



Degree Program in BI - Luiss Joint MSc in Marketing

Course of Brand Management/Topics in Digital Marketing

The Impact of Perceived risk of social Acceptance on Purchase Intention for Upcycled Clothing.

Prof. Cesare Amatulli

SUPERVISOR

Prof. Martina Di Cioccio

CO-SUPERVISOR

772681 Ørjan Hagland

CANDIDATE

Academic Year 2023/2024

Abstract

This research aims to investigate the influence of different levels of perceived risk on purchase intention for upcycled clothing. It explores if there are differences in purchase intention for upcycled clothes based on high and low perceived risk. This is explored through two different surveys, one with a shopping scenario to stimulate low perceived risk and one shopping scenario stimulating to high perceived risk. Further, the research investigates how different social norms may mediate the relationship between perceived social risk and purchase intention for upcycled clothes.

Specifically, subjective norms, personal norms and role beliefs are each independently explored as potential mediators. Further, status consumption and the need for uniqueness are explored as potential moderators in the relationship between perceived risk and purchase intention. The results confirmed that different levels of perceived risk influence purchase intention for upcycled clothing, improving the theoretical understanding concerning upcycled behavior. However, there were non-significant results for the mediators and moderators. Still, the mediation and moderation tests revealed some direct effects that are interesting for future research and for managerial implications.

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1.0 Introduction

The fashion industry is known for significantly influencing the environment, and in recent years reports have unveiled that the fashion industry is one of the biggest contributors to unsustainable and polluting practices (Niinimäki et al., 2020). The negative impacts on the environment include energy use, and causing the degradation of soil, water, and air quality. These negative impacts include every stage of production, marketing, and consumption. Previous reports have estimated that the fashion industry is accountable for almost 10 percent of global emissions (4-5 billion tons per year), around 20 percent of wastewater (79 trillion liters per year), approximately 35 percent of marine microplastic pollution (190 000 tons per year), and accountable for over 92 million tons of textile waste each year (Niinimäki et al., 2020). However, just around 12 percent of the textile waste is repurposed and recycled. If this rate is not changed, the fashion industry is calculated to be accountable for 25 percent of the world's carbon emissions by 2050 (UNenvironment, 2020). This emphasizes the need for change and adaptation in the fashion industry, to be part of UN sustainable development goals within 2030 (United Nations, 2015).

Furthermore, the increasing growth of fast fashion is encouraging consumers to increase clothing consumption worldwide (Joy et al., 2012). Numbers from Statista indicate a considerably increase in the coming years and assumes a growth from 106 billion U.S. dollars in 2022 to 185 billion U.S dollars in 2027 for the fast fashion sector (Statista, 2024). The fashion industry consistently pushes new trends and styles, which make previous trends and styles outdated. Consequently, the issues regarding textile waste have arisen as a prominent challenge within the fashion industry, representing an unwanted yet unavoidable consequence. This waste is created during the entire supply chain, including the manufacturing of textiles, garment production, consumer use, and the final disposal of these products. At every stage, from the production of textiles to the transformations into garments, there are several forms of textile waste produced (Mifetu, 2021). This also contains the use by consumers. Textile waste occurs throughout the total supply chain. Encompassing the designing process, production, distribution, and various selling activities. Furthermore, it also includes waste from consumers through the use and disposal. This includes the purchase of textile items, damaged, worn out to discarded (Kim et

al., 2021).

One approach to decline these negative environmental impacts could be upcycled fashion. Upcycling refers to the process of transforming by-products, waste materials, and useless, or unwanted products into new materials or products of better quality or for better environmental value (World Design Organization, n.d.). Upcycled products are often seen as part of the sustainable and eco-friendly movement, differentiating them from regular consumer goods. Upcycling is characterized and set apart from other types of material repurposing such as downcycling and recycling. Braungart and McDonough investigated the notion of upcycling, they presented the idea that upcycling represents a transformative innovation for the continuous circular reuse of materials, unlike traditional recycling methods, which are often viewed as downcycling (Braungart et al., 2007). Upcycling results in complete energy conservation, whereas recycling usually deconstructs the initial material and transforms it into a new product, consuming additional energy in the process (Yu & Lee, 2019). The concept of upcycling has attracted more attention worldwide. Upcycle tagged products increased from 7 900 in 2010, to almost 30 000 a year later, indicating a 275% increase. In April 2013, the numbers had increased to 263 685, an increase of 879% (Xu & Gu., 2015).

Research utilized by Yu & Lee (2019) investigated the role of consumption values in upcycled products. The research was based on a multiattribute model developed by Fishbein & Ajzen (1974), known as the attitude towards object model. Consumers create beliefs about a product's features after engaging in a cognitive process. This leads to the formation of either positive or negative attitudes based on these beliefs. The results from their research indicated that green values, emotional and aesthetic values were significant predictors of developing positive attitudes and purchase actions. (Yu & Lee., 2019). One missing factor in the light of the research done by Yu & Lee (2019), is the influence of consumers perceived risk of being socially accepted or perceived as cool by consuming upcycled products.

For some people, upcycling is about helping the environment, while others might do it to feel closer to their community or to consume unique products. Because of these different reasons, upcycling should be thought of in a way that covers not just environmental actions but also domains like being part of a community and self-

expression. Triandis model, developed by Harry C. Triandis, is a theoretical framework that can be effectively used to study various aspects of social behavior. This includes understanding the complex relation between perceived risk and purchase intention for upcycled clothes. The model underlines the importance of subjective culture, social factors, and the role of intentions in predicting behavior (Triandis, 1977). Understanding the purchase intention for upcycling clothing requires a flexible framework. It must be capable of explaining environmentally impactful actions, and behaviors related to engaging within social communities and the desire for personal expression. Based on the broad range and flexibility, Triandis' model is thus assessed as an appropriate approach for examining upcycling behaviors.

Research done by Sung (2017), extended on Triandis model and the theory of interpersonal behaviour (TIB) done by Jackson (2005). The summary noted that the Theory of Interpersonal Behaviour (TIB) by Triandis, especially as laid out in 1977 and as clarified by Jackson in 2005, is an appropriate model for understanding the complex interplay of upcycling behavior. However, there were observed some challenges in applying the original TIB. This was due to the complexity and lack of clearness in the model. The solution was to combine an approach of TIB with the Theory of Planned Behaviour (TPB), to increase the understanding and prediction of behavior. In the present research, Triandis model will be adjusted to explore individual behavior through the lens of role beliefs, subjective norms and personal norms. These social factors are developed to simplify the framework, with inspiration from Sung (2017) research. This framework is developed to understand actions that affect the environment, and also activities that involve community involvement and individual expression.

Despite prevailing market trends and the recognized necessity for circular fashion business models, scientific work on this area is still lacking. Specifically, there is a need for more research into how consumers perceive, evaluate, and socially consider upcycled fashion. Moreover, the acceptance of upcycled fashion by peers or social groups has not been properly investigated within the area of consumer behavior literature. The purpose of this research paper is to contribute to current research by addressing gaps in the context of upcycled fashion. Hence, the main goal is to increase the understanding of consumer behavior in the context of upcycled fashion.

The main goal is to explore how consumers perceive and evaluate upcycled fashion, and how concerns of social acceptance influence the purchase intention. This is a domain with limited prior knowledge. By addressing consumers attitudes regarding upcycled clothing, this research contributes to targeted marketing strategies for companies who want to promote sustainable fashion. Furthermore, it will be valuable to get a deeper understanding of the social factors that influence sustainable fashion consumption. Overall, this study offers an extensive exploration of consumers behavior towards upcycled fashion, which provide both theoretical knowledge and practical applications for the fashion industry.

Results provided insights into how different levels of perceived risk of social acceptance influence purchase intentions, in the context of upcycled clothing. By exploring both high and low perceived risk conditions. Key findings include the negative impact of high perceived risk on purchase intention. Moreover, it highlighted how effect of personal norms, role belief, and the need for uniqueness influence purchase intention for upcycled clothes.

This study provides several theoretical contributions. It reveals how high perceived risk significantly decreases the purchase intention for upcycled clothing. Consumers who perceive a high social acceptance risk are less likely to buy upcycled clothing. This builds on the research done by Kim et al (2021), by clarifying the direct effect perceived risk has on purchase intention. Also, it shows the need for marketers to address social acceptance concerns to enhance the interest in upcycled clothing. Further the results highlighted the direct effect of personal norms and role belief on purchase intention for upcycled clothes, regardless of perceived risk. Lastly, the results revealed that the need for uniqueness directly influence purchase intention for upcycled clothing. This adds to work done by Einollahi & Kim (2020), by revealing that need for uniqueness in addition to increase value perception of second-hand clothing, also increase perception for upcycled clothing.

The research increases the understanding of sustainable consumption by investigating the complex relationship of perceived risk, social norms and individual differences. It shows how psychological factors influences consumers behavior regarding upcycled clothing. These findings may offer practical insight for marketers

who want to promote sustainable consumption. By underscore the importance of consider psychological factors to increase acceptance of upcycled clothing.

2.0 Literature review

2.1 The role of sustainability

Sustainability is now more than ever a critical factor and an important topic of consideration in every part of society. Because of global trade and mass production, everyday consumers can obtain products that would not be possible 50 years ago. This increased availability of diverse goods, and the growth of a global middle class, are part of the reason for the consumer society we have today (Lehtinen, 2021). Earth possesses an extensive array of natural resources such as air, water, soil, plants, animals and land, all of which are essential for human survival and prosperity. Despite this, human activity has significantly strained these resources. Activates such as clearing forests and grasslands, fossil fuel consumption, and ecosystem destruction have had severe consequences for the planets long-term vitality (World Wildlife Fund, n.d.).

Sustainable development acknowledges that execution in one area will affect outcomes in other areas. Development must balance social, economic and environmental sustainability (United Nations Development Programme, n.d.). Recent national policies, strategies and development plans in various countries have increasingly focused on sustainable development. The United Nations General Assembly introduced a framework of Sustainable Development Goals (SDGs), comprising 17 goals and 169 specific targets (Owusu & Asumadu-Sarkodie, 2016). The goals aim to make sure we can meet our needs, without jeopardize the needs of future generations.

