

**THE FACTORS AFFECTING RECLAIMED FASHION
BUYING BEHAVIOUR IN SRI LANKA**

**A STUDY ON PRO-ENVIRONMENTAL PURCHASE
INTENTIONS OF THE MILLENNIAL CONSUMER.**

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Abstract

At the turn of the twenty-first century, greenhouse gas emissions and rising environmental temperature, along with natural disasters, have lead people to rethink their sustainable footprint. Over half of the world's clothing is manufacturing in Asia, a continent suffering from deadstock and offcuts ending in landfills. Therefore the fashion retailers and academics are looking at re-sale models despite the Asian cultural taboos.

There is a necessity for structured academic research to understand consumer's reclaimed fashion buying behaviour. Empirical findings suggests, situational factors, consumer perceived values, subjective norms, and perceived behavioral control are suggested to drive reclaimed fashion buying. Theoretical models such as the theory of planned behaviour and sustainable purchase framework mainly identify the relationship with the reclaimed fashion buying behaviour. A positivistic philosophy is applied due to the highly structured nature of the study. The conceptual framework is developed, taking the deductive approach to deduce the hypothesis. A questionnaire is circulated amongst 260 participants underlying the questions based on determinants using mono-method research choice to test the hypothesis.

The quantitatively analyzed data suggested that the perceived behavioral control of a millennial consumer is the most crucial factor in determining reclaimed fashion buying behaviour while personal factors positively derive it. The results further implied that situational factors weakly perform in buying behaviour. According to the findings, it is evident that consumer's decisions on adopting reclaimed fashion are based on both individual-related and peer-related surroundings. Based on the findings, this thesis provides insightful recommendations to retailers and future researchers.

Key Words: Reclaimed fashion buying behaviour, Pro-environmental purchase intentions.