

MOTIVATIONS FOR CONSUMPTION OF SECOND-HAND FASHION

A Quantitative Study of Motivational Drivers of Finnish Consumers

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Objectives

The main objectives of this study were to explore and investigate the motivations that drive consumption in the second-hand fashion market. The factors investigated were the critical, economic, hedonistic, nostalgic and fashion interest motivational factors that were recognised by previous literature. All the factors were researched utilizing quantitative research approach

Summary

Second-hand consumption of fashion has been increasing in popularity in the last few years. There is such a need for a better understanding of the consumers motivations for engaging actively in the market. After literature research of previously studied second-hand market motivations, a quantitative online survey was conducted.

Conclusions

The results show that these customers are highly driven by multiple factors, but that the economic motivations examined in previous studies are not as relevant today. Consumers are driven considerably highly by the hedonistic experiences of these stores. They provide shopping experiences that conventional stores cannot. The market of second-hand fashion is also motivated by interest in fashion. These clothes are deemed fashionable, unique and desirable and not just a cheaper alternative. The stores have therefore evolved from cheap commodities into their own fashion trend.

Key words: *Second-hand, Consumer Behavior, Fashion, Shopping*

Language: English

Grade:

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1. INTRODUCTION

1.1. Background

The second-hand market has grown exponentially in the last few years. The industry has managed to grow 21 times faster than the overall retail apparel market in the last three years (ThredUp 2019). The market is expected to reach \$51 billion dollar value by the end of 2023 (ThredUp 2019). The growing value of the apparel market can be explained by the sheer rise in interest in clothing as the average consumer is estimated to buy 60 percent more of apparel and clothing than the average consumer 15 years ago (McKinsey 2019).

The rise is facilitated in the grass root level by the changed views of consumers concerning the lifecycle of fashion. The lifecycle of clothing has been essentially halved. Young generation is increasingly demanding always newness in their consumption and according to a survey in Britain, one in three women consider clothes "old" after wearing them twice or even once (McKinsey 2019). Still, the sustainable interests are rising at the same time as the rapid use-throw away behaviour (McKinsey 2019). Second-hand fashion has risen as an opportunity to bring these two contradicting ideas together. Second-hand fashion market offers sustainability by lengthening the product life cycle while still offering the newness consumers desire (McKinsey 2019).

This fusion of ideas is not the sole motivation for consumption in these markets. The driving motivations are complex and diverse, not to mention unique. One cannot utilize the same type of exploratory research as in the overall fashion market research (Guiot & Roux 2010). Second-hand shopping satisfies expectations and motivations that traditional fashion outlets cannot (Guiot & Roux 2010). One cannot find the same thing twice or have one's own size of something they like, but that itself seems to be a major factor that drives consumption (Guiot & Roux 2010). People want to be unique and reflect that through the unique items that are fashionable and fit their ecological morals (Niinimäki 2010).

1.2. Research Problem

While the second-hand fashion industry has been growing, there has not been a lot of research conducted in the field. Studies conducted by Sherry (1990); DeLong & Heinemann & Reiley, (2005); Bardhi, (2005); Roux, (2006); Guiot & Roux, (2010);

Turunen, (2015); Yan, (2015); Sihvonen, (2016); Ferraro & Sands & Brace-Govan, (2016) have all been major papers conducted in the field but the number and scope has not been satisfactory. These studies also show that second-hand fashion has been on the rise especially on the 21st century, as almost all of them have been conducted in the past few years. Now that second-hand fashion consumption has risen as a considerable challenger to traditional fashion outlets, it is more important than ever to explore the motivations behind the triumph of second-hand fashion consumption.

Fashion industry itself has been largely prevalent in the media and academic discussions. It has gone through major revolutions in the past few years and will still experience those in the coming years. From digitalization to the ever-changing street wear culture, fashion market research has been conducted mainly from the point-of-view of acquiring something new. Therefore it is important to break the assumption of the same models working in the second-hand industry as they do in the conventional industry. This study is aimed at finding the unique motivations for pre-owned fashion and to fill the gap in the research.

