risks and reinforce perceived values, thereby encouraging the purchase decision.

H6. *Attitude has a significant effect on the purchase intention for secondhand clothing and accessories via online platforms.*

Figure 1: Conceptual Model: The Impact of Perceived Values and Perceived Risks on Attitude and Behavioral Intention



6. Research Methodology

The adopted methodology is situated within a positivist epistemological framework, employing a hypothetico-deductive reasoning and a quantitative empirical approach. The study variables were measured using scales validated in prior research. Respondents provided their assessments using a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Economic, ecological, and hedonic value, as well as attitude and behavioral intention, were measured using the scale proposed by Hamari et al. (2016). Uniqueness value was measured using the scale from Roux and Guiot (2008), and informational visual content was measured according to Kujur and Singh (2019). Financial risk was assessed using the scale from Kim et al. (2021), security risk according to Almousa (2011) and Rafii and Azouaoui (2023), functional risk according to Rafii and Azouaoui (2023), health risk according to Bezançon et al. (2019), and social risk according to Zhang et al. (2019) and Almousa (2011). Finally, trust was measured using the scale proposed by Chouk and Perrien (2003). Data were collected via an online questionnaire and analyzed using SPSS 29 and SmartPLS 4 software.

7. Results

The final sample consists of 232 respondents, comprising 176 women and 56 men, all over 18 years of age and from varied socioprofessional categories (see Appendix 2). The quantitative study conducted for this research reveals significant differences in secondhand clothing purchasing behaviors between men and women in Tunisia. The results indicate that women are more likely to purchase secondhand clothing than men. Specifically, 64 women reported purchasing secondhand clothing between three and six times per year, compared to only ten men.

However, the study reveals that a considerable number of women have never made an online purchase of secondhand clothing or accessories, with 20 women and 15 men reporting never having made such purchases. Thus, although women appear overall more active than men in this type of purchase, a segment within both groups has not yet adopted this practice.

The indices (see Appendix 3) confirm the validity and reliability of the measurement instruments. The KMO coefficients (between 0.678 and 0.877) attest to the data's suitability for factor analysis, and Bartlett's tests ($p < 0.001$) validate the correlations between items. The Cronbach's alpha values, ranging from 0.831 to 0.963, reveal excellent internal consistency for the studied dimensions. These results confirm the quality of the measurement instruments and the reliability of the statistical analyses performed.

7.1. Results of the Confirmatory Analysis and Construct Reliability

The results (see appendix 4) confirm the reliability and validity of the measurement instruments used. Indeed, all Cronbach's alpha values exceed 0.7 and are close to 1, indicating strong internal consistency among the items for each studied variable, which confirms the reliability of the scales and the validity of the measures. Furthermore,

composite reliability is also high, with values exceeding 0.8 for all variables. In addition, the indices indicate that the Average Variance Extracted (AVE) surpasses the threshold of 0.5 for all variables, demonstrating that each construct explains more than 50% of the variance of its indicators, thereby confirming the convergent validity of the model. Finally, discriminant validity, assessed using the Fornell and Larcker (1981) criterion, is established: the square roots of the AVE values exceed the squared correlations between the latent variables. These results confirm the robustness, reliability, and validity of the proposed measurement model.

7.2. Evaluation of the Structural Model

The evaluation of the structural model aims to examine the quality of the relationships between the latent variables through the analysis of the coefficients of determination (R^2) and the path coefficients. The obtained R^2 values for the "attitude" and "behavioral intention" variables substantially exceed the threshold of 0.26. These results confirm the reliability of the structural model and demonstrate that the measured constructs significantly explain the corresponding variables.

7.2.1. Hypothesis Testing

The bootstrapping method was used to estimate the reliability of the path coefficients (Hair et al., 2022). This method yields **t-values** and **p-values** to verify the significance of the relationships between the variables. T-values exceeding 1.65, 1.96, and 2.57 correspond to significance levels of 10%, 5%, and 1%, respectively. The following table presents the path coefficients for the overall model (see **a**ppendix 5).