Regarding sustainable development circular economy is a concept for business models addressing environmental, social and economic challenges. The primary goal of the circular economy is to minimize waste and pollution by extending the life of products and materials. Hence, decrease the need for constantly producing raw materials to produce products or services (Lehtinen, 2021). To systematically rethink the different production and consumption cycles is especially relevant for industries with a high turnover rate, such as the fashion industry. The fashion industry is known

for significant environmental footprints, particularly in the fast fashion sector (Niinimäki et al., 2020). Many of the processes during manufacturing has harmful influence on the environment. Usually, it starts with growing or making fibres for the fabric. These can come from plants, animals, or be made from chemicals. These fibres are transformed into clothes during manufacturing process, and then shipped out to stores where people can purchase them. At every single step of the production there are environmental consequences associated with the consumption of water, materials and energy, as well as the utilization of chemicals (Niinimäki et al., 2020). Based on this sustainability practice in the fashion industry is an essential evolution for a more responsible and environmentally conscious approach to fashion.

2.2 Sustainability in the fashion sector

As we turn our attention to the issue of sustainability within the fashion industry, one of the critical subject is the amount and handling of waste material. Textile production and usage are global and engage millions of manufacturers and billions of consumers. With population growth and economic advancement, demand for textile goods has steadily increased (Sandin & Peters, 2018). Moreover, the rise of fast fashion known for affordable and trendy clothing, has changed consumer purchasing and disposal habits. Fast fashion which revolves around offering vast amount of apparel at low prices, has become a dominant and common business strategy. Hence, leading to a significant increase in clothing consumption (Bick et al., 2018). Every year, approximately 80 billion new garments are bought worldwide, generating around \$1,2 trillion annually for the fashion industry (Claudio, 2007). The fast fashion model promotes the idea of clothing as disposable items. Fast fashion companies consistently promote styles, which leads to earlier designs becoming outdated. For instance, Zara offers 24 different collection per year. As a result, consumer increasingly view inexpensive clothing as nearly disposable items, often discarding them after just seven or eight uses (Sajn, 2019). Consequently, textile waste has become a significant problem (Mifetu, 2021). On average, American discard around 80 pounds of clothing and textile each year (Wicker, 2016). In Europe, the quantity of clothing bought per person has increased by 40% in recent decades, because of low prices, easy access, and quick delivery of fashion items to consumers. Further, in recent years clothing is accountable for between 2% to 10% of the

environmental impact of EU consumption (Niinimäki et al., 2020).

Agrawal et al (2013) identified two primary types of textile waste: pre-consumer waste and post-consumer waste. Pre-consumer waste is by-products that occur during the manufacturing process in the textile, fibre or fabric industries. Moreover, post-consumer waste consists of garments or textiles discarded because it is worn out, out of style or damaged (Agrawal et al., 2013). Investigation done by Nikolina (2019) indicates that when owners in EU decide to get rid of their clothes, they are either thrown away or moved to landfill. This contributes to the release of more methane. Furthermore, estimations done by Textile Recycling Association indicates that only 15% to 20% of textile that were discarded were gathered for recycling and reuse (Nicolina, 2019). Tojo et al (2012), proposed three main strategies for decreasing the volume of textile: (i) minimize the consumption of new material, (ii) extend the life of current textile products, and (iii) repurpose and recycle textiles no longer required for their original use. One solution to minimizing the consumption of new material, is by increase the availability of second-hand clothes. Second hand clothes are repurposing a product in the original state (Agrawal et al., 2013). The two other strategies proposed by Tojo et al (2013), could be handled by increase the use of upcycled operations. Upcycling is the process of repurposing discarded materials or items in a way that enhances their quality or value beyond that of the original product (Yu & Lee, 2019). This contributes to waste reduction and diminishing industrial pollution (Kagitci, 2020). This method conserves resources and also offers creative ways for the fashion industry to develop unique sustainable fashion pieces. This shows that upcycling has the potential to turn waste and old garments into new valuable fashion items.

2.3 Upcycled fashion

Sandin & Petters (2018) defined upcycling as textile reuse with different methods used to prolong the usable life of textile products by passing them on to new owners, either with or without modifications beforehand (Sandin & Petter, 2018). Upcycling is evaluated as more advantageous than recycling because the process requires less energy and does not rely on virgin resources for its results. (Gardetti & Torress, 2017). This is because upcycling involves repurposing old textile for a new user or

remaking it for a new design and purpose. Furthermore, Gardetti & Torress (2017) acknowledges that other recycling types need more energy in the processes to break down the textile. Upcycling leads to full conservation of energy. While recycling typically breaks down the original material and reforms it into a new product, using extra energy during the transformation (Yu & Lee, 2019).

In addition to having a minor impact on the environment, upcycling can serve as a distinctive selling feature due to its unique nature. Given that upcycling involves revitalizing discarded materials with unique designs and ideas, extending their life beyond mere recycling, upcycling products are anticipated to offer greater value than typical environmentally friendly products (Ali et al., 2013). Consequently, consumers may experience a particular sense of pleasure and excitement from owning an upcycled product, as it offers one-of-a-kind and exclusive products (Sung & Cooper, 2015). In the fashion sector, research on consumption value has been frequently carried out within the framework of clothing consumption value. Especially the impact of consumption value on purchase intention (Kim et al., 2021). However, while upcycled products are available across various product categories and through the market, there has been limited research exploring consumers' intention to purchase upcycled products (Somi & Jieun., 2019). Previous research has also highlighted a scarcity of such studies within marketing literature, among other things regarding consumer behavior towards upcycled fashion (Wei & Jung, 2017). Understanding consumers' purchase intention towards upcycled fashion would be important to evolve business strategies and expand upcycled fashion preferences in purchase situations. To get a deeper understanding of purchase intention, it will be insightful to understand how social concerns could influence consumer behavior. For many consumers their motivation for purchasing clothes is to be perceived as trendy and is often stronger than their motivation for sustainable or ethical purchases (Mandarić et al., 2022). One barrier to upcycled clothes could be the fear of social judgment concerning the aesthetics and quality of the products. Some consumers may fear that upcycled clothes are less fashionable, and therefore less socially accepted among peers. People who dress according to an accepted dress code are usually more likely to be accepted by peers. Compared to people expressing their individualism

(Creekmore 1980). Differing from dress codes could affect social acceptance and form emotional stress (Liskey-Fitzwater et al., 1993).

2.4 Social acceptance

Social acceptance is the degree to which a person is accepted and noted by others in different social contexts and connections. This concept covers a broad spectrum from simply allowing an individual to be part of a group to actively choosing them as a companion or friend (Luna et al., 2020). Consumer behavior could be greatly influenced by social acceptance, which shapes how consumers choose products depending on their perception of society expectations and social norms (Melnik et al., 2019). Social acceptance happens when individuals receive signals from others indicating a wish to include them within their social circles and relationships (Leary, 2010). It is a complicated concept that has the potential to influence everything from brand choice to product acceptance. Therefore, it is important for marketers to understand. Regarding consumer behavior, it implies consumers making purchase decisions based on what they believe are in line with norms, values and expectations of their social groups or society at large.

A widely known sociological theory to understand the influence of social acceptance is the theory of planned behavior. This theory, presented by Ajzen (1991) suggests that an individual's behavior is determined by their intention to perform the behavior, which is influenced by attitudes towards the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). This theory indicates how subjective norms, beliefs about whether important others approve or disapprove of the behavior, are directly connected to the concept of social acceptance. Which could in turn influence production adoption. Consumers are more likely to adopt products they perceive as being accepted by their social groups. This is particularly evident in fashion, where trends can be driven by the perceived popularity of certain styles within groups (Saleem et al., 2014).

A related concept is the desirable social trait of coolness. If a particular behavior is accepted among social groups, it is often perceived as cool (Lin & Chen, 2022). Consumers often involves in styles that could be perceived as “cool” by others, to earn social approval and acceptance (Gardner & Steinberg, 2005). Therefore, understanding how perceptions of social acceptance differ, it is important to gain a

deeper theoretical understating of how perceptions of coolness differ among consumers, and how it could influence purchase intention of upcycled fashion products. Warren & Campbell (2014., p. 544) defined “coolness” as “*a subjective and dynamic, socially constructed positive trait attributed to cultural objects inferred to be appropriately autonomous*” (Warren & Cambell., 2014, p. 544). What is perceived as cool among consumers changes over time, and differs among different consumers (Danesi., 1994). Coolness is also understood by other social traits like status and popularity. In many purchases situations consumers desire to consume products that are self-expressive, to be perceived as cool and to get social acceptance by a reference group (Shin et al., 2017). Individuals often look to their peers for insights and assessments, particularly those with shared values and similarities in key areas, to form and appraise their own views about the world (Escalas & Bettman., 2005). Reference groups provide established norms and standards that influence behavior and can impose pressure on individuals to conform to these norms (Rehman, 2011). They influence what individuals consider appropriate or desirable and could shape their sense of identity and belonging. For instance, reference groups can influence individuals purchase decisions, by affecting their perception of what is preferable or acceptable to use, wear or consume. Thus, what is perceived as cool can have significant influence consumer behavior and decisions to purchase upcycled clothing.

By examining how consumers navigate these social dimensions in their decision-making processes with upcycled clothing, marketers and designers could get important implications on how to promote sustainable fashion. Building upon the literature review, the first hypothesis of this study posits that the perceived risk of social acceptance negatively influence consumer’s intention to purchase upcycled clothes. This hypothesis is grounded in the theory that social perceptions, particularly fear of judgment or exclusion, can deter individuals from engaging on behaviors that otherwise are aligned with their values or preferences (Li et al., 2023). This assumption is particularly potent for fashion, where trends often appear from the perceived approval and adoption of styles within influential social circles (Aldilax et al., 2020). The hypothesis suggests that if consumers believe they might be judged or not accepted by their social group for wearing upcycled clothes, they might be less inclined to buy them. Thus, the first hypothesis of the research paper is:

Hypothesis 1:

HA: Perceived risk of social acceptance negatively influences consumers intentions to purchase upcycled clothes.

2.5 The mediating effect of subjective norms, personal norms and role beliefs

Social norms have become recognized as an effective approach to addressing some of the most urgent issues facing modern societies today, including environmental crises like global warming (Griskevicius et al., 2008). Social norms propose that the actions and viewpoints of individuals are influenced to some extent by the behaviors and attitudes of those within their social environment (Cialdini et al., 1990). Social norms can also encourage changes in behavior. For instance, the dissemination and development of these norms have played a significant role in the decrease of public smoking, the rise in environmentally conscious actions, change in dietary habits and food consumption, and the attention of social distancing measures during the COVID-19 outbreak (Andrighetto & Vriens, 2022). Bicchieri (2006) defined social norms as unwritten and collectively agreed rules of behavior that dictate what individuals should or should not do, based on societal expectations and the possibility of social repercussions for non-compliance (Bicchieri, 2006). Within the field of social psychology, especially for understanding social behavior and decision making, concepts of role beliefs, subjective norms and personal norms have been developed and elaborated by various scholars. These concepts have been prominently used within several theoretical frameworks. Among these, Barrera-Verdugo (2021) explored subjective norms within the psychological Theory of planned behavior, highlighting perceived social pressure in decision making. Furthermore, Harland et al (1999) investigated how personal norms impact prosocial behavior. Bai et al (2019), explored how role beliefs shaped consumers attitudes regarding organic food, and how this influenced preferences and behavior of individuals.