1.3. Research Questions

1. What is the impact of critical motivation factors to the consumption of second-hand fashion?
2. What is the impact of economic motivation factors to the consumption of second-hand fashion?
3. What is the impact of recreational motivation factors to the consumption of second-hand fashion?
4. What is the impact of fashion motivation factors to the consumption of second-hand fashion?

1.4. Research Objectives

The focus of this study is to explore the motivational factors impact on second-hand consumption intentions and habits. The second-hand consumers relationship with the product characteristics, store shopping experiences, economical factors and criticality against the conventional fashion channels are studied and results discussed with business implications of the research.

2. LITERATURE REVIEW

2.1. Definition of second-hand markets for fashion

Second-hand consumption was defined by Guiot and Roux (2010, p 356) as

“the acquisition of second-hand objects through methods and places of exchange that are generally distinct from those for new products.”

The driving motivations for consumption through these unique methods and places are multi-layered, as is the market itself. Academic studies for these motivations have not been largely conducted before the 21st century, despite its history in Europe and rapid extension to many markets and product categories. For example, in Scandinavia, we have seen the rise of ResQ, a company that business focuses on selling leftover food from restaurants.

We have also seen a large boom of high-end fashion second-hand market where people buy limited supply items from a brand and sell it on a second-hand platform (Sihvonen 2016). This is largely prevalent on streetwear and sneaker product categories. Even though this phenomenon is interesting, this literature review will not be covering motivation factors on this method of second-hand shopping. This literature review will be more focused on consumption motivations of more traditional methods of second-hand fashion consumption, like flea markets and vintage stores. Recognising the driving factors, personality traits and academic studies concerning the traditional field can also be utilized in studying this new phenomenon, especially the fashion motivation aspects of consumption. I will be discussing factors like nostalgia, frugality, vintage and the shopping experience of the second-hand pre-used clothing fashion market and the prevalent motivations that drive customers in this unique and rising market for ecological consumption.

2.2. A second-hand shoppers motivation scale

Why do consumers shop second-hand? These channels attract consumers and satisfy expectations in distinctly different ways that traditional retail outlets cannot satisfy (Guiot and Roux 2010). Identifying these expectations and providing insight into the volatility of consumer behaviour, shopping motivations, and their associated taxonomies, therefore, constitutes an important research area for retailing (Guiot and Roux 2010). The study of Guit and Roux was constructed to research those

motivations. From the collected data, Guiot and Roux identified four categories of motivations for second-hand shopping. From these motivations and data set, they compiled a conceptual framework, the Hierarchical model of motivations for second-hand shopping (Guiot and Roux 2010). By following Tauber (1972) and Westbrook and Black (1985), Guiot and Roux also formulated the following definition (2010, p 357):

“Motivations for second-hand shopping refer to the psychological and material motives that orient consumers toward second-hand products and/or channels.”

Guiot and Roux compiled the found motivations into three categories: critical motivations, experimental motivations linked to the nature of the offering and experimental motivations linked to the channel characteristics. This study has worked as a base for many studies conducted in the second-hand market in the last 10 years. It has proven itself to be applicable and reliable framework and an essential study in the field. The scale itself has some problems in its applicability as it fails to recognise some of the key product characteristics of second-hand products like fashionability (Ferraro, Sands, Brace-Govan, 2016; Niinimäki 2010). While the framework might be applicable to the second-hand market as a whole, it fails to be specific to the different product categories or subcategories of the second-hand market, like vintage consumption (Ferraro, Sands, Brace-Govan, 2016). To compensate for this gap of specificity we must modify and add to the framework the unique motivations of the subcategory under ones study.

