

# New or Second-Hand Clothing? How Materialism Shapes the Emotional and Identity Perceived Benefits of Fashion Choices

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Cite as:

Moldes Olaya, Koenig-Lewis Nicole, Bosangit Carmela (2025), New or Second-Hand Clothing? How Materialism Shapes the Emotional and Identity Perceived Benefits of Fashion Choices. *Proceedings of the European Marketing Academy*, 54th, (126163)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



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## **Abstract**

This research investigates the relationships between materialism, identity construction (self-esteem and distinctiveness), positive emotions, and purchase behaviour in the context of brand-new and second-hand clothing consumption. Across two studies, we explore how materialistic values influence consumers' emotional and identity-driven satisfaction from purchases, using retrospective evaluations in Study 1 ( $N = 600$ ) and forward-looking expectations in Study 2 ( $N = 399$ ). The findings reveal that materialism is associated with higher positive emotions, self-esteem, and distinctiveness for both purchase types, with self-esteem and distinctiveness fully mediating the materialism-positive emotion link. However, significant differences emerge between brand-new and second-hand purchases, as materialism showed a stronger influence on self-esteem and distinctiveness in brand-new clothing. These findings reflect that materialistic values play a significant role in clothing evaluations.

**Keywords:** Second-hand Clothing; Consumer Well-being; Identity

**Track:** Consumer Behaviour