2.5.1 Subjective norms

Subjective norms encompass the perceived social pressures that individuals

feel regarding the appropriateness of certain behaviors. “*It refers to the perceived social pressure to perform or not to perform the behaviour*” (Ajzen, 1991). It reflects our perception of normative social influence (Tang et al., 2023). Subjective norms have an important role in shaping attitudes and behavior, created by perceived social pressure from friends, role models, neighbours, colleagues, peers and classmates (Majeed et al., 2021). The theory was first introduced as part of the theory of reasoned action and also later in the Theory of planned behavior (Ajzen, 1991).

If someone values the opinions of their social circle highly it could greatly influence their purchase intention. When a consumer thinks the social circle approves upcycled clothing, they may be more inclined to buy it, regardless of wider societal views on upcycled clothing. The desire to conform to the expectations of one’s social group can outweigh personal preferences (Wan et al., 2017). Concerns about social acceptance can act as a barrier to purchasing upcycled clothing if individuals believe that their social network disapproves this behavior. Fear of negative judgment can deter them from buying and wearing upcycled items. Perception of subjective norms can either drive or inhibit their intention to purchase upcycled clothes.

Individuals highly value the opinions of their social circle may be more vulnerable to social pressure, consequently influencing their intention to purchase upcycled clothing. Grounded in Ajzen Theory of Planned Behavior, subjective norms reflect the influence of normative social factors such as opinions from friends, role models, or peers, on individual’s intentions and behavior (Ajzen, 1991). If individuals perceive their social networks approval of upcycled fashion, they may be more inclined to buy it. Regardless of broader societal views. Conversely, if individuals fear social rejection due to wearing upcycled clothing, they may hesitate or refrain from making a purchase. By recognizing and leveraging the influence of subjective norms, marketers can develop targeted strategies to promote upcycled fashion and contribute to societal change. Thus, it would be a valuable insight to understand how subjective norms could mediate the impact of perceived risk of social acceptance on purchase intention.

2.5.2 Personal norms

Personal norms reflect an individuals internal standards and convictions about

right and wrong. It represents feelings of personal obligation toward performance or not of a given behavior (Gagnon et al., 2003). Personal norms are own beliefs about right and wrong and are principles that guide an individual's behavior (Pinho et al., 2021). It reflects an individual's moral compass, which is shaped by personal experiences, upbringing and cultural influences. Personal norms are about following internalized values and are experienced as feelings of personal duty to engage in a certain behavior (Schwartz, 1977). Understanding personal norms is essential for understanding human behavior, since norms activate actions and influence everyday decisions.

Even if an individual perceives a risk of social rejection for wearing upcycled clothes, strong personal norms regarding for example sustainability and ethical consumption can motivate them to purchase such items anyway. Internal beliefs act as a guide and in some situations overriding concern about social acceptance (Rouault et al., 2019). Personal norms can lead to individuals valuing the ethical and environmental benefits of upcycled clothing over social approval. Furthermore, personal norms often reflect an individual's identity. Therefore, purchasing upcycled clothes can be a way for consumers to express their identity and values, even in the face of potential social risk. It could also downplay, or disregard perceived social risks. Consumers valuing creativity and sustainability could be attracted by upcycled clothes since it aligns with their personal beliefs. Regardless of differing from mainstream fashion (Derkach, 2023). Choosing upcycled clothes could demonstrate a consumer's commitment to sustainable and distinctive fashion preferences (Yu & Lee, 2019). Upcycled clothing is made from repurposed materials and vary widely in materials and use. This leads to unique one-of-a-kind clothing which could be appealing for consumers wanting to express uniqueness. This allows consumers to wear original clothing that is not mainstream fashion (Bridgens et al., 2018). By focusing on original and creative designs, individuals can express their unique values and perspectives by consuming distinctive fashion pieces, such as upcycled fashion (Sung et al., 2019).

Personal norms play an important role in expressing one's identity, giving a way for individuals to show their core values through their choices (Pickup et al., 2020). Thus, buying upcycled garment can be seen as a method for consumers to

ensure their buying habits reflect their personal ethics and identity. This despite of the possible social risk of acceptance. Hence, personal norms may be important in influencing consumer behaviour and shaping the intention to buy upcycled clothing. Therefore, it would be insightful to understand the mediating role of personal norms on the relation between perceived risk of social acceptance and purchase intention for upcycled clothing. It will be useful to understand how personal norms can overrule concerns about social judgment and influence purchase intention.

2.5.3 Role beliefs

Social norms are influenced by role beliefs and are associated with a persons social identity. “*Role beliefs reflect the extent to which an individual think someone of his or her age, gender and social position should or should not behave*” (Gagnon et al., 2003). Role beliefs are an individuals understanding of behaviors and attitudes that are expected of them in a particular social structure. These beliefs form the core of role theory. This is a field of study focused on understanding the specific behaviors typical of people in different situations, and the various factors and processes that lead to, explain, or are influenced by these behaviors (Biddle., 2013). Role beliefs are our personal ideas about behaviors, attitudes, and actions which are expected from us in different social contexts.

When considering the purchase of upcycled clothes individuals may reflect on their roles within their social groups, and how these roles are linked to their consumption. Individuals may perceive a risk to their social acceptance, because they wear upcycled clothes, perhaps fearing, judgment or stigma. Thus, they might hold back from purchasing upcycled fashion products. Their role beliefs might tell them that to be accepted in their social circle they need to wear new or mainstream fashion. Conversely, if their social role values uniqueness and individuality, they might see wearing upcycled clothes as an asset rather than a risk to their social standing (Goworek et al., 2012). In such cases, role belief could boost their intention to purchase upcycled clothes. Because of the options to express their unique identity and values to other people in their social group.

Valaei & Nikhashemi (2017) studied how role beliefs can influence purchase intention. Among these role beliefs was uniqueness and valuing originality.

Consumers who identified themselves as fashion innovators or trendsetters pursue originality in their fashion consumption. This includes upcycled clothing, a as mean to express their unique fashion preferences and individuality (Valaei & Nikhashemi, 2017). By obtaining a deeper understanding of how role belief could influence consumption choices marketers could utilize targeted efforts to promote upcycled fashion. Further, consumers role beliefs concerning sustainable and ethical fashion, could have a significant influence in purchase intention. Consumers who perceive themselves as responsible consumers could consider ethical and sustainable concerns in their fashion habits. Leading them to purchase upcycled fashion to align with these role beliefs (Chang & Wong, 2012). This emphasizes how important it could be to take role beliefs into account when addressing social acceptance perceptions and promoting sustainable consumption. Therefore, the understanding of the mediation effect of role belief on the relationship between the perceived risk of social acceptance and purchase intention for upcycled clothes, could lead to valuable practical insight for marketers.

Each of the mentioned concepts plays different role in shaping and influencing behavior within societies and groups. These are psychological constructs that reflect an individuals perceptions, attitudes and internalized standards within a social context, and interact in complex ways to shape human behavior. It influences individuals actions through varying mechanisms of social expectation, perception and pressure. A better understanding of these concepts in relation to upcycled fashion, will collectively contribute to the understanding of human behavior and the decision-making processes. Hence, hypotheses 2 posits the mediating effect of subjective norms, personal norms and role beliefs in the relationship between perceived risk of social acceptance and purchase intention for upcycled clothing.

Hypotheses 2:

HA: Subjective norms, personal norms, and role beliefs each independently mediate the relationship between the perceived risk of social acceptance and consumers intentions to purchase upcycled clothes.

2.6 The moderating effect of status consumption

Status consumption is a broad field, and there are several types of status

consumption. One of the earlier theories within this domain is conspicuous consumption. Conspicuous consumption refers to the practice of spending money and consuming luxury and expensive goods to publicly display economic power and social status. Consumers purchase products with symbolic value, to indicate wealth and social position (Patsiaouras & Fitchett, 2012). The purchase of luxury goods become not just a display of wealth, but a tool for securing social acceptance and belonging (Li et al., 2012). Some individuals may perceive a higher risk of social exclusion if they do not participate in similar levels of consumption. The conformity can be forced by the desire to be accepted within a certain social circle, where norms of conspicuous consumption dictate the standard for inclusion (Patsiaouras & Fitchett, 2012).

A broader term has been developed and refined in more recent decades, particularly as consumer behavior and marketing research have expanded (Truong et al., 2008). Status consumption, while related to conspicuous consumption, is broader and includes the motivation behind purchasing behavior that seeks to achieve or maintain social status through the acquisition of goods and services that are perceived as prestigious within a social group (Eastman et al., 1999). Status consumption is found to be a strong motivator in a range of different consumer behaviors. Eastman et al (1999), defined status consumption as individuals who often seek to enhance their social status by engaging in the visible consumption of status-symbol products. This process of motivation not only elevates the individuals standing but also impacts the perception of their status by important people in their social circle. (Eastman et al., 1999). Consumers who pursue status are focused on making choices that are highly regarded by important groups to enhance their status within those groups (Clark et al., 2007). How much individuals are driven by the desire for status affects how much they show off and engage in the use of symbols of status (Eastman et al., 1999). It doesn't solely focus on luxury or overtly expensive items but includes any goods or services that can convey social standing (Estman et al., 1999). This concept is more inclusive of the variety of ways individuals can signal their belonging to certain groups, status, or adherence to specific values through their consumption choices. It includes both luxury and non-luxury items that have social significance, such as eco-friendly products, which might signal a commitment to environmental values rather

than financial wealth (Eastman et al., 1999).

Status consumption contains a broader range of motivations and signals, including but not limited to, the conspicuous display of wealth. There is limited prior research on the relationship between status consumption and upcycled fashion and how it moderates the intention to purchase upcycled products. The wish to belong to certain groups, achieve status or show specific values, could have a significant effect on purchase behavior. If upcycled clothes are viewed as unique, sustainable or trendy, this can positively impact consumers willingness to purchase them. Conversely, if there is a perceived risk that such items are seen as less desirable or of lower status it might prevent potential buyers. As consumers we often evaluate potential social risks associated with a purchase. If upcycled clothing is perceived to potentially threaten social standing or acceptance due to stigma or negative stereotypes, it could lower purchase intention. By addressing these perceptions, companies could potentially increase the appeals for upcycled clothing and encourage purchase intention through strategic marketing. Thus, hypothesis 3 aim to posit the moderating role of status consumption in the relationship between perceived risk of social acceptance and purchase intention of upcycled clothing.