2.3. Critical motivations

In the Hierarchical model of motivations for second-hand shopping, critical motivations describe the motivations of avoidance of conventional channels, ethical and ecological dimensions and anti-ostentation (Guiot and Roux 2010). Encouraging factors in motivation of avoidance of conventional channels for consumption could be the increased perceived control of those channels (Ajzen 1991), positive effects of the “price hunting”-game of second-hand markets (Holbrook 1984) and dissatisfaction with traditional market channels (Guiot and Roux 2010). Ethical and ecological dimensions can be linked to the senses of hedonistic shopping behaviour (Hirschman & Holbrook 1982). This behaviour seeks senses of accomplishment and emotional gain from the consumption of the product in question. By behaving with the accordance with one’s values, the consumer feels a sense of pride and positivity about the purchase (Hirschman & Holbrook 1982).

Guiot and Roux found in their study also that some of the respondents valued the anti-ostentation, the act of deliberate rejection of symbolisation and “showing off” value of traditional mass consumption of fashion. Guiot and Roux described this as an implication of a “reversed Veblen effect”. Veblen goods are products for which the demand rises as the price rises. These products are symbols of wealth, power and status and second-hand market products can be considered as the opposite of them (Bagwell, Bernheim 1996). Consumers of second-hand products value the frugality and ethical aspects of second-hand products as it can give them the status of an ethical consumer, a value created by an identity effect (Carlson 2010). It’s a social value generated by the product giving the customer prestige and enhancement of their social status by satisfying the ecological social norms and community standards (Green, Peloza 2011; Goldstein et al., 2008). This is the subjective norm infecting the behaviour of these consumers (Ajzen 1991). In a study conducted by Niinimäki (2010) found ethical commitment and ethical values to be the driving factor of eco-clothing in Finland. Over 94,6% of the respondents were willing to pay even higher prices for better quality, durability, repairability and to use clothes for longer durations.

2.4. Experimental motivations linked to the nature of offering

In this category, four motives drive the consumption of second-hand consumption of goods: the originality of the products, the nostalgic pleasure of finding objects from the past, self-expression through the restoration, repair or transformation of objects and congruence between the object and the consumer (Guiot and Roux 2010). Second-hand consumers enter thrift stores not with a specific product in mind but the scope of a product in mind (Bardhi & Arnould 2005). The concept of the “price-hunting” -game (Holbrook 1984) is enhanced by the random and ever-changing offering provided by the second-hand market (John & Sherry 1990). Consumers hunt for products in second-hand markets because there is no two of the same available, it’s a search for uniqueness and originality (Bardhi & Arnould 2005).

The nostalgia of findings products from the past can alone prompt the consumer to purchase the said product (John F & Sherry Jr 1990). These products of nostalgia serve as symbols of the past, symbols of a style, epoch, culture or forgotten know-how. This process of historical and cultural identity is often underlined by the perpetuation of myths related to this particular period or that particular group, and for

which the clothes constitute one of the visible narrators (Roux 2006). Self-expression and congruence with the product invoke higher involvement in the product. Consumers want to make the product their own to express themselves and because they view the time spend on these products as enjoyable. The consumers resonate with these products and seek to voice themselves through them. (Michaelidou & Dibb 2006)

2.5. Experimental motivations linked to the channel characteristics

As already previously shortly mentioned, second-hand markets have unique characteristics that drive consumers to them. These markets characteristics offer social contact, stimulation and treasure-hunting (Guiot & Roux 2010). The marketplaces themselves provide value through shopping experience (Michaelidou & Dibb 2006). Second-hand markets have their communities that provide social contact and encourage discussion online and offline. The customers can be driven to become recreational customers to belong into the community. Stimulation comes from the experience of the stores shopping processes, physical ambience and service aspects of the service encounter (Michaelidou & Dibb 2006). Treasure-hunting aspect (Holbrook 1984) has already been mentioned previously on this review.