8. Interpretation of the Results

The results indicate that economic value positively influences consumer attitude and purchase intention, confirming the findings of Hamari et al. (2016) and Ait Youssef (2018). In contrast, ecological and hedonic values have no significant effect; in other words, environmental concerns and the pleasure associated with secondhand purchasing are not priorities for these consumers (Kim et al., 2021; Evelina et al., 2020). Furthermore, the uniqueness of secondhand items positively influences attitude and purchase intention, as consumers are drawn to the rarity, originality, and vintage aspect of the products (Roux and Guiot, 2008). Finally, informational visual content, through images, videos, and detailed descriptions, facilitates quality assessment, reinforces trust, and stimulates purchase intention, which aligns with the conclusion of Kujur et al. (2020).

Financial, security, and functional risks do not represent major barriers to the online purchase of secondhand products. Consumers appear to tolerate certain imperfections and trust the platforms to guarantee an acceptable quality level (Kim et al., 2021; Koay et al., 2023). Conversely, health risk and social risk exert a significant negative impact on attitude and purchase intention, due to concerns related to hygiene and social judgment (Calvo et al., 2024; Koay et al., 2023; Rafii and Azouaoui., 2023). These results underscore the importance placed on the health safety of secondhand items and the social perception of their use; consumers seek to preserve their image and avoid any stigmatization.

Regarding trust, it acts as a partial moderator. Specifically, only the integrity and benevolence of the platforms strengthen the effect of economic value on attitude and mitigate the negative impact of health and social risks, aligning with the conclusions of Alsoud et al. (2021). When consumers perceive the platforms as reliable and benevolent, they feel reassured about the quality and safety of the secondhand products, which fosters a positive attitude and stimulates their purchase intention, despite the presence of perceived risks.

9. Managerial Implications

From a managerial perspective, this research proposes several recommendations for managers of online platforms selling secondhand clothing and accessories. First, it is important to emphasize the economic benefits perceived by consumers. Managers can achieve this through targeted promotional campaigns, attractive loyalty programs, and displaying the original new price alongside the secondhand price to reinforce the perception of tangible economic savings. Furthermore, the platforms' ecological positioning should be consolidated through awareness initiatives, responsible communication actions, and partnerships with stakeholders committed to the circular economy. These efforts enhance environmental credibility and improve the platform's reputation. The hedonic experience should also be stimulated by creating immersive and engaging shopping experiences, such as interactive interfaces, exclusive events, thematic workshops, or product storytelling. These approaches enhance the enjoyment of shopping and user loyalty. The appeal of uniqueness can be leveraged by highlighting rare and limited collections in dedicated sections of the platform to emphasize the distinctive and exclusive character of the offered items. High-quality informational visual content enables consumers to evaluate products more easily, better perceive their authenticity, and reduce the uncertainty associated with online purchasing. This helps to strengthen their trust and facilitate the purchase decision. Finally, the integration of innovative technologies such

as artificial intelligence (AI) and augmented reality (AR) can significantly enrich the customer experience by facilitating personalization, product visualization, and the reduction of online purchase uncertainty.

Conclusion

This research is motivated by the need to address current environmental challenges by highlighting practices that contribute to sustainable and environmentally respectful consumption. The study focuses on the apparel sector, specifically the online purchase of secondhand clothing and accessories, which is recognized as one of the world's most polluting industries. This focus reflects the importance of exploring concrete solutions to reduce the environmental impact of this industry while meeting evolving consumer expectations. This study examines the behaviors associated with the online purchase of secondhand clothing and accessories within the evolving Tunisian context. The results indicate that Tunisian consumers are primarily attracted by the advantageous price, uniqueness, and originality of secondhand products. Informational visual content, through detailed images and clear descriptions, provides reassurance regarding item quality. Consumers downplay financial risk, security risk related to transactions, and functional risk, due to competitive pricing, a tolerance for minor imperfections, and the trust placed in the platforms. In contrast, health and social risks remain major obstacles, reflecting a requirement for hygiene and a sensitivity to social judgment. Trust emerges as a determining factor. Although it does not systematically amplify the effect of perceived values on consumer attitude, its two dimensions (integrity and benevolence) mitigate the negative effects of health and social risks and strengthen the positive impact of economic value. Secondhand platforms must position themselves as reliable intermediaries, capable of guaranteeing hygiene, security, and customer satisfaction.