Hypothesis 3:

HA: High level of status consciousness negatively moderates the relationship between the perceived risk of social acceptance and purchase intentions for upcycled clothes.

2.7 The moderating effect of consumers need for uniqueness

Tian et al (2001) defined consumers need for uniqueness as a pursuit of differences related to others through consumption choices. With the purpose of increasing and shaping one's personal and social identity (Tian et al., 2001). Consumers need for uniqueness could significantly influence the decision-making process regarding fashion purchases. This need could moderate the relationship between perceived social risk and the intention to buy unique items such as upcycled clothes. Previous research done by Venter et al (2016), revealed that need for uniqueness is a main motivator for purchasing second hand clothing. Some consumers might change their purchase behavior to feel more unique. They pay attention to

signal from their surrounding that make them feel more or less like others. Through consumption, they want to create a personal and social identity that sets them apart (Tian et al., 2001). Essentially, consumers balance their desire to stand out with the need for social approval and affiliation (Snyder and Fromkin, 1977). This balance determines their openness to different fashion choices, particularly those that might not be mainstream. Consumers express their need for uniqueness in three primary ways, which could significantly affect their fashion choices (Latter, 2012; Ruvio et al., 2008; Knight and Kim, 2007; Tian et al., 2001):

Creative choice counter-conformity:

Consumers select unique products that differentiate them from others but are still socially acceptable. This choice supports their need to stand out without risking social approval (Latter, 2012; Knight and Kim 2007; Tian et al., 2001).

Unpopular choice counter-conformity:

Some consumer search for products that clearly diverge from group norms, accepting potential social disapproval to assert their individuality (Latter, 2012; Knight and Kim, 2007).

Avoidance of similarity:

This involves shunning mainstream options in favour of less popular or obscure products, maintaining a distinct identity by not following popular trends (Latter, 2012; Knight and Kim, 2007).

Upcycled clothes with the unique designs and the stories behind each piece, allow consumers to seek uniqueness. These clothes offer a way to stand out which can positively influence purchase intentions (Sung & Cooper, 2015). However, the decision to purchase upcycled clothing can also involve a trade-off between maintaining individuality and the perceived risk of social acceptance. While some consumers may fear negative social judgment for wearing upcycled clothes, those who value uniqueness over conformity are more likely to perceive this risk as less important (Bertrandias & Goldsmith, 2006). For these consumers the unique nature of upcycled clothes can serve as a social statement that potentially increase their standing within certain groups. Understanding this dynamic is important for promoting upcycled fashion. It helps handling both the opportunities and the challenges faced by consumers in their aim of unique and socially responsible fashion

choices. Based on this, hypothesis 4 propose the moderating effect of consumer need for uniqueness in the relationship between perceived risk of social acceptance and purchase intention of upcycled clothing.

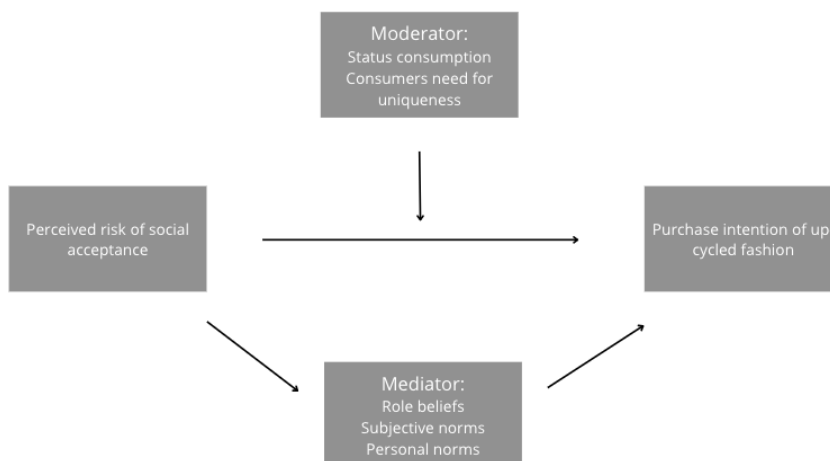
Hypothesis 4:

HA: High level of need for uniqueness positively moderates the relationship between the perceived risk of social acceptance and purchase intentions for upcycled clothes.

2.8 Conceptual model

The conceptual model is developed to systematically capture the complexities of consumer behavior towards upcycled clothing. The development is based on well-known theories such as Triandis model, and the simplification done by Jackson (2005) and Sung (2017). The model is being redefined through the lens of upcycled fashion. The study aims to explore the complex relationship between the perceived risk of social acceptance and purchase intention of upcycled clothes, and how these intentions are moderated by status consumption and consumers need for uniqueness, as well as mediated by role belief, subjective norms, and personal norms. Each hypothesis addresses a different aspect of the proposed research question offering a comprehensive overview of the factors that could influence the purchase intention for upcycled clothes. The conceptual model is developed to offer a reasoned and orderly visual representation of the research, guiding the following investigation (see figure 1).

Figure 1



3.0 Methodology

3.1 Measurement development

The measurement items for the questionnaire were developed with inspiration from previous studies exploring purchase behavior. The measurements of perceived value were modified based on research done by Kim et al (2021). Furthermore, the measure of purchase intention was based on inspiration from Kim & Kim (2018). Measurements for the social norms were modified by a revised behavior model done by Sung (2017). Status consumption was developed based on self-reported scale developed by Eastman et al (1999). Lastly, need for uniqueness was measured based on a comprehensive scale developed by Tian et al (2001). After the demonstration of either a high or low perceived risk scenario, participants will complete follow-up questions using a Likert scale (1= strongly disagree, 5= strongly agree) to allow detailed evaluations of their attitudes. The questionnaire is divided into six separate sections.

The first section, purchase intention, includes three questions assessing participants intention to purchase upcycled clothes. Both regarding the presented scenario and in general for upcycled clothing. Sample items include: “after reading the details about the upcycled jacket how much do you agree with the statement: the upcycled jacket is a purchase I see myself making”, “I would recommend upcycled clothing to a friend” and “I intend to purchase upcycled clothing in the next six months”.

For the second part, status consumption, three questions regarding status consumption are asked. This focuses on participants perception of luxury and prestigious brands. The questions are: “To what extent do you agree that purchasing luxury items boosts your self-esteem”, “I prefer buying clothes from brands that are considered prestigious”, and “I enjoy wearing clothes that others recognize as high-status”.

Moving to the third section, need for uniqueness, participants will respond to three questions about their need for uniqueness. The statements are: “I seek clothing that sets me apart from others”, “Owning a unique piece of clothing is important to me”, and “I feel good when I find clothing that is unique and different”.

Subjective norms, the fourth section, measure participants desire to conform to

what they think important others want them to do. Participants answered to the following statements: “the desire to conform to the fashion preferences of my peers affect my choice to purchase upcycled clothing”, “I think that buying upcycled clothing would enhance my image within my social circle”, and “I consider the opinions of my peers when deciding to purchase fashion items”.

The fifth section, personal norms, assesses participants own personal norms regarding upcycled fashion. Items are phrased: “My personal belief about the social acceptance of upcycled clothes influence my decisions to buy them”, “my personal values motivate me to buy upcycled clothing, even if it might not be widely accepted socially”, and “I would feel guilty if I avoided buying upcycled clothing due to the fear of social judgment”.

Finally, the Role belief section is designed to evaluate how consumers perceptions of their roles within social groups, influence their purchase intentions for upcycled fashion. Items include: “I would purchase upcycled clothing even if it means standing out uniquely in my social circle”, “My role within social groups influences my purchase decisions of clothing”, and “How strongly do you agree that wearing upcycled clothes could risk your acceptance in your social circle”.

The sections collectively provide a comprehensive overview of the factors influencing consumer behavior towards upcycled clothing. Through assessing the dimensions purchase intention, status consumption, need for uniqueness, subjective norms, personal norms and role beliefs. This study aims to uncover the complex motivations and barriers that consumers face in the context of purchasing upcycled clothing. The complete questionnaire is included in the appendix 1.

3.2 Procedure

To assess the above mentioned hypotheses, the presented study adopted a survey design to collect insight from consumers using a between-subject design. The purpose of this design is to compare the effects of different conditions across separate groups. Each group is exposed to only one condition, and the results are compared to see the effect of the condition. Causal effects are determined by contrasting the behaviors observed in one experimental group against those observed in a different group (Charness et al., 2012). Further, a between-subject design was chosen, to enable

measuring the impact of perceived risk on purchase intention without the risk of carryover effects from one condition to another (Charness et al., 2012).

One group was exposed to a condition to stimulate a high perceived risk. The participants were introduced to a purchase situation where people’s reactions and comments make the participants unsure about how people would react to the purchase of upcycled garments. The other group was exposed to a condition to stimulate a low perceived risk in a purchase situation. The participants were introduced to a purchase situation with positive comments and reactions to the upcycled garments in the shop (see table 1). The purpose is to make the participants feel more confident in the purchase situation. The reason for having two different conditions is to determine whether the level of perceived risk has different impact on the purchase intention for upcycled clothing.

Table 1

<i>High perceived risk condition</i>	<i>Low perceived risk condition</i>
Imagine you are shopping at a popular fashion store downtown that is known for its trendy clothing. You come across a new line of upcycled clothing made from repurposed materials. The clothes are stylish and have a unique appeal, but you notice that people around you are giving mixed reactions. Some seem impressed by the sustainable fashion, while others appear skeptical, whispering about the unconventional materials. You overhear a couple of fashionable individuals question the quality and style of upcycled clothing. As you consider buying an upcycled jacket, you feel uncertain about how your friends and colleagues might react to your choice.	Imagine you are at a local shop that specializes in eco-friendly and sustainable fashion. Here, upcycled clothing is celebrated for its creativity and environmental benefits. The store is filled with customers who are enthusiastic about sustainable fashion, and you can see many people admiring the upcycled items. The sales staff is knowledgeable and shares stories about the positive impact of upcycling on the environment. As you try on an upcycled jacket, other shoppers compliment you on supporting a sustainable choice, and you feel confident that your friends and colleagues will appreciate your commitment to the environment.