2.6. Economic motivations

While price sensitivity or price consciousness personality trait has been found to have a positive correlation to purchase of second-hand clothes (Guiot & Roux 2010), this is not necessary correct in the case of clothing and fashion (Cervellon 2012). Second-hand clothing cannot compare to fast-fashion prices, especially in the case of more high-end vintage fashion. The purchase of second-hand consumer behaviour is more correlated with consumer gratifying ideas of frugality and value consciousness. Frugality is a behaviour where the consumer restricts their acquirement of products and resourcefully uses economic goods and services for long-term goals (Aviv & Maja 2004). Characteristics of a frugal consumer are that they are more disciplined in money spending, they are resourceful users and re-users of products, they feel more independent as consumers (Aviv & Maja 2004). Overall, they are less impulsive in buying behaviour and more concerned the long-term usages of the bought products.

2.7. Fashion motivations

In the study of Guiot and Roux (2012), the role of fashion motivations has not been included as a major driver in the consumption. Fashion motivations are related to the need for authenticity and originality, but specifically concern attempts to follow a specific fashion trend, create a personal and unique fashion style, or avoid mainstream fashion (Ferraro, Sands, Brace-Govan, 2016). In previous years, second-hand clothing has been consumed largely because of the economic motivations. This kind of clothing was also deemed undesirable (DeLong 2005). In the last years, because of the rising concern of ecological impact of clothing, more and more people have started to look for their clothing from second-hand markets. These environmentally conscious consumers are usually younger generations like millennials, gen-z and gen-x, who also have large interest in fashion. The old rags of before have become a desirable fashion and a distinct look (Beard 2008). This has then led to creation a specific market for second-hand fashion, vintage (Cervellon 2012).

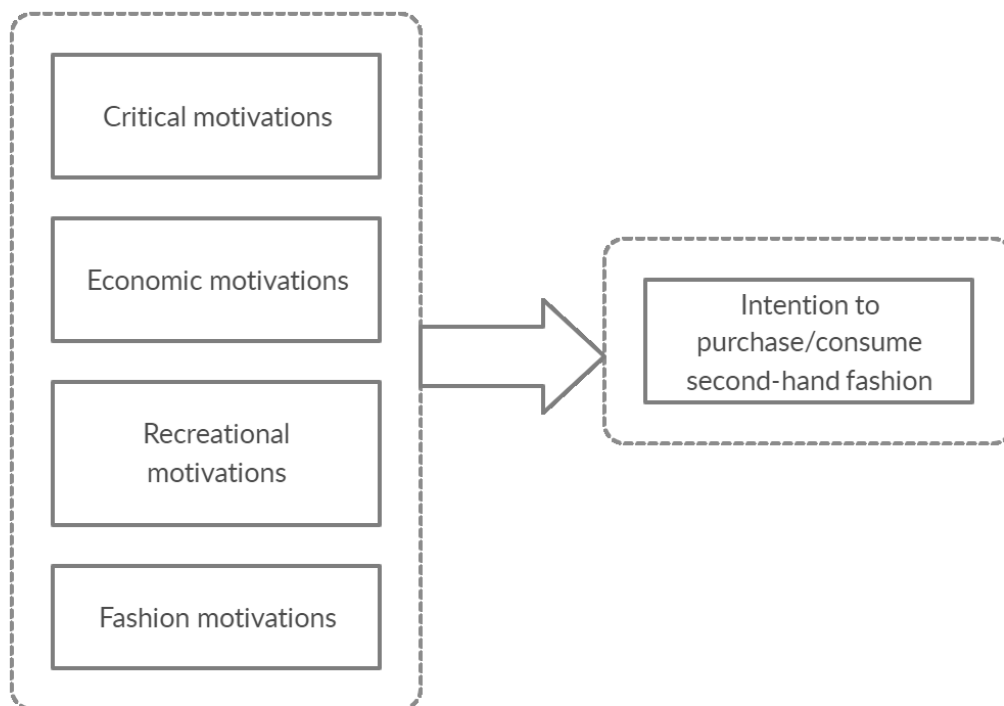
In the current western culture uniqueness, individuality, constant change and materialistic values are at the centre of our society. The decisions and clothes we wear represent far more than what they used to be (Niinimäki 2010). They represent our identity, values, emotions and who we are or desire to be (Niinimäki 2010). When making decisions about fashion, we always go through a silent dialogue between 'I' and the 'me'(Kaiser 1990). The 'I' discovers, feels and interprets the garment as it occurs, subjectively (Kaiser 1990). 'Me' evaluates the style option as the implications for the self and thinks about how others may respond to the new look (Kaiser 1990). 'I' is the creative side, 'me' is evaluating and judging, and together they comprise the self (Kaiser 1990). While shopping second-hand continues to be motivated by monetary value, hedonic and recreational aspects and sustainability concerns, fashion is a motive worthy of investigation (Ferraro, Sands, Brace-Govan, 2016).

