



FROM FAST FASHION TO SECOND-HAND FASHION: THE ROLE OF PRACTICAL MINIMALISM AND CONSUMPTION COMMITMENT

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ABSTRACT

This study examines the transition from fast fashion consumption to second-hand fashion adoption within the framework of consumers' cognitive orientation and behavioral commitment. Existing literature predominantly conceptualizes reactions to fast fashion as passive behaviors such as avoidance or boycott, while offering limited insight into which sustainable alternatives consumers actively adopt. The primary objective of this study is to conceptualize second-hand fashion adoption as an active and constructive behavior and to reveal the internal mechanisms shaping this behavior. The proposed research model investigates the effects of perceived economic pressure, environmental awareness, and social influence and norms on second-hand fashion adoption through the mediating roles of practical minimalism and consumption commitment. Practical minimalism is conceptualized not as an ideological lifestyle, but as a pragmatic consumption orientation emphasizing functionality, thrift, and utility. Data were collected from young consumers (Generation Z and young Millennials) living in Türkiye and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings indicate that external factors significantly strengthen practical minimalism, and that practical minimalism is the strongest predictor of consumption commitment. However, the effect of practical minimalism on second-hand fashion adoption is not direct but occurs through consumption commitment. Overall, the results demonstrate that sustainable fashion behaviors are shaped not merely by external awareness, but through internal cognitive transformation and behavioral stability.

1. INTRODUCTION

The escalating climate crisis has forced a paradigm shift from linear consumption structures toward resource-efficient circular business models (White et al., 2019; Tymoshchuk et al., 2024). In this context, contemporary sustainability research heavily emphasizes the high environmental awareness exhibited by younger consumer cohorts (Kurtuluş et al., 2021; Özkan, 2025). Younger consumers, particularly those from Generation Z and the younger cohort of Millennials, demonstrate high levels of awareness regarding the environmental consequences of consumption behaviors.

Consequently, the fast fashion sector faces severe institutional criticism due to its intensive resource use and massive textile waste production (Lang & Armstrong, 2018; Hvass &

Pedersen, 2019). To mitigate this ecological footprint, consumers increasingly bypass traditional, short-lifecycle purchasing habits in favor of constructive alternative practices, such as second-hand clothing adoption (Turunen & Leipämaa-Leskinen, 2015).

A large portion of the existing literature addresses consumers' negative attitudes toward fast fashion primarily through passive responses such as avoidance or boycott behaviors (Anh, 2025). Although such approaches explain intention–behavior relationships through frameworks like the Theory of Planned Behavior (Ajzen, 2005), they remain insufficient for explaining market dynamics and the actions required for a sustainable future. What is more critical is not merely consumers' decision to refrain from purchasing fast fashion products, but rather which active, constructive, and sustainable alternatives they adopt to fill this gap. The originality of this study lies in focusing on second-hand fashion adoption as an active and constructive behavior rather than a passive reaction (Turunen & Leipämaa-Leskinen, 2015). In this respect, the study aims to contribute to the limited number of empirical studies in the sustainable fashion literature that focus on behavioral transition processes.

Environmental motivations and perceived economic pressure do not always translate into concrete behavioral intentions, as suggested by the Norm Activation Theory (Schwartz, 1977), indicating the need for mediating mechanisms. In this study, “practical minimalism” is positioned as such a mediating mechanism. Practical minimalism refers to a consumption orientation in which individuals prioritize functionality, thrift, and needs-based decision-making in daily life rather than ideological simplicity. This approach enables external factors such as environmental awareness and economic pressure to be internalized and transformed into behavioral commitment aligned with personal values. Accordingly, the proposed research model examines how environmental awareness, perceived economic pressure, and social norms influence second-hand fashion adoption through practical minimalism and consumption commitment. These relationships are tested holistically using the PLS-SEM method (Wetzels et al., 2009). Accordingly, this study proposes an original conceptual framework, termed the Practical Minimalism–Consumption Commitment (PMCC) Model, to explain the cognitive and behavioral mechanisms underlying the transition from fast fashion consumption to second-hand fashion adoption.

2. LITERATURE REVIEW

Growing global concerns regarding sustainable consumption have brought increasing attention to consumers' transition away from waste-intensive fast fashion habits toward circular and

sustainable business models within the fashion industry. This transformation requires understanding not only consumers' tendencies to reduce consumption, but also how they actively adopt sustainable alternatives. In this context, the present study theoretically examines the psychological, social, and rational factors that guide consumers toward second-hand fashion adoption as an active, constructive, and sustainable behavior. Empirical studies conducted in Türkiye indicate that economic, environmental, and value-based individual factors play a significant role in shaping second-hand consumption intentions.

Özkan (2025) investigated the motivational and inhibiting factors influencing Generation Z consumers' intention to purchase second-hand clothing in Türkiye. Data were collected from 340 Gen Z participants via an online survey and analyzed using Structural Equation Modeling (SEM). Sustainability, price perception, uniqueness, and nostalgia were identified as motivating factors, whereas hygiene concerns, embarrassment, and performance risk were examined as inhibiting factors. The results demonstrated that sustainability, price advantage, and nostalgia exert significant and positive effects on purchase intention, while inhibiting factors such as embarrassment weaken this relationship. These findings highlight the combined influence of psychological and social dynamics in Generation Z's second-hand fashion adoption process.

Türkdemir (2022) examined the effect of consumption values on second-hand clothing purchase intention within the framework of circular fashion. Data were collected from 425 participants through an online survey administered via social media, and analyzed using Partial Least Squares (PLS) path analysis.

The findings revealed that perceived consumption values significantly and positively influence second-hand clothing purchase intention, underscoring the importance of value-based decision-making in sustainable fashion consumption.

Kurtuluş et al. (2021) and Özkan (2025) explored the effects of online second-hand shopping motivations on purchase intention, as well as the moderating role of environmental concern. The study was conducted with 495 participants who had previously purchased at least one second-hand product online, using face-to-face survey data and hierarchical regression analysis. The results indicated that economic motivation, anti-consumption orientation, and nostalgia have significant positive effects on purchase intention.