Before launching the main survey, a pre-test was conducted. The purpose was to check if the manipulation of the two different shopping scenarios was correctly perceived. A group of 15 participants were given the survey that included a shopping scenario stimulating high perceived risk. Further 15 participants were given the survey that included a shopping scenario stimulating low perceived risk. The main

objective of the pre-test was to assess whether these scenarios effectively activated the intended perceptions of high or low risk of social acceptance. To achieve this, three Likert scale questions measuring perceived risk were included in the survey to validate the manipulations. The statements include: “I am concerned about how others may perceive me if I wear upcycled clothing”, “There is a social risk associated with buying upcycled clothes”, and “I avoid purchasing upcycled clothing, due to the concerns of others opinions”. The purpose of the pre-test was also to detect any problems related to clarity and phrasing. The data obtained were processed using SPSS. The main purpose was to make sure that the manipulation was correctly perceived by participants.

An independent samples T-Test was performed to compare the participants perceptions of risk regarding wearing upcycled clothes between the two conditions. The results shows that the participants correctly perceived the difference between high risk and low risk condition. As illustrated in Table 2, there is a statistically significant difference in the perceived risk assessment between the high risk and low risk condition. Since participants correctly perceive the difference, the conditions could be used in the main test.

Table 2, Independent Samples T-Test

Statement	t	df	Sig. (two- tailed)	Mean Difference	95% CI (Lower)	95% CI (Upper)
I am concerned about how others may perceive me if I wear upcycled clothing	34.489	28	<.001	3.133	2.947	3.319
There is a social risk associated with buying upcycled clothes	29.933	28	<.001	3.200	2.981	3.419
I avoid purchasing upcycled clothing, due to the concerns of others	13.252	28	<.001	2.733	2.311	3.156

The main sample size obtained 202 participants and was collected by the use of Connect CloudResearch. Overall, the sample contained 50,5% males (n=102) and 49,5% females (n=100). Regarding age distribution, 14,4% were between 18 to 24 years old, 29,7% were between 25-34 years old, 29,2% were between 35-44 years old, 17,3% were between 45-54 years old, 7,4% were between 55-64 years old, and 2% were between 65-74 years old. The participants reported a variety of nationalities, with the majority identifying as American (40%), and smaller groups identifying as Norwegian (7,4%), British (2%), Canadian (2%), and numerous other nationalities each representing around 1% of the sample.

4.0 Results

4.1 Modelling

The survey was designed to evaluate the four proposed hypotheses and to cover the research question. It is crucial that the questionnaire accurately and effectively measures the constructs defined in the hypotheses. This ensures the reliability and validity of the data collected. It is important for meaningful analysis. To assess the hypotheses using SPSS there are several statistical techniques applied in a systematic process. First data cleaning and preparation are done to ensure accuracy. Descriptive statistics are then calculated to provide an overview of the data.

To test hypothesis 1 a one-way ANOVA was used. This is done to explore the relationship between perceived risk of social acceptance and purchase intention of upcycled clothing. The aim is to determine if varying levels of perceived risk (categorized as low and high risk) significantly affect consumers intention to purchase upcycled clothing. This test is appropriate since it allows to compare the means of purchase intention, between the two conditions. Then it can be determined if the differences are statistically significant. The results will either accept or reject hypothesis 1 and contribute to the understanding of consumer behavior towards upcycled clothing.

To evaluate hypothesis 2 a mediation test in SPSS is required. The intention is

to investigate if subjective norms, personal norms and role beliefs each independently mediate the relationship between the perceived risk of social acceptance and consumers intentions to purchase upcycled clothes. Testing mediation requires multiple regressions to present if subjective norms, personal norms and role beliefs independently mediate the relationship. The PROCESS macro model 4 by Andrew F. Hayes will be applied (Hayes, 2022). This test is open for SPSS to do mediation analysis. There will be separate models for each mediator in the analysis. By using the PROCESS macro this analysis will give an extensive understanding of the mediating roles of subjective norms, personal norms, and role beliefs. This could increase the understanding of the complicated relationship between perceived risk and purchase intention for upcycled clothing.

Looking into hypothesis 3 a moderation analysis was performed. The purpose was to examine if status consumption moderates the relationship between the perceived risk of social acceptance and purchase intentions for upcycled clothes. To do so PROCESS macro model 1 is used to include status consumption as a moderating variable in the model (Hayes, 2022). The moderation macro enables analysis of the strength or/and direction of the relationship between the independent variable and the dependent variable. This is done by applying several levels of the moderating variable, to check if there are changes in the results (Hayes, 2022). The moderation analysis through PROCESS macro provides important insight into how status consumption influences the relationship between perceived risk and purchase intention.

Lastly, similarly to hypothesis 3, a moderation analysis will be utilized to test hypothesis 4. The aim is to see if need for uniqueness alter the effect of perceived risk on purchase intentions. The PROCESS macro model 1 will allow the inclusion of the need for uniqueness as a moderator in the analysis (Hayes, 2022).

Before the analyses, the data first needed to be prepared. The data need to be ensured as properly coded with Liker-scale items coded numerically. Missing data was evaluated and managed. To ensure ethical considerations, all data collected from participants is anonymized before analysis to protect their privacy. Moreover, participants were informed about the purpose of the research and what their participation involves. The respondents were additionally informed of their right to

withdraw at any point without any consequences. There were also considerations regarding culturally sensitive and non-leading questions.

Regarding limitations, the findings are not necessarily generalizable to all populations. Especially if the samples are not diverse or large enough to represent the broader population. Also, there is always a possibility of measurement errors, especially with self-reported data. The studies reliance on self-reported information might affect the validity of the results. Since such data are exposed to exaggeration or underreporting. This can affect the reliability of the variables.

4.2 Hypothesis 1

To investigate hypothesis 1 the purpose is to see if varying levels of perceived risk (categorized as low and high risk) significantly affect consumers intention to purchase upcycled clothing. The independent variable is perceived risk (0 = low risk, 1= high risk), and the dependent variable is the purchase intention. A one-way ANOVA was carried out, as it allows to compare means between the two groups (low risk and high risk). Thus, it enables to see if there is any statistically differences between the two conditions. The results from the test is presented in Table 3 and 4.

Table 3, ANOVA

Source	Sum of Squares	df	Mean Square	F	Sig.
Between groups	78.125	1	78.125	80.322	<.001
Within groups	194.529	200	0.973		
Total	272.654	201			

Table 4, Descriptives

Group	N	Mean	Std. Deviation	Std Error	95% CI (Lower)	95% CI (Upper)
Low perceived risk (0)	102	3.27	0.977	0.097	3.07	3.46
High perceived risk (1)	100	2.02	0.994	0.098	1.83	2.22
Total	202	2.64	1.16	0.081	2.48	2.80

There was a significant effect of perceived risk on purchase intention at the $p < 0,05$ level for the two conditions ($F(1,200) = 80,322, p = 0,001$). Since there are statistically significant results, a Tukey post hoc test is used to compare the low risk and high risk condition. The Post hoc comparison indicate that the mean score for low perceived risk condition ($M = 3.27, SD = 0.977$) was significantly different than the high perceived risk condition ($M = 2.02, SD = 0.994$). Based on the means, we observe that lower perceived risk is associated with higher purchase intention. This support hypothesis 1, that higher perceived risk decreases purchase intention for upcycled clothing.

4.3 Hypothesis 2

To investigate hypothesis 2, a simple mediation analysis was utilized by using an ordinary least squares path analysis. Performed by the PROCESS SPSS macro model 4 (Hayes, 2022). To test this hypothesis, three different tests were conducted. There were independent tests for subjective norms, personal norms and role beliefs. The purpose is to investigate if the relationship between perceived risk and purchase intention is mediated by social norms.

4.3.1 Subjective norms

For purchase intention the overall model was statistically significant with, $R = 0.5436, F(1,200) = 83.88, p < 0.05$. The results indicates that subjective norms do not significantly mediate the relationship between perceived risk and purchase intention for upcycled clothing. Therefor the null hypothesis cannot be rejected. The analysis

showed a significant relationship between perceived risk and subjective norms ($B = -1.2407$, $p < 0.05$). However, there was a lack of significant influence of subjective norms on purchase intention ($B = 0.0684$, $p > 0.05$). This suggests that social pressures from subjective norms may not have a meaningful influence on consumers' purchase behavior for upcycled clothes. Also, the bootstrap confidence interval for the indirect effect ($B = -0.0849$) based on a 5000 bootstrap resample had zero between ($BootLLCI = -0.02560$ to $BootULCI = 0.0889$). This declares that subjective norms do not mediate the relationship between perceived risk and purchase intention.

Table 5. Mediation analysis subjective norms

Effect	B	SE(B)	t	p
a: Perceived risk -> Subjective norms	-1.2407	0,1355	-9,1590	0,0000
b: Subjective norms -> purchase intention	0,0684	0,0725	0,9440	0,3463
c (total): Perceived risk -> purchase intention	1.2439	0,1388	8,9623	0,0000
c'(direct): Perceived risk -> purchase intention	1.3287	0,1654	8,0335	0,0000
ab (indirect): perceived risk -> subjective norms -> purchase intention	-0.0849	0,0872		Not significant

To sum up the result of the mediation test, subjective norms does not mediate the relationship between perceived risk and purchase intention. There is not enough statistical evidence to reject the null hypothesis. The findings indicate that perceived risk directly affect purchase intention and subjective norms. Reducing perceived risk could enhance purchase intention, but strategies focusing on subjective norms alone may not be effective for influencing purchase behavior. Based on the results, future research could explore the influence of subjective norms on purchase intention through different methods. Qualitative research such as in-depth interviews or focus groups could enhances the understanding. This enables to explore perceptions of social influence towards upcycled clothing. It could contribute to the understanding on how subjective norms may shape purchase intention.

4.3.2 Personal norms

Moving on to personal norms the overall model for purchase intention was statistically significant, $R = 0.6354$, $F(2,199) = 67.3833$, $p < 0.05$. The results show that there is not enough data to conclude that personal norms significantly mediate the relationship between perceived risk and purchase intention. There is not a significant effect of perceived risk on personal norms ($p = 0.7183$). Therefore, the null hypothesis cannot be rejected. However, the results suggests that personal norms have a significant positive effect on purchase intention ($B = 0.4325$, $p < 0.05$). The bootstrap confidence interval for the indirect effect had zero between lower and upper boot (BootLLCI -0,1241 to BootULCI 0,1174). This shows that personal norms do not have a significant mediation effect on the relationship between perceived risk and purchase intention.