Finally, it would be pertinent to explore the impact of immersive technologies, such as artificial intelligence and augmented reality, on the shopping experience, trust, and consumer loyalty. Similarly, studying the role of digital platforms in promoting sustainable consumption and reducing the ecological footprint would offer promising perspectives for the circular economy. Furthermore, analyzing cultural and social differences in the perception of values, risks, and trust would enable the adaptation of marketing strategies and foster a broader adoption of secondhand consumption. Future research could take a deeper look at how responsible consumption behaviors evolve across different or emerging socio-economic contexts. It would also be valuable to explore how new technologies—such as AI and sustainable consumption apps—influence consumers' purchasing decisions. Finally, longitudinal studies could offer stronger insights into the stability or long-term shifts of these behaviors.

Declaration

The submission is **original** and has not been published elsewhere.

The manuscript is **not under consideration** by any other journal or publication.

There are **no conflicts of interest** among the authors or with any third parties.

The authors **agree to transfer the copyright** to the journal upon acceptance of their manuscript.

Reference

1. Ait Youssef, A., Koubaa, S., & Benabdallah, M. (2018). Consommation collaborative de la génération Y: une analyse par l'approche PLS. *La Revue des Sciences de Gestion*, (3-4), 75-87.
2. Almousa, M. (2011). Perceived Risk in Apparel Online Shopping: A Multi Dimensional Perspective/Le Risque Perçu Dans Des Achats En Ligne D'habillement: Une Perspective De Dimensionnelle Multiple. *Canadian Social Science*, *7*(2), 23.
3. Bezançon, M., Guiot, D., & Le Nagard, E. (2019). Le rôle de la contagion physique négative dans l'achat d'un produit d'occasion vendu en ligne. *Recherche et Applications en Marketing (French Edition)*, *34*(4), 3-30.