While similar patterns are observed in international literature, studies often focus more heavily on consumer psychology and larger samples. Pangarkar (2021), based on a sample of 600 U.S.

consumers, conceptualized minimalism as comprising ideological and practical dimensions. Cluster analysis results revealed that practical minimalism plays a more decisive role in shaping purchasing decisions. This finding supports the conceptualization of practical minimalism as a rational and utilitarian internal mechanism. It is essential to distinguish practical minimalism from similar constructs such as frugality or utilitarian consumption. While frugality primarily focuses on saving money and resource conservation due to financial constraints, practical minimalism represents a broader cognitive orientation centered on functional necessity and the intentional curation of one's consumption environment. Unlike purely utilitarian consumption, which seeks to maximize efficiency in a single transaction, practical minimalism functions as a consistent lifestyle practice that prioritizes long-term utility over transient ownership. This study conceptualizes practical minimalism not merely as a reaction to scarcity, but as a deliberate cognitive filter that bridges the gap between environmental awareness and behavioral commitment.

Jain, Chen, and Kumar (2023), using regression analysis in a cross-cultural comparative study ($n = 450$), demonstrated that minimalism reduces materialism and guides individuals toward more sustainable behavioral choices. These findings support the expected influence of practical minimalism on consumption commitment.

Tymoshchuk et al. (2024) employed PLS-SEM with data from over 1,000 European participants and identified platform trust as the strongest determinant of second-hand apparel purchase intention. This result reinforces the predictability of second-hand fashion adoption behavior and supports the methodological suitability of the PLS-SEM approach adopted in the present study. In contrast, Amasawa et al. (2025) adopted a Life Cycle Assessment (LCA) simulation approach rather than survey data to compare various product–service systems. Their findings indicated that the environmental advantages of clothing rental models vary depending on product type and usage frequency, and that rental systems do not universally represent a sustainable solution.

Overall, the existing literature conceptualizes sustainable consumption behaviors through ethical sensitivity, economic rationality, and individual values. However, empirical studies that frame the transition from fast fashion to second-hand fashion as an active and constructive behavioral shift rather than passive avoidance remain limited. Addressing this gap, the present study positions practical minimalism as a key internal mechanism and aims to explain how environmental and economic motivations are translated into second-hand fashion adoption

through consumption commitment. In doing so, the study seeks to contribute both theoretically and empirically to sustainable fashion literature.

3. RESEARCH MODEL AND HYPOTHESES DEVELOPMENT

The PMCC Model conceptualizes sustainable fashion consumption as a multi-stage process in which external motivational factors shape a practical minimalist mindset, strengthen consumption commitment, and ultimately lead to second-hand fashion adoption.

3.1. Development of Hypotheses

This study aims to analyze consumers' transition from fast fashion consumption to second-hand fashion adoption, which represents a circular business model, within a comprehensive conceptual framework. Existing studies predominantly focus on passive consumer responses to fast fashion, particularly boycott and avoidance behaviors. However, the main objective of the present study is to explain consumers' orientation toward second-hand fashion as an active, constructive, and sustainable behavioral choice rather than a passive reaction. Accordingly, the research model consists of nine core hypotheses tested using Structural Equation Modeling (SEM). This section outlines the theoretical foundations of the model and presents the hypotheses developed for each relationship.

3.1.1. Effects of External Variables on Mediating Variables

This subsection explains how economic, environmental, and social factors shape consumers' mindset (Practical Minimalism) and behavioral resolve (Consumption Commitment).

Perceived Economic Pressure (PEP) reflects an individual's subjective perception of financial constraints, which prompts a strategic reassessment of daily consumption decisions. Individuals navigating income uncertainty or budgetary pressures naturally restrict impulsive spending to utilize limited resources more efficiently (Baumeister, 2002). This structural shift encourages a transition away from excessive purchases toward a needs-based, rational orientation focused on functionality and long-term utility, conceptualized here as Practical Minimalism. This theoretical link is extensively validated by established frameworks concerning the consumer scarcity mindset and utilitarian motivations; specifically, economic rationality significantly reinforces a consumer's inclination toward resourceful and alternative consumption patterns (Bardhi & Arnould, 2005).

H1: Perceived Economic Pressure (PEP) has a positive effect on Practical Minimalism (PM).

Economic constraints also strengthen consumers' determination to reduce unnecessary expenditures. Individuals who feel compelled to protect their budgets are more likely to adopt a firm stance against purchasing fast fashion products and to modify their existing consumption habits. According to Baumeister's (2002) self-control theory, limited resources increase resistance to impulsive purchasing and foster more deliberate and controlled consumption behavior.

H2: Perceived Economic Pressure (PEP) has a positive effect on Consumption Commitment (CC).

Environmental Awareness refers to individuals' level of knowledge and sensitivity regarding the negative environmental consequences of consumption activities. As awareness of environmental problems increases, consumers are more inclined to avoid unnecessary consumption. This awareness supports a practical minimalist approach that emphasizes functionality, reuse, and waste reduction. The New Ecological Paradigm (NEP) scale proposed by Dunlap et al. (2000) and the Green Consumption Values framework introduced by Haws et al. (2014) suggest that environmental consciousness encourages reduced consumption and environmentally responsible decision-making.

H3: Environmental Awareness (EA) has a positive effect on Practical Minimalism (PM).

Environmentally aware individuals are also more likely to develop stronger resolve in maintaining sustainable consumption behaviors. Gam (2011) demonstrates that consumers with high environmental awareness exhibit more consistent and controlled behavior in fashion consumption.

H4: Environmental Awareness (EA) has a positive effect on Consumption Commitment (CC).