Table 6. Mediation analysis personal norms

Effect	B	SE(B)	t	p
a: Perceived risk - > Personal norms	0,0470	0,1301	0,3612	0,7183
b: Personal norms -> purchase intention	0.4325	0,0691	6,2555	0,0000
c (total): Perceived risk - > purchase intention	1.2439	0,1388	8,9623	0,0000
c'(direct): Perceived risk - > purchase intention	1.2235	0,1272	9,6164	0,0000
ab (indirect): perceived risk -> personal norms -> purchase intention	0,0203	0,0566		Not significant

In essence, the findings did not provide statistical evidence to support the alternative hypothesis. This shows that personal norms do not significantly mediate

the relationship between perceived risk and purchase intention for upcycled clothing. Therefore, the null hypothesis cannot be rejected. However, the results showed that personal norms had a significant effect on purchase intention independent of perceived risk. This indicates that personal norms could play a significant role in influencing purchase intention of upcycled clothes. Future research could design controlled experiments where participants will be exposed to manipulations of personal norms. By varying visibility of personal values observed results could contribute to enhance the understanding of the influence personal norms has on purchase behavior.

4.3.3 Role belief

Lastly, the mediation effect of role belief is part of hypothesis 2. The overall model for purchase intention was statistically significant, $R=0.6253$, $F(2,199)=63.8823$, $p<0.05$. The findings did not provide statistical evidence supporting the alternative hypothesis. Role belief does not have a statistically significant mediation effect on the relationship between perceived risk and purchase intention. There was not found a significant effect of perceived risk on role belief ($p=0.3241$). Based on this, the null hypothesis cannot be rejected. The results shows that role belief have a significant positive effect on purchase intention for upcycled clothes ($B=0.5106$, $p<0.05$). The bootstrap confidence interval for the indirect effect had zero between lower and upper boot (BootLLCI -0,1674 to BootULCI 0,0457). This indicates that role belief does not have a significant mediation effect on the relationship between perceived risk and purchase intention.

Table 7. Mediation analysis role belief

Effect	B	SE(B)	t	p
a: Perceived risk -> Role belief	-0,1028	0,1040	-0.9886	0,3241
b: Role belief -> purchase intention	0,5106	0,0874	5,8425	0,0000
c (total): Perceived risk -> purchase intention	1.2439	0,1388	8,9623	0,0000

c'(direct): Perceived risk -> purchase intention	1.2964	0,1289	10,0601	0,0000
ab (indirect): perceived risk -> Role belief -> purchase intention	-0,0525	0,0546		Not significant

To conclude, the results indicates that there is not enough statistical evidence to reject the null hypothesis. Thus, role belief does not mediate the relationship between perceived risk and purchase intention for upcycled clothing. However, the results showed some interesting results for future research. Role belief had a significant positive effect on purchase intention without considering perceived risk. This indicates that social roles could have a significant influence on behaviors towards upcycled fashion. Qualitative research approaches could enhance the understanding of underlying motivations and reasons behind consumers role belief. This could enhance the understanding on how role belief influence purchase decisions regarding upcycled clothing. Other approaches for future research could be experimental studies. Manipulations of participants perceptions regarding role belief may enhance the understanding of the impact role belief have towards purchase of upcycled clothing.

4.4 Hypothesis 3

To test if status consumption moderates the relationship between the perceived risk of social acceptance and purchase intention for upcycled clothes, moderation analysis was performed. By using centred variables to investigate hypothesis 3. The PROCESS SPSS macro model 1 was used to test and analyse the hypothesis (Hayes, 2022). The independent variable was perceived risk, the dependent variable was purchasing intention, and the moderator was status consumption.

The model summary indicates that 29,49% of the variance in purchase intention was explained by the predictor variables, with a significant p-value $R^2 = 0.2949$, $F(3,197) = 27,4672$, $p < 0,05$ ($p=0,0000$). However, the interaction effect was not statistically significant, ($B= -0.1528$, $p=0,2169$). This indicates that status

consumption does not significantly moderate the relationship between perceived risk and purchase intention for upcycled clothes. The main effects of perceived risk were significant ($B=1.2698$, $p<0.05$) meanwhile for status consumption it was not significant ($B=0.0545$, $p=0.3775$).

Table 8. Summary of moderated regression analysis predicting purchase intention

	B	t	P	95% CI	
				Low	Up
Constant	2.6232	36,9482	0,0000	2,4832	2,7632
Status consumption (a)	0.0545	0,8845	0,3775	-0,0671	0,1762
Perceived risk (b)	1.2698	8,9416	0,0000	0,9897	1.5499
Int (a*b)	-0.1528	-1.2387	0,2169	-0,3962	0,0905

The non-significant interaction term indicates that status consumption does not influence the relationship between perceived risk and purchase intention. The results do not support the alternative hypothesis, so the null hypothesis cannot be rejected. Thus, status consumption does not negatively moderate the relationship between perceived risk and purchase intention. There could be several factors explaining the lack of significance. It is possible that the measures of status consumption used for the study do not actually capture status-conscious related behaviors. Future research should consider different approaches to investigate the relationship between perceived risk, status consumption and purchase intention. A deeper understanding could be achieved with a qualitative approach, to understand the relationship between status consumption and upcycled behavior. Also, experimental manipulations and observational studies could be more appropriate to measure and understand status consumption.

4.5 Hypothesis 4

As carried out in hypothesis 3 a moderation analysis was utilized using centred variables. The purpose is to examine if the need for uniqueness moderates the relationship between perceived risk of social acceptance and purchase intention for

upcycled clothes. Hypothesis 4 was tested and analysed using the PROCESS SPSS macro model 1 (Hayes, 2022).

In the model for the need for uniqueness 41,49% of the variance in purchase intention was accounted for by the predictor variables. The model was statistically significant, $R^2 = 0,4149$, $F(3,198) = 46,7951$, $p < 0,05$. However, the interaction effect was not significant ($p = 0,1129$). This shows that the need for uniqueness does not significantly moderate the relationship between perceived risk and purchase intention. The main effects of perceived risk were significant ($B=0.9207$, $p<0.05$), and significant for the need for uniqueness ($B=0.4230$, $p<0.05$).

Table 9. Summary of moderated regression analysis predicting purchase intention

	B	t	P	95% CI	
				Low	Up
Constant	2,6811	39,5590	0,0000	2,5474	2,8147
Need for uniqueness (a)	0,4230	6,5889	0,0000	0,2964	0,5496
Perceived risk (b)	0,9207	6,7939	0,0000	0,6536	1,1879
Int (a*b)	-0.2040	-1,5922	0,1129	-0,4566	0,0487

The findings from the moderation analysis using PROCESS SPSS macro do not provide support for the alternative hypothesis, the null hypothesis is not rejected. Consumers need for uniqueness does not moderates the relationship between the perceived risk of social acceptance and purchase intentions for upcycled clothes. However, the analysis reveals an important insight, the need for uniqueness itself has a significant positive effect on purchase intention. Specifically, the coefficients for the need for uniqueness are $B=0.4230$ ($p<0.05$). The need for uniqueness does not alter how perceived risk affects purchase intentions. But it suggests that need for uniqueness independently drives higher purchase intentions for upcycled clothes. Consumers who value uniqueness are more likely to intend to purchase upcycled clothing regardless of the perceived risk of social acceptance. This provides insight

that could be further explored in future research. Also, different methodological approaches may be utilized to investigate the effect of the need for uniqueness regarding purchase of upcycled clothing. Qualitative research approaches could provide a deeper insight into psychological factors regarding need for uniqueness. This could provide a better understanding of how need for uniqueness may influence behavior towards upcycled clothing.

5.0 Discussion

5.1 Contributions

The conducted analysis provides important insights into the impact of different levels of perceived risk on purchase intention. Through the examination and comparison of two distinctive studies, it enables to identify differences in purchase intention among different levels of perceived risk. Further, the study aimed to explore how perceived risk of social acceptance influences consumers intentions to purchase upcycled clothes and how these intentions are moderated by status consumption and consumers need for uniqueness. As well as mediated by role belief, subjective norms, and personal norms. The results provide varying levels of support for the proposed hypotheses and offered complex insights that may be valuable for future research regarding consumer behavior towards upcycled clothing.

The findings for hypothesis 1 show a significant difference in purchase intention based on perceived risk. Higher perceived risk is associated with lower purchase intention for upcycled clothing. This supports the alternative hypothesis. The results indicate that consumers who perceive higher risk of social acceptance are less likely to purchase upcycled clothes. These insights point out the need for marketers to address social acceptance concerns to increase the appeal of upcycled clothing.

Moving on to hypothesis 2, the mediation analysis revealed that subjective norms does not mediate the relationship between perceived risk and purchase intention. The results suggest that social pressure through subjective norms may not have a meaningful impact on purchase behavior towards upcycled clothes. Therefore, marketing strategies focusing only on subjective norms, may not be an effective approach to increase purchase behavior. Future research should try to address the

influence of subjective norms with different approaches. Qualitative methods like in-depth interviews could provide deeper understanding of how subjective norms could influence purchase behavior towards upcycled clothing.

For personal norms there was not enough significant evidence to support the alternative hypothesis. This suggest that personal does not have a significant mediation effect on the relationship. However, the analysis revealed that personal norms have a significant positive effect on purchase intention. Future research could explore this further, to enhance the understanding of personals norms influence towards upcycled clothing. This could be done by exploring other ways personal norms could influence purchase intention, other than having a mediating effect. Further, qualitative approaches could provide a deeper knowledge of how personal norms influence behavior regarding upcycled clothing.

The findings for role belief suggest the same as the other results for hypothesis 2. Role belief does not mediate the relationship between perceived risk and purchase intention for upcycled clothes. However, the results showed that role belief have a significant positive effect on purchase intention for upcycled clothing. These findings reveal that more research is needed to understand how role belief may influence purchase intention. Future research could focus on qualitative approaches to gain deeper understanding of underlying motivators and factors of role belief. Then other approaches to explore subjective norms influence towards purchase intention for upcycled clothing could be explored. Also, experimental studies could use manipulations to increase insights of various impact role belief may have.

For hypothesis 3, there was not enough statistical evidence to reject the null hypothesis. Therefore, it is not possible to conclude that status consumption moderates the relationship between perceived risk and purchase intention. Future research could investigate limitations regarding measurements and develop more appropriate measurements for status consumption. Also, other methodological approaches such as experimental design or qualitative research may provide a deeper understanding of how status consumption may influence purchase behavior for upcycled clothes.