2.1. Conceptual Framework

The base for the framework in this study will be the Hierarchical model of motivations for second-hand shopping by Guiot and Roux (2010). This is because of the proven applicability of the model on the second-hand market research by previous research by Cervellon (2012) and (Turunen 2015). However, this motivation scale does not necessarily apply accurately to the specific characteristics of the second-hand

fashion market. This market segment has different emphasis and value levels between the motivations proven by prior research by Ferraro, Sands, Brace-Govan (2016) and Cervellon (2012). The studies recognised the role of fashionability and fashion motivations as relevant items in the motivation scale. Study conducted by Ferraro, Sands, Brace-Govan (2016) explored the fashion motivation as only one item in the motivation scale of the questionnaire. Cervellon (2012) was deeper in defining and exploring the fashion motivations and included the vintage and nostalgia elements related to the motivational factor and used items from an established fashion involvement scale constructed by O'Cass (2000) to study the second-hand fashion motivations, but did not include greatly the critical and recreational factors, that Ferraro, Sands, Brace-Govan (2016) did include.

This is why I have opted to modify framework of Guiot and Roux (2010) based on these studies to properly include all the significant factors of Guiot and Roux (2010) with the addition of recognised significant factors of Cervellon (2012) and Ferraro, Sands, Brace-Govan (2016).



2.2. Gaps in research

While second-hand market studies have been increasing in recent years, many of them have not included fashionability or included it as motivation for self-expression or individuality. These studies include Guiot and Roux (2010), Yan & Bae & Xu (2015), Sherry (1990) and (DeLong 2005). These studies have also been conducted largely in the USA. Overall, second-hand market studies have focused on the overall consumption of second-hand goods or even circular economy, leaving gaps in research in the European demographic and in second-hand fashion consumption. The studies also usually concern the more high-end second-hand fashion, vintage, (Cervellon 2012) or the consumption of second-hand luxury goods (Turunen 2015). Overall, two terms of second-hand fashion and vintage are not clearly separated in previous studies. The concepts differ greatly and are very different product categories with different consumption motivations (Cervellon 2012). This has left gaps for research in the motivations for consumption of everyday fashion and more treasure hunting customer motivations instead of consumption of expensive and curated vintage fashion stores offline and online.

Previous studies like Guiot & Roux (2010) and Cervellon (2012) have also not recognised meaningful barriers of consumption in the second-hand fashion markets. The studies have been about the driving factors for consumption but have not incorporated the barriers or negative motivations for second-hand consumption (Gullstrand Edbring 2016). Gullstrand Edbring (2016) recognised barriers of concern for hygiene, concern for pest and desire for new products in the field of second-hand furniture consumption, but these barriers might not be applicable to the second-hand fashion market. This is a knowledge gap that is needed to be researched more.