Social Influence and Norms encompass social expectations, approval mechanisms, and behavioral standards within an individual's social environment. When behaviors such as avoiding waste and adopting a simple lifestyle are socially valued, individuals are more inclined to internalize practical minimalism. According to Cialdini et al. (1990) and Ajzen's (1991) normative framework, social approval and perceived norms play a crucial role in shaping individual behavior.

H5: Social Influence and Norms (SIN) have a positive effect on Practical Minimalism (PM).

Social expectations and approval also reinforce behavioral consistency and determination in consumption practices. When sustainable consumption becomes a socially accepted norm, individuals are more likely to maintain such behaviors over time. This relationship is consistent with the subjective norm component of the Theory of Planned Behavior (Ajzen, 1991).

H6: Social Influence and Norms (SIN) have a positive effect on Consumption Commitment (CC).

3.1.2. Relationship Between Mediating Variables

This subsection examines how Practical Minimalism, representing consumers' consumption mindset, influences behavioral consistency and determination.

Minimalism does not merely imply consuming less; it also involves managing consumption decisions in a conscious and controlled manner. Individuals who adopt a practical minimalist orientation tend to exhibit greater resistance to impulsive purchasing and demonstrate more consistent consumption behavior. Gollwitzer's (1999) theory of implementation intentions suggests that having a clear goal strengthens self-regulation in momentary decision-making contexts.

H7: Practical Minimalism (PM) has a positive effect on Consumption Commitment (CC).

3.1.3. Effects of Mediating Variables on the Outcome Variable

This subsection explains how mindset (Practical Minimalism) and behavioral resolve (Consumption Commitment) are translated into a concrete behavioral intention, namely Second-Hand Fashion Adoption.

Consumption Commitment represents individuals' determination to consciously refrain from fast fashion consumption and to seek sustainable alternatives. Consumers who exhibit strong resolve in avoiding fast fashion are more likely to turn to second-hand markets as a viable solution. As commitment increases, individuals are better able to overcome potential prejudices toward second-hand products, such as hygiene or quality concerns. Guiot and Roux's (2010) second-hand motivation scale supports the notion that second-hand purchasing reflects a deliberate and value-driven choice rather than merely an economic necessity.

H8: Consumption Commitment (CC) has a positive effect on Second-Hand Fashion Adoption (SHFA).

For individuals with a practical minimalist mindset, the novelty of a product is less important than its functionality and economic value. Since second-hand products are based on reintroducing usable goods into the economic cycle, they are perceived as a rational and sensible consumption option by practical minimalists. This view aligns with Bardhi and Arnould's (2005) findings on utilitarian consumption motivations.

H9: Practical Minimalism (PM) has a positive effect on Second-Hand Fashion Adoption (SHFA).

3.2. Research Model

The proposed research model examines how environmental awareness, perceived economic pressure, and social norms influence second-hand fashion adoption through practical minimalism and consumption commitment. Theoretically grounded in the Stimulus–Organism–Response (S–O–R) framework (Mehrabian & Russell, 1974), the research model conceptualizes external pressures as environmental stimuli (S) that trigger internal cognitive transformations and behavioral resolve within the consumer as the organism (O), which subsequently manifest as an active, sustainable consumption response (R) (Tymoshchuk et al., 2024). These relationships are tested holistically using the PLS-SEM method. Accordingly, this study presents the Practical Minimalism–Consumption Commitment (PMCC) Model as a process-oriented extension of existing S–O–R and TPB-based explanations. Rather than proposing a wholly new theoretical framework, the model specifies how external motivational factors may be internalized through Practical Minimalism and translated into behavioral resolve through Consumption Commitment.

The original research model developed in this study is presented in Figure 1. The proposed model consists of six latent variables: Perceived Economic Pressure (EP), Environmental Awareness (EA), Social Influence and Norms (SIN), Practical Minimalism (PM), Consumption Commitment (CC), and Second-Hand Fashion Adoption (SHFA).

Unidirectional arrows in the model represent the hypothesized causal relationships among the constructs. To measure the constructs included in the research model, an extensive review of the relevant literature was conducted. The sources utilized in the development of measurement items are presented in the reference section of the study.

The model centers on three primary motivational sources that are assumed to guide consumers toward behavioral change. The effects of these motivations on individuals' internal processes—Practical Minimalism (PM) and Consumption Commitment (CC)—are tested through the proposed hypotheses. Perceived Economic Pressure (PEP) strengthens individuals' tendency to use their resources more rationally; the pursuit of maximizing utility at the lowest possible cost encourages the adoption of a practical minimalist consumption mindset (H1). At the same time, economic pressure contributes to individuals' avoidance of impulsive expenditures, thereby reinforcing Consumption Commitment (CC) (H2).

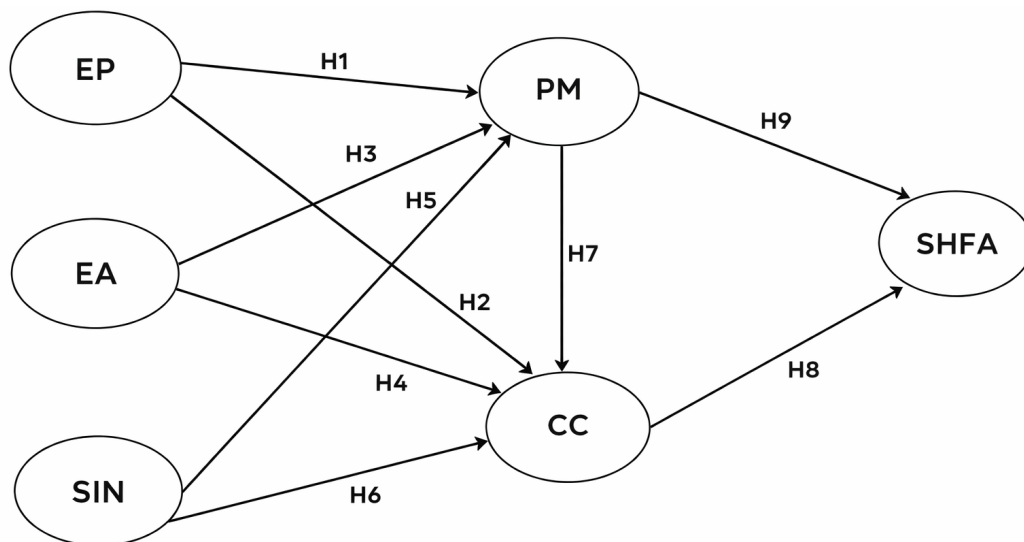


Figure 1. The Proposed Practical Minimalism–Consumption Commitment (PMCC) Model
Perceived Economic Pressure (EP), Environmental Awareness (EA), Social Influence and Norms (SIN), Practical Minimalism (PM), Consumption Commitment (CC), and Second-Hand Fashion Adoption (SHFA).

