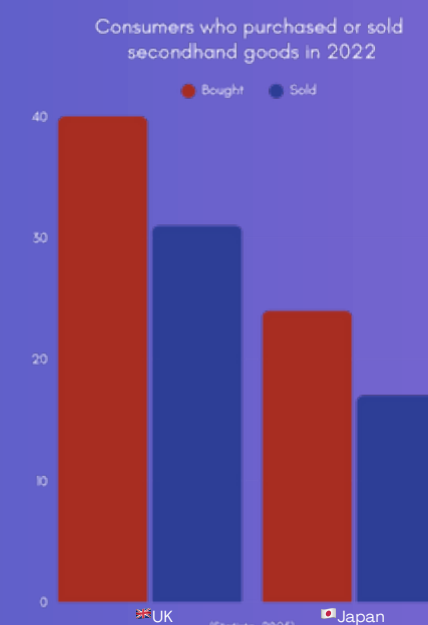


# Instagram micro-influencers' Influence on Second-Hand Clothes: How does it differ between London vs. Tokyo?

## INTRODUCTION

While the second-hand clothing (SHC) market is gaining attention due to its expansion and the increasing demand for sustainable consumption, consumer perceptions of SHC remain complex. In particular, little research has examined the psychological dimensions of Japanese consumers' attitudes towards SHC. At a time when more localised perspectives are required, investigating how cultural differences shape these perceptions, and how they are further influenced by Instagram, offers valuable insights for developing future communication strategies in the global SHC market.



## AIM

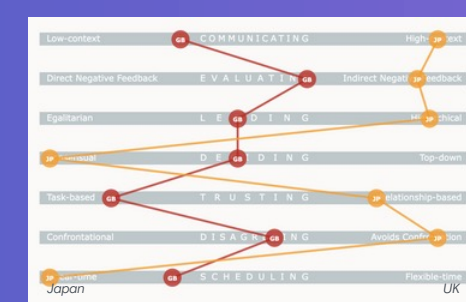


This study aims to explore how Instagram micro-influencers influence Gen-Z females' perceptions of SHC in London and Tokyo in order to develop managerial insights for effective cross-cultural communication strategies in the global SHC market.

## RELATED LITERATURE

Previous cross-cultural studies have demonstrated that cultural differences are reflected in diverse forms of consumer perception, such as the expression of websites (Singh and Matsuo, 2004) and variations in sustainability awareness (Ogiemwonyi and Jan, 2023).

- SHC Perception** - Theory of Planned Behaviour (Ajzen, 1991), Theory of Consumption Values (Sheth, Newman and Gross, 1991)
- Cultural Difference** - Individualism/Collectivism (Hofstede, 1983), Low-/High Context Culture (Hall, 1989)

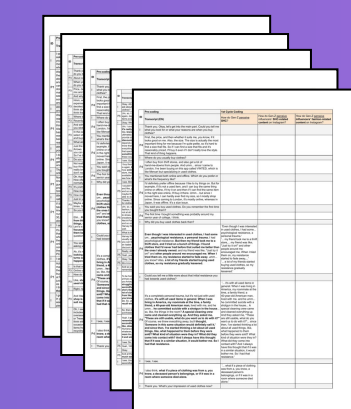


Culture Map (Meyer, 2025)

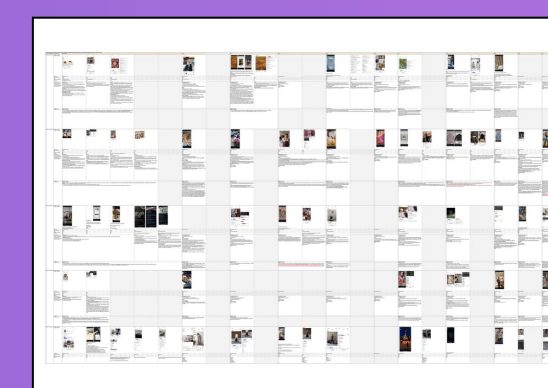
## METHODOLOGY

**Multi-method Qualitative** is selected to capture the 360° of what is happening.

- Semi-structured Interviews for 8 participants (4 from London, 4 from Tokyo)*
- Netnography (8 Instagram micro-influencer's account)*



Interview Transcript (Author's own)



Netnography Immersion Journal (Author's own)

## ANALYSIS

**Thematic Analysis** formed out themes for each sub questions.

- How do perceptions of SHC differ between London and Tokyo?*
- How does the behaviour of SHC-related Instagram micro-influencers differ between London and Tokyo?*
- How do Gen-Z females' perceptions of SHC/fashion-related micro-influencers' content differ between London and Tokyo?*



Theme Map (Author's own)

## FINDINGS

This study identified notable differences in SHC perceptions across cultures, as well as in the influence exerted by Instagram influencers.

LONDON	TOKYO
<b>Second-Hand Clothes</b> Sustainability Valuable On Trend	<b>Second-Hand Clothes</b> Psychological discomfort Quality and Design
<b>SHC-related Influencer</b> Persona Entertainment Reels > Posts	<b>SHC-related Influencer</b> Time Efficacy Practicality Posts ≥ Reels

## DISCUSSION

Existing research on SHC perceptions and the role of influencers has frequently highlighted divergences from findings observed in Tokyo, thereby revealing that many aspects of Japanese consumer behaviour remain under explored.

The persistence of resistance towards SHC in Japan aligns with statistical evidence reported by Statista. These findings suggest that communication strategies on Instagram, aimed at reducing such resistance and enhancing value recognition of SHC, must differ from those observed in Western contexts.