4. Böcker, L., Anderson, E., Uteng, T. P., & Throndsen, T. (2020). Bike sharing use in conjunction to public transport: Exploring spatiotemporal, age and gender dimensions in Oslo, Norway. *Transportation research part A: policy and practice*, *138*, 389-401.
5. Botsman, R., & Rogers, R. (2010). From generation me to generation we. *What's mine is yours: The rise of collaborative consumption*, 41-65.
6. Calvo-Porral, C., Orosa-González, J., & Viejo-Fernández, N. (2024). Barriers to online second-hand purchase behavior. *Marketing Intelligence & Planning*, *42*(2), 213-233.
7. Chiu, C. M., Wang, E. T., Fang, Y. H., & Huang, H. Y. (2014). Understanding customers' repeat purchase intentions in B2C e-commerce: the roles of utilitarian value, hedonic value and perceived risk. *Information systems journal*, *24*(1), 85-114.
8. Chouk, I., & Perrien, J. (2004). Les facteurs expliquant la confiance du consommateur lors d'un achat sur un site marchand: une étude exploratoire. *Décisions Marketing*, (1), 75-86.
9. Chouk, I., & Perrien, J. (2005). La confiance du consommateur vis-à-vis d'un marchand Internet: proposition d'une échelle de mesure. *Revue française du marketing, 205, 5*.
10. Doyle, C. (2020). Les influenceurs et leurs impacts sur les choix des consommateurs dans le contexte d'Instagram. *International Journal of Strategic Communication*, *13*(4), 261-277.
11. Edeiotoh, E. K. (2012). *La valeur perçue du marketing one-to-one versus one-to-few sur la motivation et la fidélité du consommateur de fitness: e-Coaching de l'exercice pour la santé: comparaison des cas français et américain* (Doctoral dissertation, Université Paris Sud-Paris XI).
12. Ertz, M. (2017). « Consommation collaborative » ou la rencontre improbable entre organisations, communautés et individus. *Revue Organisations & Territoires*, *26*(1), 151-164.
13. Evelina, T. Y., Kusumawati, A., & Nimran, U. (2020). The influence of utilitarian value, hedonic value, social value, and perceived risk on customer satisfaction: survey of e-commerce customers in Indonesia. *Business: Theory and Practice*, *21*(2), 613-622.
14. Ezvan, C. (2020). Promesses et défis de l'économie circulaire. *Études*, (4), 41-51.
15. Forsythe, S. M., & Shi, B. (2003). Consumer patronage and risk perceptions in Internet shopping. *Journal of Business research*, *56*(11), 867-875.
16. Franke, N., & Piller, F. (2004). Value creation by toolkits for user innovation and design: The case of the watch market. *Journal of product innovation management*, *21*(6), 401-415.
17. Gammoudi, K., & SK, B. R. (2025). The influence of trust on consumer attitudes and purchase intentions regarding second-hand goods on online platforms. *International Journal of Professional Business Review: Int. J. Prof. Bus. Rev.*, *10*(6), 2.
18. Gurviez, P., & Korchia, M. (2002). Proposition d'une échelle de mesure multidimensionnelle de la confiance dans la marque. *Recherche et Applications en Marketing (French Edition)*, *17*(3), 41-61.
19. Hamari, J., Sjöklint, M., & Ukkonen, A. (2016). The sharing economy: Why people participate in collaborative consumption. *Journal of the association for information science and technology*, *67*(9), 2047-2059.

20. Hansen, T., Jensen, J. M., & Solgaard, H. S. (2004). Predicting online grocery buying intention: a comparison of the theory of reasoned action and the theory of planned behavior. *International Journal of Information Management*, *24*(6), 539-550.
21. Isaac, H., & Volle, P. (2008). *E-commerce: de la stratégie à la mise en oeuvre* opérationnelle. Pearson Education France.
22. Jacoby, J; Kalpan,L.B.(1972). The Components of Perceived Risk. *Advances in consumer research. Association for Consumer Research (U.S.) 3(3)*
23. Kang, J., & Kim, S. H. (2013). What are consumers afraid of? Understanding perceived risk toward the consumption of environmentally sustainable apparel. *Family and Consumer* Sciences Research Journal, 41(3), 267-283.
24. Kim, I., Jung, H. J., & Lee, Y. (2021). Consumers' value and risk perceptions of circular fashion: Comparison between secondhand, upcycled, and recycled clothing. Sustainability 2021, 13, 1208.
25. Koay, K. Y., Cheah, C. W., & Lom, H. S. (2023). Does perceived risk influence the intention to purchase second-hand clothing? A multigroup analysis of SHC consumers versus non-SHC consumers. *Journal of Product & Brand Management*, *32*(4), 530-543.
26. Kujur, F., & Singh, S. (2020). Visual communication and consumer-brand relationship on social networking sites-uses & gratifications theory perspective. *Journal of theoretical and applied electronic commerce research*, *15*(1), 30-47.
27. Lee, Y., Hu, J., & Lim, M. K. (2021). Maximising the circular economy and sustainability outcomes: An end-of-life tyre recycling outlets selection model. *International Journal of Production Economics, 232, 107965.*
28. Lemaitre, N., & De Barnier, V. (2015). Quand le consommateur devient commerçant: motivations, production d'expérience et perspectives. *Décisions marketing*, 11-28.
29. Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of interactive advertising*, *19*(1), 58-73.
30. Ltifi, M., & Hikkerova, L. (2022). Determinants of luxury brand online purchase intention among young people. *Management Prospective*, *39*(3), 67-88.
31. Mitchell, V. W., & Greatorex, M. (1993). Risk perception and reduction in the purchase of consumer services. *Service Industries Journal*, *13*(4), 179-200.
32. Moon, J. W., & Kim, Y. G. (2001). Extending the TAM for a World-Wide-Web context. *Information & management*, *38*(4), 217-230.
33. Mukherjee, I., Singh, U. K., Singh, R. P., Kumari, D., Jha, P. K., & Mehta, P. (2020). Characterization of heavy metal pollution in an anthropogenically and geologically influenced semi-arid region of east India and assessment of ecological and human health risks. *Science of the Total Environment*, *705*, 135801.
34. Rafii, R., & Azouaoui, H. (2023). Impacts des dimensions du risque perçu sur l'achat en ligne dans le contexte marocain. *Revue Economie, Gestion et Société*, *1*(39).
35. Roux, D. (2004). Les orientations envers l'achat d'occasion, le rôle du risque perçu et de l'expertise : quelles implications pour la distribution ? *Décisions marketing*, 9-21.