Environmental Awareness (EA) refers to cognitive knowledge and ethical sensitivity regarding the environmental problems caused by the fashion industry. Such awareness leads individuals to adopt a simpler and less wasteful lifestyle while also fostering stronger determination toward sustainable consumption choices. Accordingly, environmental awareness is assumed to positively influence both Practical Minimalism (PM) (H3) and Consumption Commitment (CC) (H4).

Social Influence and Norms (SIN) are associated with expectations and approval mechanisms originating from individuals' social environments. When sustainable and simplified consumption behaviors are socially endorsed, individuals are more likely to adopt a rational and minimalist consumption orientation (H5). In addition, expectations of social approval strengthen individuals' commitment to avoiding fast fashion and maintaining this behavior over time, thereby reinforcing Consumption Commitment (CC) (H6).

One of the most distinctive aspects of the study is the relationship between Practical Minimalism (PM) and Consumption Commitment (CC). This relationship is grounded in the assumption that individuals first develop a practical minimalist mindset in response to external pressures. The internalization of the PM approach—namely, prioritizing functionality over ownership, individuals' resistance to shopping impulses. This cognitive transformation is expected to function as a primary mechanism that directly strengthens Consumption Commitment (CC), which represents a more consistent and controlled stance in consumption behavior (H7).

In the final stage, the model examines how individuals' internal processes are translated into behavioral outcomes. The research model posits that both the development of a practical minimalist mindset and the strengthening of consumption commitment lead individuals away from traditional fast fashion-oriented purchasing behaviors toward Second-Hand Fashion Adoption (SHFA). In this context, consumers who demonstrate strong determination to avoid fast fashion (CC) are assumed to transform this resolve into second-hand fashion consumption as a concrete and sustainable alternative (H8). Similarly, practical minimalist individuals tend to evaluate products based on functionality and rationality rather than novelty, which facilitates the acceptance of second-hand products and is expected to directly promote Second-Hand Fashion Adoption (SHFA) (H9).

This theoretical framework aims to explain how environmental and economic sensitivities are transformed into a tangible sustainable consumption behavior through the cognitive filter provided by practical minimalism and the behavioral determination embodied in consumption commitment.

4. FINDINGS

4.1.Descriptive Statistics

The population of the study consists of all individuals aged 18 and above living in Türkiye who have the potential to modify their fashion consumption habits in line with sustainability motivations. The data were collected from young consumers, predominantly representing Generation Z and younger Millennials residing in Türkiye using a quantitative research design. To ensure the methodological rigor of the study, potential common method bias (CMB) was assessed due to the self-reported and cross-sectional nature of the data collection. Harman's single-factor test was performed, revealing that the first factor accounted for less than the 50%

threshold, indicating that no single factor dominates the variance. Furthermore, a full collinearity assessment was conducted using variance inflation factors (VIFs). All VIF values were found to be below the 3.3 threshold, confirming that common method bias does not pose a significant threat to the validity of the structural model. The survey was administered online via Google Forms using convenience sampling, which is a non-probability sampling method. Participation was entirely voluntary, and prior to completing the questionnaire, all respondents were informed about the purpose of the study, assured that their responses would remain strictly confidential, would be used solely for scientific research purposes, and that their identities would not be disclosed. All participants read the survey information and consented to participate voluntarily.

A total of 241 questionnaires were collected. However, after excluding responses with incorrect answers to the attention-check question and incomplete data following the data screening recommendations of Oppenheimer et al. (2009), 236 valid responses were retained for the final analysis. This sample size satisfies the recommended criteria for PLS-SEM analysis. The sample consists of 54.2% female and 43.6% male participants. Regarding age distribution, most respondents (56.8%) fall within the 18–24 age group. Overall, the sample is largely composed of younger consumers who tend to be more sensitive to issues related to sustainable fashion and consumption.

Partial Least Squares Structural Equation Modeling (PLS-SEM) was selected as the primary statistical method for several distinct reasons. First, this study focuses on extending sustainable fashion literature by conceptualizing a novel internal mechanism—Practical Minimalism—and exploring its predictive and explanatory power rather than merely confirming a static theory. PLS-SEM is highly appropriate for such exploratory research settings where structural frameworks are being developed or expanded. Second, the structural model contains multiple complex mediation and serial mediation paths, which PLS-SEM handles with higher statistical power without imposing strict distributional assumptions on the data.

4.2.Measurement Model and Reliability Analysis

In evaluating the measurement model, internal consistency reliability and convergent validity were examined as initial steps. Composite Reliability (CR) and Average Variance Extracted (AVE) values presented in Table 1 were taken as the primary criteria. The results indicate that Composite Reliability (CR) values for all constructs range between 0.789 and 0.905. Since these

values exceed the commonly recommended threshold of 0.70, all constructs in the model demonstrate satisfactory internal consistency reliability.

The measurement scales used in this study were adapted from established literature. Perceived economic pressure was measured using items, environmental awareness from Kim and Yun (2019), and social influence from Ajzen (1991). Practical minimalism was operationalized based on Pangarkar (2021), while consumption commitment and second-hand fashion adoption were measured using scales adapted from Armstrong (2018), respectively. All scales were translated into Turkish using a back-translation method to ensure linguistic equivalence.