Lastly, the moderation analysis for hypothesis 4 did not provide support for the alternative hypothesis. This indicate that the need for uniqueness does not

moderate the relationship between perceived risk and purchase intentions. However, the need for uniqueness by itself had a significant positive effect on purchase intentions. This shows that consumers valuing uniqueness are more likely to purchase upcycled clothing. This is irrespective of their perceived risk of social acceptance. While the need for uniqueness does not moderate the relationship between perceived risk and purchase intentions, it is a significant motivator of purchase behavior for upcycled clothing. Future research should try to gain deeper understanding by performing qualitative research methods. Also, future research could further explore the relationship between the need for uniqueness and purchase intention for upcycled clothing with different approaches than the mediating effect.

5.2 Theoretical and managerial implications

This study contributes to the literature on sustainable consumption by revealing the complex interplay between perceived risk, social norms, and individual differences in shaping purchase intentions. The findings revealed which psychological factors does not mediate and moderate consumers behavior towards upcycled clothing (Harris et al., 2016). It highlights that there may be necessary with different approaches, or to include different variables to understand behavior towards upcycled clothing. Also, it offers a view of factors potentially influencing sustainable consumption (Joshi & Rahman, 2018). In particular, the study points out the role of subjective norms, personal norms and role beliefs. As well as status consumption and the need for uniqueness, in the context of upcycled fashion consumption. By exploring the different impact of high and low perceived risk conditions the study provides deeper insights into consumers behavior. Showing how perceived social risk and individual values influence purchasing decisions (Oncioiu & Ifrim, 2022).

The results showed that various levels of perceived risk significantly influence the purchase intention for upcycled clothing. This contributes to the research done by Kim et al (2021), by enhancing the understanding of the effect perceived risk has on purchase intention. Further, the result showed that personal norms have a positive influence on purchase intention for upcycled clothes. Also, role belief had a significant positive effect on purchase intention, building on research done by Yoo et al (2021). Lastly, the need for uniqueness had a positive effect on purchase intention.

This contributes to research done by Park (2015) who investigated self-expression values regarding upcycled fashion. Further, it adds to research done by Einollahi & Kim (2020), showing that need for uniqueness has similar effects on second-hand clothing and upcycled clothing.

These findings have multiple practical implications for marketers who want to promote upcycled clothing effectively. Understanding different factors influencing purchase intentions can help adjusting marketing strategies to different consumer segments. Dealing with social acceptance concerns is important for consumers who experience high perceived risk. Marketing strategies should point out positive social norms and the social values related to supporting upcycled practice. This can be achieved by showing approvals from respected figures, recommendations from satisfied customers and highlighting community acceptance of upcycled clothing. Marketers can develop campaigns that demonstrate that purchasing upcycled clothing is not only socially accepted but also socially desirable. It could include stories of influencers and community leaders who support upcycled fashion thereby increasing the social benefits of supporting such initiatives.

Moreover, marketing strategies should focus on pointing out the ethical and personal satisfaction elements of purchasing upcycled products. Campaigns that underscore the alignment of upcycled clothing with consumers personal values of sustainability and social responsibility can be effective. For example, messages that point out the positive environmental impact of upcycled clothing, or the fulfillment of ethical consumerism. This could resonate well with consumers who have strong personal norms. These strategies can help to benefit from the motivational power of personal norms, thereby boosting purchase intentions.

Further, findings indicate that leveraging social approval and role expectations may be effective in marketing strategies. Marketers should highlight the social acceptance and approval of sustainable practices within various social groups. Campaigns could feature recommendations or approvals from respected community members, influencers, or role models who promote sustainable consumption. It could effectively enhance consumers purchase intention. Moreover, emphasizing the alignment of upcycled clothing with values of different social roles (such as being a responsible parent, forward-thinking professional, or environmentally conscious

student) can boost consumers intentions to purchase. By showcasing how upcycled clothing fits into these social role's marketers can tap into the influence of role beliefs.

There was a lack of evidence for the moderating effect, but need for uniqueness had a significant positive impact on purchase intention. Consumers who place value on uniqueness is more likely to purchase upcycled clothing. To attract consumers with a high need for uniqueness marketing messages should underscore the unique benefit and features of upcycled clothing. This include highlighting the creative process behind upcycling. One-of-a-kind nature of the product and the story behind each piece. Also introducing limited edition upcycled clothing collections can attract consumers with a want for exclusivity and uniqueness. Limited runs of unique designs create a sense of urgency and exclusivity. This makes the products more attractive to those who value originality by appealing to some consumers desire to stand out and express their individuality (Eastman et al., 1999). This could be an effective strategy to promote upcycled clothing and encourage sustainable consumption behaviors.

5.3 Limitation and future research

The study provides insight into factors influencing purchase intention for upcycled clothing. However, multiple limitations should be addressed to build on these findings. One limitation of this study is the cross-sectional design, so data was collected at a single point in time instead of over an extended period. Because the data is collected only once it becomes hard to build cause and effect relationship between variables. The lack of temporal data means that any observed association could be influenced by other unmeasured factors or the specific context at the time of data collection (Buzzelli & Su, 2006).

Additionally, the current study focused on social norms, status consumption and need for uniqueness as mediators and moderators. Future research should investigate other potential mediators and moderators that could potentially influence consumer behavior in the context of upcycled clothing. Future research could consider variables as cultural values, economic factors, or personality traits. With the purpose to investigate how such variables influence consumers respond to perceived risk regarding purchasing upcycled clothing.

Another limitation of the study is the lack of investigation of the interaction effect between the mediators. Understanding how subjective norms, personal norms, and role beliefs interact could give a better understanding of the complicated mechanisms of consumer behavior. Based on this future research should investigate if there are interaction effects. To explore if the combined influence of several mediators has a different impact on purchase intention compared to the individual effects.

The results indicates that a quantitative approach may not be appropriate to measure the constructs. Future research should consider using different methodological approaches to better measure the wanted constructs. For example, in-depth interviews or experimental designs could provide a deeper understanding of the variables influencing behavior towards upcycled clothes.

Furthermore, future research should point out methodological limitations by having a mixed and representative sample to broaden findings. Larger sample size can increase strength and external validity. Further, using a mixed method approach like combining quantitative surveys with qualitative interviews or focus groups, could provide a better insight into consumers motivations and perceptions regarding upcycled clothing. It is also worth mention the use of PROCESS macro. It is useful for mediation and moderation analyses however, it may not handle all model complications. For example, it might struggle with complex interaction effects or when predictor variables are highly correlated (multicollinearity). This can twist the results and affect the stability of the regression coefficients (Hayes, 2022).

Lastly, future studies should consider the benefits by mixing objective measures with self-reported data to improve the reliability of future studies. Self-reported data are sensitive to biases like social desirability and recall bias. This could alter the correctness of the responses (Kislaya et al., 2021). Objective measures such as actual purchase behavior or observational data could complement self-reported data. This would provide a wider understanding of consumer behavior. It will also increase the reliability of the results.

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Appendixes

Survey

1.

Purchase Intention for Upcycled Fashion:

Q1 🔍 ...

On a scale from 1-5 (1 strongly disagree and 5 strongly agree), please rate your agreement on the following statements

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
After reading the details about the upcycled jacket, how much do you agree with the statement: "The upcycled jacket is a purchase I see myself making?"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend upcycled clothing to a friend.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I intend to purchase upcycled clothing in the next six months.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Perceived Risk Assessment

Q2

On a scale from 1-5 (1 strongly disagree and 5 strongly agree), please rate your agreement on the following statements

	Strongly disagree	Disagree	Netrual	Agree	Strongly agree
I am concerned about how others may perceive me if I wear upcycled clothing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is a social risk associated with buying upcycled clothes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I avoid purchasing upcycled clothing, due to concerns of others' opinions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3

On a scale from 1-5 (1 strongly disagree and 5 strongly agree), please rate your agreement on the following statements

	Strongly disagree	Disagree	Netrual	Agree	Strongly agree
To what extent do you agree that purchasing luxury items boosts your self-esteem	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer to buy clothes from brands that are considered prestigious.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy wearing clothes that others recognize as high-status.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Need for Uniqueness

Q4

On a scale from 1-5 (1 strongly disagree and 5 strongly agree), please rate your agreement on the following statements

	Strongly disagree	Disagree	Netrual	Agree	Strongly agree
I seek clothing that sets me apart from others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Owning a unique piece of clothing is important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel good when I find clothing that is unique and different.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Subjective Norms

Q5

On a scale from 1-5 (1 strongly disagree and 5 strongly agree), please rate your agreement on the following statements

	Strongly disagree	Disagree	Netrual	Agree	Strongly agree
The desire to conform to the fashion preferences of my peers affect my choice to purchase upcycled clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think that buying upcycled clothing would enhance my image within my social circle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider the opinions of my peers when deciding to purchase fashion items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Personal Norms

Q6

On a scale from 1-5 (1 strongly disagree and 5 strongly agree), please rate your agreement on the following statements

	Strongly disagree	Disagree	Netrual	Agree	Strongly agree
My personal belief about the social acceptance of upcycled clothes influence my decision to buy them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My personal values motivate me to buy upcycled clothing, even if it might not be widely accepted socially.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would feel guilty if I avoided buying upcycled clothes due to fear of social judgment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Role beliefs

Q7

On a scale from 1-5 (1 strongly disagree and 5 strongly agree), please rate your agreement on the following statements

	Strongly disagree	Disagree	Netrual	Agree	Strongly agree
I would purchase upcycled clothing even if it means standing out uniquely in your social circle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My role within social groups influences my purchase decisions of clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How strongly do you agree that wearing upcycled clothes could risk your acceptance in your social circle?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Demographic section

Q22

What is your age?

- Under 18
- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 - 74
- 75 - 84
- 85 or older

Q23
What is your gender?

Male

Female

Prefer not to say

Q25
What is your nationality?