36. Roux, D., & Guiot, D. (2001). Le développement du marché de l'occasion : caractéristiques et enjeux pour le marché du neuf. *Décisions Marketing*, *24*(3), 25-35.
37. Roux, D., & Guiot, D. (2008). Measuring second-hand shopping motives, antecedents and consequences. *Recherche et Applications En Marketing (English Edition)*, *23*(4), 63-91.
38. Schreier, M. (2006). The value increment of mass-customized products: an empirical assessment. *Journal of Consumer Behaviour*, *5*(4), 317-327.
39. Seinauskiene, B., Salciuviene, L., Dovaliene, A., Gadeikiene, A., Banyte, J., & Lukauskas, M. (2025). The role of emotional intelligence and perceived value: predicting consumer online purchase and rental of second-hand clothing. *Journal of Fashion Marketing and Management: An International Journal*.
40. Soumia, A., & Amel, G. (2022). La valeur perçue des plateformes de E-commerce : Le rôle modérateur des caractéristiques sociodémographiques. *Journal of Financial, Accounting & Managerial Studies*, *9*(1).
41. Vázquez-Martínez, U. J., Morales-Mediano, J., & Leal-Rodríguez, A. L. (2021). The impact of the COVID-19 crisis on consumer purchasing motivation and behavior. *European research on management and business economics*, *27*(3), 100166.
42. Volle, P. (1995). Le concept de risque perçu en psychologie du consommateur : antécédents et statut théorique. *Recherche et Applications En Marketing (French Edition)*, *10*(1), 39-56.
43. Yan, R. N., Bae, S. Y., & Xu, H. (2015). Second-hand clothing shopping among college students: the role of psychographic characteristics. *Young Consumers*, *16*(1), 85-98.
44. Zhang, C. B., & Li, Y. N. (2019). How social media usage influences B2B customer loyalty: rôles of trust and purchase risk. *Journal of Business & Industrial Marketing*, *34*(7), 1420-1433.

APPENDICES

Appendix 1: Variable Measurement Scales:

Variables	Items	Authors
Economic Value (4 items)	**Purchasing secondhand goods:** * enables me to save money. * provides me with a financial benefit. * allows me to improve my economic situation. * allows me to earn money.	**Hamari et al (2016)**
Ecological Value (5 items)	**Purchasing secondhand goods:** * is considered ecological. * is considered energy efficient. * is considered environmentally friendly. * is considered a way to conserve natural resources. * is considered a sustainable mode of consumption.	**Hamari et al (2016)**
Hedonic Value (4 items)	**Purchasing secondhand items through an online platform:** * is an enjoyable experience. * is an exciting experience. * is a fun experience. * is an interesting experience.	**Hamari et al (2016)**
Uniqueness Value (5 items)	* What interests me in secondhand shopping is finding things one does not see everywhere. * I enjoy finding original items in secondhand stores that are not available in regular shops. * It pleases me to purchase a unique or unusual secondhand item. * What I like about secondhand shopping is finding products I will not see elsewhere. * I enjoy finding items that not everyone will own.	**Roux et Guiot (2008)**