Table 1.
Validity and Reliability

Constructs	Composite Reliability (CR)	Average Variance Extracted (AVE)
PEP	0.812	0.596
SHFA	0.905	0.704
PM	0.813	0.685
SIN	0.789	0.655
CC	0.809	0.587
EA	0.831	0.624

Convergent validity was assessed using AVE values. The AVE scores range between 0.587 and 0.704 for all constructs, exceeding the recommended threshold of 0.50. These results confirm that convergent validity is established and that the measurement items adequately represent their respective latent constructs.

Discriminant Validity

Discriminant validity was assessed using both the Heterotrait–Monotrait (HTMT) ratio and the Fornell–Larcker criterion. All HTMT values presented in Table 2 are below 0.837, remaining under the recommended threshold of 0.85 (or the more conservative 0.90 criterion). The highest HTMT value was observed between Practical Minimalism (PM) and Consumption Commitment (CC) (0.837), which is theoretically plausible given their conceptual proximity. Nonetheless, this value remains below the critical threshold, indicating that discriminant validity is preserved.

Table 2.
Discriminant Validity – HTMT Ratios

	EP	SHFA	PM	SIN	CC	EA
EP						
SHFA	0.244					
PM	0.424	0.209				
SIN	0.258	0.220	0.568			
CC	0.320	0.283	0.837	0.560		
EA	0.314	0.289	0.658	0.755	0.526	

Table 3.
Discriminant Validity – Fornell–Larcker Criterion

	EP	SHFA	PM	SIN	CC	EA
EP	0.772					
SHFA	0.203	0.839				
PM	0.286	0.163	0.828			
SIN	0.126	0.131	0.328	0.810		
CC	0.239	0.238	0.556	0.349	0.766	
EA	0.206	0.235	0.412	0.443	0.364	0.790

According to the Fornell–Larcker criterion, the square root of the AVE for each construct is greater than its correlations with other constructs. For example, the square root of AVE for Practical Minimalism (PM) is 0.828, which exceeds all correlations with other constructs. Similarly, Second-Hand Fashion Adoption (SHFA) has an AVE square root of 0.839, higher than all corresponding inter-construct correlations. These results further confirm discriminant validity.

Additionally, factor loadings and cross-loadings were examined (Table 4). Most measurement items exhibit factor loadings above 0.70 on their respective constructs, indicating strong associations with their intended latent variables. Although item AEB3 (PEP3) displays a relatively lower loading (0.586), the overall measurement quality of the construct remains acceptable due to the high loadings of the remaining indicators. Furthermore, each item loads highest on its respective construct, providing additional support for discriminant validity.

Table 4.
Cross Loading

	EP	SHFA	PM	SIN	CC	EA
EP1	0.864	0.146	0.252	0.111	0.235	0.221
EP2	0.835	0.178	0.265	0.082	0.182	0.103
EP3	0.586	0.167	0.103	0.119	0.113	0.172
SHFA18	0.261	0.869	0.211	0.059	0.257	0.245
SHFA19	0.119	0.816	0.091	0.138	0.213	0.154
SHFA20	0.164	0.859	0.117	0.157	0.148	0.206
SHFA21	0.045	0.810	0.062	0.127	0.115	0.146
PM11	0.330	0.126	0.864	0.369	0.384	0.431
PM12	0.125	0.146	0.791	0.155	0.556	0.235
SIN7	-0.037	0.112	0.172	0.693	0.208	0.331
SIN9	0.186	0.107	0.330	0.911	0.337	0.389
CC14	0.143	0.272	0.436	0.367	0.832	0.285
CC15	0.299	0.132	0.491	0.251	0.805	0.325
CC16	0.073	0.136	0.333	0.155	0.650	0.216
EA4	0.194	0.198	0.324	0.348	0.359	0.857
EA5	0.133	0.180	0.352	0.351	0.277	0.839
EA6	0.162	0.180	0.302	0.357	0.213	0.658

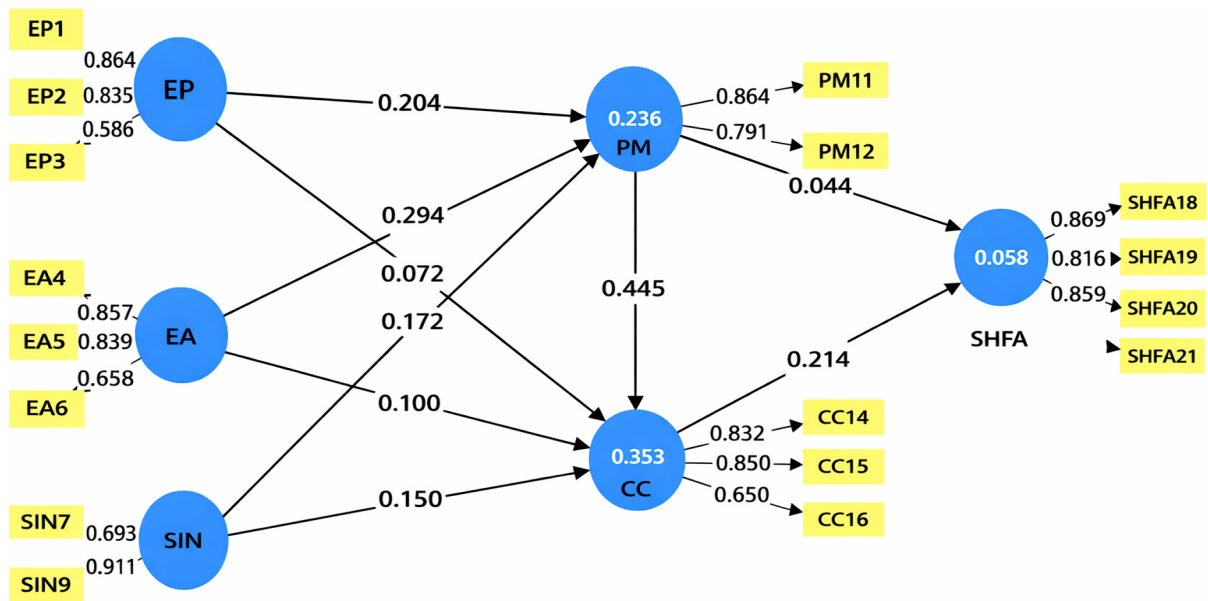


Figure 2. Measurement Model of the Practical Minimalism–Consumption Commitment (PMCC) Framework
Perceived Economic Pressure (EP), Environmental Awareness (EA), Social Influence and Norms (SIN), Practical Minimalism (PM), Consumption Commitment (CC), and Second-Hand Fashion Adoption (SHFA).