SPSS Outputs

2. Pretest. Independent samples test

Independent Samples Test											
		Levene's Test for Equality of Variances				t-test for Equality of Means				95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
On a scale from 1-5 (1 strongly disagree and 5 strongly agree), please rate your agreement on the following statements - I am concerned about how others may perceive me if I wear upcycled clothing	Equal variances assumed	12.033	.002	34.489	28	<.001	<.001	3.133	.091	2.947	3.319
	Equal variances not assumed			34.489	14.000	<.001	<.001	3.133	.091	2.938	3.328
On a scale from 1-5 (1 strongly disagree and 5 strongly agree), please rate your agreement on the following statements - There is a social risk associated with buying upcycled clothes.	Equal variances assumed	24.889	<.001	29.933	28	<.001	<.001	3.200	.107	2.981	3.419
	Equal variances not assumed			29.933	14.000	<.001	<.001	3.200	.107	2.971	3.429
On a scale from 1-5 (1 strongly disagree and 5 strongly agree), please rate your agreement on the following statements - I avoid purchasing upcycled clothing, due to the concerns of others opinions	Equal variances assumed	51.605	<.001	13.252	28	<.001	<.001	2.733	.206	2.311	3.156
	Equal variances not assumed			13.252	14.000	<.001	<.001	2.733	.206	2.291	3.176

3. Hypothesis 1: One-way ANOVA

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
.00	102	3.2700	.97752	.09775	3.0760	3.4640	1.00	5.00
1.00	100	2.0261	.99469	.09849	1.8308	2.2215	1.00	4.67
Total	202	2.6419	1.16468	.08195	2.4803	2.8035	1.00	5.00

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	78.125	1	78.125	80.322	<.001
Within Groups	194.529	200	.973		
Total	272.654	201			

4. Hypothesis 2: PROCESS macro model 4, subjective norms

```

Run MATRIX procedure:
***** PROCESS Procedure for SPSS Version 4.2 *****
Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3
*****
Model : 4
Y : Purcinte
X : RiskCon
M : subnorms

Sample
Size: 202
*****
OUTCOME VARIABLE:
subnorms

Model Summary
R R-sq MSE F df1 df2 p
.5436 .2955 .9266 83.8865 1.0000 200.0000 .0000

Model
coeff se t p LLCI ULCI
constant 3.6307 .0953 38.0926 .0000 3.4428 3.8187
RiskCon -1.2407 .1355 -9.1590 .0000 -1.5078 -.9736
*****
OUTCOME VARIABLE:
Purcinte

Model Summary
R R-sq MSE F df1 df2 p
.5383 .2897 .9732 40.5846 2.0000 199.0000 .0000

Model
coeff se t p LLCI ULCI
constant 1.7778 .2806 6.3346 .0000 1.2244 2.3312
RiskCon 1.3287 .1654 8.0335 .0000 1.0026 1.6549
subnorms .0684 .0725 .9440 .3463 -.0745 .2113
*****
TOTAL EFFECT MODEL *****
OUTCOME VARIABLE:
Purcinte

Model Summary
R R-sq MSE F df1 df2 p
.5353 .2855 .9726 80.3220 1.0000 200.0000 .0000

Model
coeff se t p LLCI ULCI
constant 2.0261 .0977 20.7488 .0000 1.8336 2.2187
RiskCon 1.2439 .1388 8.9623 .0000 .9702 1.5175
*****
TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y
Effect se t p LLCI ULCI
1.2439 .1388 8.9623 .0000 .9702 1.5175

Direct effect of X on Y
Effect se t p LLCI ULCI
1.3287 .1654 8.0335 .0000 1.0026 1.6549

Indirect effect(s) of X on Y:
Effect BootSE BootLLCI BootULCI
subnorms -.0849 .0872 -.2560 .0889
*****
ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

----- END MATRIX -----

```

5. Hypothesis 2: PROCESS macro model 4, personal norms

Matrix

```

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.2 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 4
Y : Purcinte
X : RiskCon
M : PersNorm

Sample
Size: 202

OUTCOME VARIABLE:
PersNorm

Model Summary
R R-sq MSE F df1 df2 p
.0255 .0007 .8545 67.3833 1.0000 200.0000 .7183

Model
coeff se t p LLCI ULCI
constant 3.0163 .0915 32.9547 .0000 2.8359 3.1968
RiskCon .0470 .1301 .3612 .7183 -.2095 .3035

OUTCOME VARIABLE:
Purcinte

Model Summary
R R-sq MSE F df1 df2 p
.6354 .4038 .8169 67.3833 2.0000 199.0000 .0000

Model
coeff se t p LLCI ULCI
constant .7216 .2269 3.1800 .0017 .2741 1.1691
RiskCon 1.2235 .1272 9.6164 .0000 .9726 1.4744
PersNorm .4325 .0691 6.2555 .0000 .2961 .5688
    
```

```

***** TOTAL EFFECT MODEL *****
OUTCOME VARIABLE:
Purcinte

Model Summary
R R-sq MSE F df1 df2 p
.5353 .2865 .9726 80.3220 1.0000 200.0000 .0000

Model
coeff se t p LLCI ULCI
constant 2.0261 .0977 20.7488 .0000 1.8336 2.2187
RiskCon 1.2439 .1388 8.9623 .0000 .9702 1.5175

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y
Effect se t p LLCI ULCI
1.2439 .1388 8.9623 .0000 .9702 1.5175

Direct effect of X on Y
Effect se t p LLCI ULCI
1.2235 .1272 9.6164 .0000 .9726 1.4744

Indirect effect(s) of X on Y:
Effect BootSE BootLLCI BootULCI
PersNorm .0203 .0566 -.0948 .1298

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

----- END MATRIX -----
    
```

6. Hypothesis 2: PROCESS macro model 4, role belief

Matrix

```

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.2 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 4
Y : Purcinte
X : RiskCon
M : RoleBel

Sample
Size: 202

OUTCOME VARIABLE:
RoleBel

Model Summary
R R-sq MSE F df1 df2 p
.0697 .0049 .5462 .9773 1.0000 200.0000 .3241

Model
coeff se t p LLCI ULCI
constant 2.6928 .0732 36.7999 .0000 2.5485 2.8371
RiskCon -.1028 .1040 -.9886 .3241 -.3079 .1023

OUTCOME VARIABLE:
Purcinte

Model Summary
R R-sq MSE F df1 df2 p
.6253 .3910 .8344 63.8823 2.0000 199.0000 .0000

Model
coeff se t p LLCI ULCI
constant .6511 .2521 2.5823 .0105 .1539 1.1483
RiskCon 1.2964 .1289 10.0601 .0000 1.0422 1.5505
RoleBel .5106 .0874 5.8425 .0000 .3383 .6830
    
```

```

***** TOTAL EFFECT MODEL *****
OUTCOME VARIABLE:
Purcinte

Model Summary
R R-sq MSE F df1 df2 p
.5353 .2865 .9726 80.3220 1.0000 200.0000 .0000

Model
coeff se t p LLCI ULCI
constant 2.0261 .0977 20.7488 .0000 1.8336 2.2187
RiskCon 1.2439 .1388 8.9623 .0000 .9702 1.5175

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y
Effect se t p LLCI ULCI
1.2439 .1388 8.9623 .0000 .9702 1.5175

Direct effect of X on Y
Effect se t p LLCI ULCI
1.2964 .1289 10.0601 .0000 1.0422 1.5505

Indirect effect(s) of X on Y:
Effect BootSE BootLLCI BootULCI
RoleBel -.0525 .0546 -.1674 .0457

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

----- END MATRIX -----
    
```

7. Hypothesis 3: PROCESS macro model 1, status consumption

```

:Model
:   coeff   se   t   p   LLLCI   ULCLI
:constant 2.6232 .0710 36.9482 .0000 2.4832 2.7632
:RiskCon 1.2698 .1420 8.9416 .0000 .9897 1.5499
:StatusCo .0545 .0617 .8845 .3775 -.0671 .1762
:Int_1 -.1528 .1234 -1.2387 .2169 -.3962 .0905

:Product terms key:
: Int_1 : RiskCon x StatusCo

:Test(s) of highest order unconditional interaction(s):
: R2-chng F df1 df2 p
: X*W .0055 1.5343 1.0000 197.0000 .2169

-----
: Focal predict: RiskCon (X)
: Mod var: StatusCo (W)

:Data for visualizing the conditional effect of the focal predictor:
: Paste text below into a SPSS syntax window and execute to produce plot.

:DATA LIST FREE/
: RiskCon StatusCo Purcinte .
: BEGIN DATA.
: -.4925 -1.1543 1.8479
: .5075 -1.1543 3.2941
: -.4925 .0000 1.9977
: .5075 .0000 3.2675
: -.4925 1.1543 2.1476
: .5075 1.1543 3.2410
: END DATA.
: GRAPH/SCATTERPLOT=
: StatusCo WITH Purcinte BY RiskCon .

-----
: ANALYSIS NOTES AND ERRORS

:Level of confidence for all confidence intervals in output:
: 95.0000

:NOTE: The following variables were mean centered prior to analysis:
: StatusCo RiskCon

-----
: END MATRIX -----

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.2 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 1
Y : Purcinte
X : RiskCon
W : StatusCo

Sample
Size: 201

OUTCOME VARIABLE:
Purcinte

Model Summary
R R-sq MSE F df1 df2 p
.5431 .2949 .9754 27.4672 3.0000 197.0000 .0000

```

8. Hypothesis 5: PROCESS macro model 1, need for uniqueness

```

:Model
:   coeff   se   t   p   LLLCI   ULCLI
:constant 2.6811 .0678 39.5590 .0000 2.5474 2.8147
:RiskCon .9207 .1355 6.7939 .0000 .6535 1.1879
:Unique .4230 .0642 6.5889 .0000 .2964 .5496
:Int_1 -.2040 .1281 -1.5922 .1129 -.4566 .0487

:Product terms key:
: Int_1 : RiskCon x Unique

:Test(s) of highest order unconditional interaction(s):
: R2-chng F df1 df2 p
: X*W .0075 2.5351 1.0000 198.0000 .1129

-----
: Focal predict: RiskCon (X)
: Mod var: Unique (W)

:Data for visualizing the conditional effect of the focal predictor:
: Paste text below into a SPSS syntax window and execute to produce plot.

:DATA LIST FREE/
: RiskCon Unique Purcinte .
: BEGIN DATA.
: -.4950 -1.0829 1.5579
: .5050 -1.0829 2.7994
: -.4950 .0000 2.2253
: .5050 .0000 3.1460
: -.4950 1.0829 2.7927
: .5050 1.0829 3.4925
: END DATA.
: GRAPH/SCATTERPLOT=
: Unique WITH Purcinte BY RiskCon .

-----
: ANALYSIS NOTES AND ERRORS

:Level of confidence for all confidence intervals in output:
: 95.0000

:NOTE: The following variables were mean centered prior to analysis:
: Unique RiskCon

-----
: END MATRIX -----

Matrix

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.2 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 1
Y : Purcinte
X : RiskCon
W : Unique

Sample
Size: 202

OUTCOME VARIABLE:
Purcinte

Model Summary
R R-sq MSE F df1 df2 p
.6441 .4149 .8058 46.7951 3.0000 198.0000 .0000

```