Variables	Items	Authors
Informational Visual Content (4 items)	* Visual content, such as photos and stories, published on the platforms provides useful information about secondhand products. * Visual content disseminated on the platforms provides rich and detailed information about the characteristics of secondhand items. * Images and stories published on the platforms are effective means for obtaining relevant and clear information about secondhand products. * Visual content provides relevant product information and news about prices.	**Kujur et Singh (2019)**

Variables	Items	Authors
Financial Risk (4 items)	**Secondhand clothing:** * May be relatively expensive given their condition. * Can be costly because they are no longer mass-produced. * Are sometimes more expensive than new items. * Are currently undergoing a significant price increase.	**Kim et al (2021)**
Security Risk (3 items)	**If I make secondhand purchases via online platforms, I risk:** * The security of my credit card. * Being overcharged. * A loss of money.	**Forsythe et al (2006) ; Almousa (2011) Rafii et Azouaoui (2023)**
Functional Risk (3 items)	**When purchasing secondhand clothing via online platforms:** * I cannot touch and examine the actual product sold on an online platform. * I may have a problem with the sizing if it is a clothing item. * I cannot judge the quality of the item.	**Xu et al (2004) et Forsythe et al (2006) ; Alkailani et Kumar (2016) ; Rafii et Azouaoui (2023)**
Health Risk (3 items)	**One of my concerns regarding the online purchase of secondhand clothing involves:** * Hygiene. * Harmful physical effects such as the transmission of germs or diseases. * Bodily dangers associated with the use of these products.	**Stone et Gronhaug (1993), Bezançon et al (2018)**
Social Risk (3 items)	**Secondhand purchases may:** * Be disapproved of by members of my family. * Influence how I am perceived by my social circle. * Lead others to think less of me.	**Almousa, (2011) ; Zhang et al., (2019)**

Variable	Dimension	Item	Authors
Trust	**Credibility (3 items)**	They are experts in their field of operation.	**Chouk et Perrien, 2003 ; Gurviez et korchia, 2002)**
		They are competent in their field of operation.	
		They are honest about respecting delivery deadlines.	
	Integrity (6 items)	The delivered product matches the description presented on the website.	
		The information provided about the offered products is reliable.	
		I can trust the quality of the products offered.	
		I would be reassured by the security of the payment process.	
		My personal and financial data will be protected.	
		I can shop with complete security.	
	Benevolence (4 items)	They consistently update their sites to account for technological advancements.	
		They always strive to improve their responses to consumer needs.	
		Their design indicates respect for its visitors.	
		They genuinely favor the interests of the visitor.	

Variables	Items	Authors
Attitude (4 items)	**Purchasing secondhand items is:** * a better mode of consumption than individual purchasing of new items. * a positive experience when done via an online platform. * a good thing when done via an online platform. * a logical and responsible action when done via an online platform.	**Hamari et al (2016)**

Variables	Items	Authors
Behavioral Intention (4 items)	* In the future, I will frequently make secondhand purchases via online platforms. * In the future, I will regularly use online platforms to purchase secondhand clothing. * I will strongly recommend purchasing secondhand clothing via online platforms. * I intend to use online platforms at least once to make secondhand purchases.	**Moon et Kim (2001) Zaoui et al, (2008) Hamari et al (2016)**

Appendix 2:

Table 1: Frequency of Secondhand Clothing Purchases by Gender

	Frequency of Secondhand Clothing Purchases					
	Several times a month	Once a month	3 to 6 times a year	1 to 2 times a year	Never	
Woman	26	24	64	42	20	176
Man	8	3	10	20	15	56
Total	34	27	74	62	35	232

SPSS 29.0 Output

Appendix 3:

Table 2: Exploratory Factor Analysis Results

Scales		Number of Items	Validity Analysis		Reliability Estimate
			KMO Index	Bartlett's Test	Cronbach's Alpha
Financial Risk		4	0.813	0.000	0.869
Security Risk		3	0.736	0.000	0.896
Functional Risk		3	0.678	0.000	0.831
Health Risk		3	0.772	0.000	0.963
Social Risk		3	0.761	0.000	0.922
Trust	Credibility	3	0.696	0.000	0.905
	Integrity	6	0.877	0.000	0.952
	Benevolence	4	0.789	0.000	0.931
Attitude		4	0.836	0.000	0.918
Purchase Intention		4	0.844	0.000	0.954

Appendix 4:

Table 3: Construct Reliability

	Cronbach's Alpha	Composite Reliability (Rho_a)	Composite Reliability (rho_c)	(AVE)
Economic Value	0.841	0.866	0.893	0.677
Ecological Value	0.916	0.921	0.937	0.749
Hedonic Value	0.854	0.859	0.902	0.696
Uniqueness Value	0.938	0.939	0.953	0.801
Informational Visual Content	0.948	0.954	0.963	0.866
Financial Risk	0.879	0.976	0.912	0.677
Security Risk	0.869	1.008	0.931	0.757
Functional Risk	0.841	0.848	0.904	0.933
Health Risk	0.964	0.966	0.977	0.818
Social Risk	0.930	0.933	0.955	0.877
Attitude	0.918	0.940	0.942	0.804
Behavioral Intention	0.959	0.960	0.970	0.891
Credibility	0.905	0.906	0.941	0.841
Integrity	0.953	0.954	0.962	0.809
Benevolence	0.937	0.951	0 .955	0.841

Appendix 5:

Table 4: Path Coefficients for the Overall Model

	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P values
Attitude → Behavioral Intention	**0.600**	**0.041**	**14.516**	**0.000***
Economic Value → Attitude	**0.198**	**0.062**	**3.289**	**0.001***
Ecological Value → Attitude	**-0.047**	**0.050**	**0.939**	**0.348**
Hedonic Value → Attitude	**0.096**	**0.066**	**1.432**	**0.152**
Uniqueness Value → Attitude	**0.132**	**0.052**	**2.630**	**0.009****
Informational Visual Content → Attitude	**-0.156**	**0.059**	**2.870**	**0.004****
Financial Risk → Attitude	**0.066**	**0.049**	**1.444**	**0.149**
Security Risk → Attitude	**-0.005**	**0.049**	**0.013**	**0.990**
Functional Risk → Attitude	**-0.018**	**0.050**	**0.178**	**0.859**
Health Risk → Attitude	**-0.084**	**0.059**	**1.769**	**0.077*****
Social Risk → Attitude	**-0.166**	**0.067**	**2.360**	**0.018****

*Significant at the 1% level (p<0.001) | **Significant at the 5% level (p<0.05) | ***Significant at the 10% level (p<0.1)

Appendix 6:

Table 6: Moderating Effect of Trust on the Relationship Between Perceived Values and Attitude

	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (|O/STDEV|)	P-Values	Results
Integrity x Economic Value → Attitude → Behavioral Intention	-0.172	0.059	2.829	**0.005***	***Accepted***
Benevolence x Economic Value → Attitude → Behavioral Intention	0.101	0.055	1.859	**0.063****	***Accepted***

*Significant at the 5% level | ** Significant at the 10% level

Appendix 7:

Table 7: Moderating Effect of Trust on the Relationship Between Perceived Risks and Attitude

	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (|O/STDEV|)	P-Values	Results
Integrity x Health Risk → Attitude → Behavioral Intention	**0.193**	**0.061**	**3.437**	**0.001***	***Confirmed***
Integrity x Social Risk → Attitude → Behavioral Intention	**-0.166**	**0.067**	**2.546**	**0.011***	***Confirmed***
Benevolence x Health Risk → Attitude → Behavioral Intention	**-0.087**	**0.051**	**1.986**	**0.047***	***Confirmed***

* Significant at the 5% level