4.3. Structural Model and Hypothesis Testing

The hypotheses developed in this study were tested using the PLS-SEM approach. Statistical significance was evaluated based on the widely accepted criteria of $t > 1.96$ and $p < 0.05$. The results of hypothesis testing are presented in Table 5, and the structural model is illustrated in Figure 3. Out of the nine hypotheses, six were supported, while three were not statistically significant. Among the supported relationships, Perceived Economic Pressure has a positive and significant effect on Practical Minimalism ($\beta = 0.198$; $p = 0.001$), indicating that economic pressure is significantly associated with a tendency to develop a simpler and functionality-oriented consumption mindset.

Table 5.
Hypothesis Testing Results

Hypothesis	Path	β	t-value	p-value	Decision
H1	PEP → PM	0.198	3.207	0.001	Supported
H2	PEP → CC	0.069	1.042	0.297	Not supported
H3	EA → PM	0.291	4.201	0.001	Supported
H4	EA → CC	0.098	1.417	0.157	Not supported
H5	SIN → PM	0.166	2.607	0.009	Supported
H6	SIN → CC	0.152	2.231	0.026	Supported
H7	PM → CC	0.454	6.565	0.001	Supported
H8	CC → SHFA	0.217	2.772	0.006	Supported
H9	PM → SHFA	0.039	0.470	0.638	Not supported

The explanatory power of the structural model was evaluated using the coefficient of determination (R^2) for the endogenous constructs, as visible in the structural model estimation (Figure 3). The proposed framework accounts for 22.7% of the variance in Practical Minimalism ($R^2 = 0.227$) and 38.0% of the variance in Consumption Commitment ($R^2 = 0.380$). Regarding the final behavioral outcome, the model explains 5.8% of the variance in Second-Hand Fashion Adoption ($R^2 = 0.058$). The relatively low explanatory power for Second-Hand Fashion Adoption ($R^2 = 0.058$) should be interpreted with caution. This result indicates that although Practical Minimalism and Consumption Commitment help explain an internal cognitive-behavioral pathway toward sustainable fashion orientation, they account for only a limited proportion of the variance in second-hand fashion adoption. Second-hand fashion adoption is likely influenced by additional proximal and market-related factors that were not included in the present model, such as trust in sellers or platforms, perceived product quality, hygiene concerns, platform usability, availability of desirable products, price perceptions, and social stigma. Therefore, the present model should be understood as explaining a specific internal motivational mechanism rather than providing a comprehensive model of second-hand fashion adoption.

In addition to explanatory power, the model's pathways were evaluated qualitatively based on their structural contributions. The direct path from Practical Minimalism to Consumption Commitment demonstrated a substantial operational effect within the framework, aligning with the medium-to-large threshold expectations in variance-based structural models ($\beta = 0.454$, $t = 6.565$).

The strongest relationship in the model is between Practical Minimalism and Consumption Commitment ($\beta = 0.454$; $p = 0.001$), indicating that a minimalist mindset is a strong predictor of consistent and resilient consumption behavior. Social Influence and Norms exert significant effects on both Practical Minimalism ($\beta = 0.166$; $p = 0.009$) and Consumption Commitment ($\beta = 0.152$; $p = 0.026$), highlighting the importance of social context in shaping sustainable consumption.

Regarding the behavioral outcome, Second-Hand Fashion Adoption is significantly influenced only by Consumption Commitment ($\beta = 0.217$; $p = 0.006$). In contrast, the direct effect of Practical Minimalism on Second-Hand Fashion Adoption is not statistically significant ($p = 0.638$). These findings suggest that minimalist attitudes alone are insufficient to directly drive second-hand fashion adoption without a strong behavioral commitment.

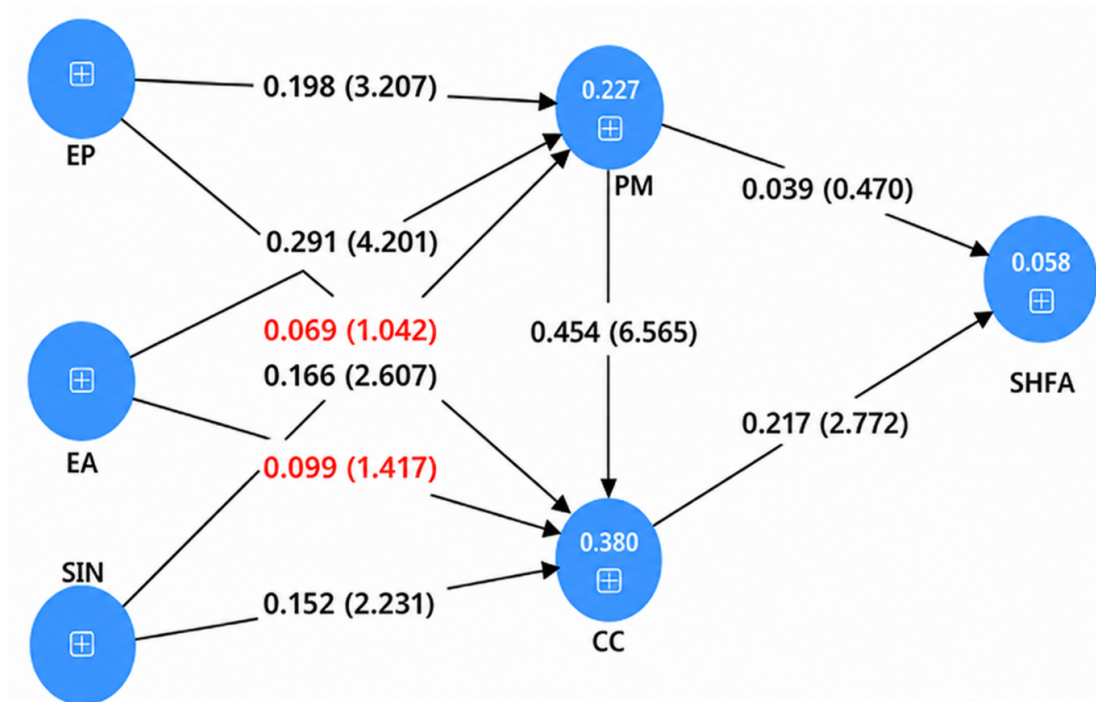


Figure 3. Structural Model Results with Standardized Path Coefficients and t-Values

Perceived Economic Pressure (EP), Environmental Awareness (EA), Social Influence and Norms (SIN), Practical Minimalism (PM), Consumption Commitment (CC), and Second-Hand Fashion Adoption (SHFA).

Indirect Effects

The results of indirect effect analyses are presented in Table 6. The findings indicate that several mediation mechanisms proposed in the model are statistically supported. Perceived Economic Pressure has a significant indirect effect on Consumption Commitment through Practical Minimalism ($p = 0.004$). Similarly, Environmental Awareness ($p = 0.001$) and Social Influence and Norms ($p = 0.024$) significantly affect Consumption Commitment via Practical Minimalism.

Moreover, Practical Minimalism has a significant indirect effect on Second-Hand Fashion Adoption through Consumption Commitment ($p = 0.008$). Serial mediation analyses further reveal that Environmental Awareness exerts a significant indirect effect on Second-Hand Fashion Adoption through both Practical Minimalism and Consumption Commitment ($p = 0.031$). The indirect effect of Perceived Economic Pressure through the same sequential path is marginally significant ($p = 0.058$).

These results support the core assumption of the model: external motivational factors do not directly predict consumption behavior but instead are associated with a practical minimalist mindset, which then evolves into consumption commitment and ultimately manifests as sustainable behavior in the form of adoption of second-hand fashion. This multi-stage mechanism constitutes one of the study's key theoretical contributions.

Table 6.
Indirect Effects and Mediation Results

Indirect Effects	Coefficients	t-values	p-values	Significant
EP → PM → CC	0.090	2.908	0.004***	Yes
SIN → PM → SHFA	0.006	0.423	0.672 (ns)	No
EA → CC → SHFA	0.021	1.125	0.261 (ns)	No
EA → PM → SHFA	0.011	0.456	0.649 (ns)	No
SIN → PM → CC	0.076	2.259	0.024**	Yes
EA → PM → CC	0.132	3.386	0.001***	Yes
EA → PM → CC → SHFA	0.029	2.153	0.031**	Yes
EP → PM → CC → SHFA	0.019	1.899	0.058*	Yes
SIN → PM → CC → SHFA	0.016	1.619	0.105 (ns)	No
EP → CC → SHFA	0.015	0.867	0.386 (ns)	No
EP → PM → SHFA	0.008	0.421	0.674 (ns)	No
PM → CC → SHFA	0.098	2.641	0.008***	Yes
SIN → CC → SHFA	0.033	1.537	0.124 (ns)	No

Model Fit

The SRMR (Standardized Root Mean Square Residual) value of the model is 0.084, which is below the recommended threshold of 0.10, indicating an acceptable model fit. The Normed Fit Index (NFI) value is 0.679, which falls within the acceptable range (0.60–0.70) for PLS-SEM models. Given that absolute fit indices are considered secondary in PLS-SEM, these values suggest that the model is suitable for testing the proposed structural relationships.

5. CONCLUSION AND DISCUSSION

This study contributes to the sustainable consumption and fashion literature by conceptualizing the transition from fast fashion consumption to second-hand fashion adoption as a multi-stage cognitive and behavioral transformation process rather than a simple alternative purchasing decision. By integrating Practical Minimalism and Consumption Commitment into a unified structural framework, the study provides a novel explanation of how external motivational forces are internalized and translated into sustainable consumption behavior.

5.1. Summary of Key Findings

The empirical findings reveal that six out of nine hypothesized relationships are supported. The non-significant effects of Perceived Economic Pressure and Environmental Awareness on Consumption Commitment indicate that external concerns do not automatically translate into stable behavioral resolve. Economic pressure may encourage more rational consumption, and environmental awareness may increase sensitivity to sustainability problems; however, these factors appear to require internalization through a practical minimalist mindset before becoming a stable commitment to changing fashion consumption habits. The results demonstrate that

economic pressure, environmental awareness, and social influence do not directly lead to second-hand fashion adoption. Instead, these external stimuli first shape consumers' internal cognitive orientations, most notably a practical minimalist mindset—which subsequently strengthens consumption commitment, ultimately leading to second-hand fashion adoption.

The lack of a direct relationship between environmental awareness and consumption commitment (H4) is particularly noteworthy. This suggests an 'attitude-behavior gap' where awareness does not automatically translate into psychological resolve. This finding implies that environmental concerns must be filtered through a practical mindset (PM) to become actionable. Similarly, the non-significance of H9 reinforces the idea that second-hand adoption is not a simple byproduct of minimalism but requires a deep-seated commitment to changing consumption habits. The non-significant direct relationship between Practical Minimalism and Second-Hand Fashion Adoption suggests that a minimalist consumption orientation alone may not be sufficient to produce adoption behavior. Practical Minimalism may encourage consumers to reassess ownership, functionality, and unnecessary consumption; however, second-hand fashion adoption also requires overcoming more concrete barriers such as hygiene concerns, perceived product quality risk, lack of trust in sellers or platforms, and concerns about social image. Therefore, Practical Minimalism appears to operate primarily as a cognitive orientation that strengthens Consumption Commitment rather than as a direct behavioral trigger. This interpretation is consistent with the significant indirect effect of Practical Minimalism on Second-Hand Fashion Adoption through Consumption Commitment.

One of the most salient findings of the study is the strong and statistically significant relationship between Practical Minimalism and Consumption Commitment. This result indicates that minimalist thinking functions as a critical cognitive mechanism that enables individuals to sustain consistent and deliberate consumption behavior. While Practical Minimalism does not directly influence Second-Hand Fashion Adoption, its indirect effect through Consumption Commitment is both substantial and significant. This finding highlights the importance of behavioral resolve in transforming values and attitudes into actual consumption behavior.

5.2. Theoretical Contributions and Originality

Rather than proposing a wholly new theoretical framework, this study extends and refines existing S–O–R and TPB-based explanations by specifying how external motivational factors may be internalized through Practical Minimalism and translated into behavioral resolve

through Consumption Commitment. In this sense, the PMCC Model should be viewed as a process-oriented extension of existing sustainable consumption frameworks. The main theoretical contribution of this study lies in clarifying the process through which external pressures relate to consumption commitment through the mediating role of practical minimalism. The originality of this study lies in its process-oriented perspective on sustainable fashion consumption. Unlike much of the existing literature, which tends to focus either on economic motivations (e.g., price sensitivity) or ethical and environmental concerns as direct predictors of second-hand purchase intention (Guiot & Roux, 2010; Bardhi & Arnould, 2005; Turunen & Leipämaa-Leskinen, 2015), this study demonstrates that internal cognitive restructuring precedes behavioral change.

First, the study extends the Theory of Planned Behavior (TPB) (Ajzen, 1991) by empirically distinguishing between mindset formation (Practical Minimalism) and behavioral determination (Consumption Commitment). While TPB emphasizes attitudes, subjective norms, and perceived behavioral control, the present model shows that a minimalist consumption mindset acts as a cognitive filter through which external pressures are interpreted and stabilized before becoming behaviorally effective. This finding aligns with recent calls to incorporate deeper psychological mechanisms into sustainable consumption models (Pangarkar, 2021; White et al., 2019).

Second, the study contributes to the minimalism literature by operationalizing Practical Minimalism not as an ideological lifestyle choice but as a functional and utilitarian cognitive orientation. Previous research often conceptualizes minimalism as an ethical or philosophical stance (Iyer & Muncy, 2009; Pangarkar, 2021). In contrast, the present study demonstrates that minimalism can emerge as a rational adaptation to economic, environmental, and social pressures, thereby broadening its theoretical scope.

Third, this research advances second-hand fashion studies by empirically showing that second-hand adoption is not an automatic outcome of minimalist values. Instead, it requires a strong consumption commitment that bridges the gap between cognitive orientation and actual behavior. This finding helps explain inconsistencies in prior studies where positive attitudes toward sustainability did not always translate into second-hand purchasing behavior (Hvass & Pedersen, 2019; Laitala, 2014).

5.3. Comparison with Prior Literature

The findings are partially consistent with earlier studies conducted in Türkiye and other contexts. For instance, Türkdemir (2022) and Özkan (2025) report that sustainability awareness and economic motivations positively influence second-hand purchase intention. However, the present study differs by demonstrating that these effects are largely indirect, operating through internal mechanisms rather than direct behavioral pathways.

Similarly, Kurtuluş et al. (2021) emphasize the role of environmental concern and economic motivation in online second-hand shopping. While supporting the relevance of these factors, the current study shows that external motivation alone are insufficient unless they are internalized through a stable cognitive and behavioral structure. In line with Tymoshchuk et al. (2024), the findings also underscore the importance of internal consistency and value alignment in predicting second-hand fashion adoption.

5.4. Managerial and Practical Implications

From a managerial perspective, the results suggest that raising environmental awareness alone may not be sufficient to encourage sustainable fashion behavior. Fashion brands, second-hand platforms, and policymakers should focus on strategies that support cognitive simplification and behavioral consistency, rather than solely emphasizing moral or environmental appeals.

Second-hand fashion platforms can benefit from positioning their offerings not merely as low-cost alternatives but as rational, functional, and durable consumption choices. Marketing communications that emphasize utility, longevity, and resource efficiency may resonate more strongly with consumers who have developed a practical minimalist mindset.

For policymakers and sustainability practitioners, the findings imply that interventions aimed at reducing fast fashion consumption should target habit disruption and commitment formation. Educational campaigns that encourage consumers to reassess ownership, functionality, and necessity may foster stronger long-term behavioral commitment than short-term awareness campaigns (White et al., 2019).

5.5. Limitations and Future Research Directions

Despite its contributions, the study has several limitations. The data were collected using an online convenience sampling method, which limits the generalizability of the findings. Future

studies may employ probability sampling techniques or cross-cultural comparisons to test the robustness of the proposed model across different contexts.

Additionally, future research could examine longitudinal designs to better capture the temporal evolution of practical minimalism and consumption commitment. Incorporating experimental or qualitative methods may also provide deeper insights into how minimalist mindsets are formed and sustained over time.

5.6. Concluding Remarks

In conclusion, this study conceptualizes the transition from fast fashion to second-hand fashion not merely as an alternative purchasing decision but as a cognitive-behavioral transformation process. By highlighting the central roles of Practical Minimalism and Consumption Commitment, the study offers a theoretically robust and empirically supported framework for understanding sustainable fashion consumption. The findings provide a solid foundation for future research and practical interventions aimed at fostering long-term sustainable consumption behavior.

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