Finland's second-hand product market has yearly growth of 5-10%, strong young eco-conscious demographic and is valued at 480 million euros (Finnish Commerce Federation & University of Tampere 2018). This study also reported highly positive future predictions for the market and explosive growth of second-hand consumption motivations in the younger generations of Finland. Study conducted by Armstrong et al. (2015) found Finnish people to be open and interested in second-hand and other alternative consumption methods in fashion. These characteristics indicate that the Finnish consumer group is an interesting and a suitable target group for second-hand fashion research.

3. METHODOLOGY

3.1. Research approach rationale

For his study, the quantitative research approach was chosen. Rationale behind the decision was to test the theories introduced by Quiot and Roux (2010), Cervellon (2012) and Ferraro, Sands, Brace-Govan (2016). Quantitative research method is more fitting for theory testing and to explore the explanations of actions (Cooper & Schindler 2008). This supported choosing the quantitative research approach. While the specific field of research of this study remains relatively unexplored, previous studies have branched out to explore the motivations behind consumption of second-hand goods and products. Therefore, we can determine that this conducted study is not an exploratory study. Because of this, we can determine that quantitative study will further fit our needs of adding and testing previous research (Cooper, Schindler, 2008). The specific quantitative method chosen was an online survey distributed through email, social media and face-to-face interaction. This freed the survey to concern different cities, age groups and different levels of interest in fashion.

3.2. Data collection

The secondary data was collected through desk research. This data was then used to conduct the literature matrix, to generate the conceptual framework and the distributed questionnaire used in the study. The measures generated were scales of items for the purpose of measuring the motivational factors related to the critical, economic, recreational and fashion motivations of the respondents. After establishment of the questionnaire, it was distributed through Webropol online survey tool. This online questionnaire was then further distributed through the personal social network of the conductor of the study. This was utilized by sharing the link by email for other university students, social media posting and face-to-face social conduct.

3.3. Secondary data collection

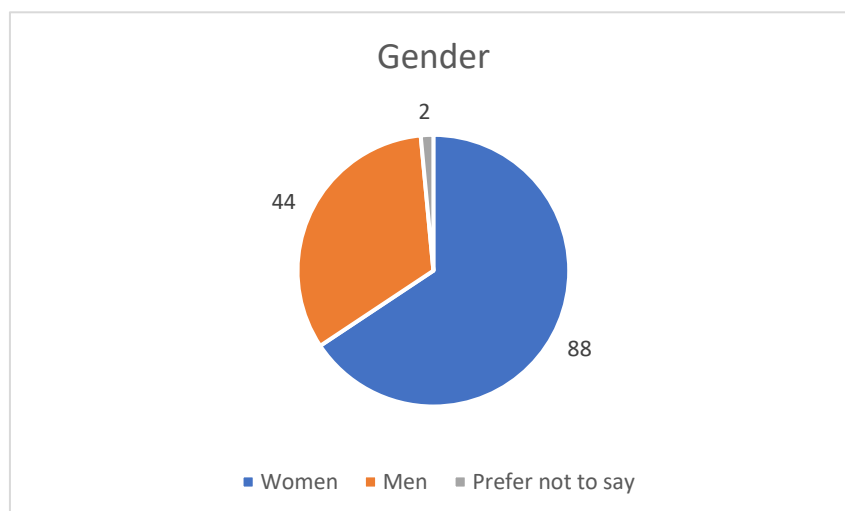
Secondary data research was motivated by two main research questions:

1. What are the driving motivations behind consumption of second-hand?
2. What are the unique motivations behind consumption of second-hand fashion?

This data was important to research as the field of second-hand fashion is not hugely prominent or prevalent in today's literature. It was important to uncover all the factors related to second-hand consumption habits and motivations to conducting the study accurately and scientifically. All this data is introduced, discussed and explained in the literature review section of the study. This data was also crucial in the creation of the conceptual framework which this study is conducted under. All of the data was gathered through using multiple online academic literature search engines and databases accessible through Aalto University's channels and licenses.

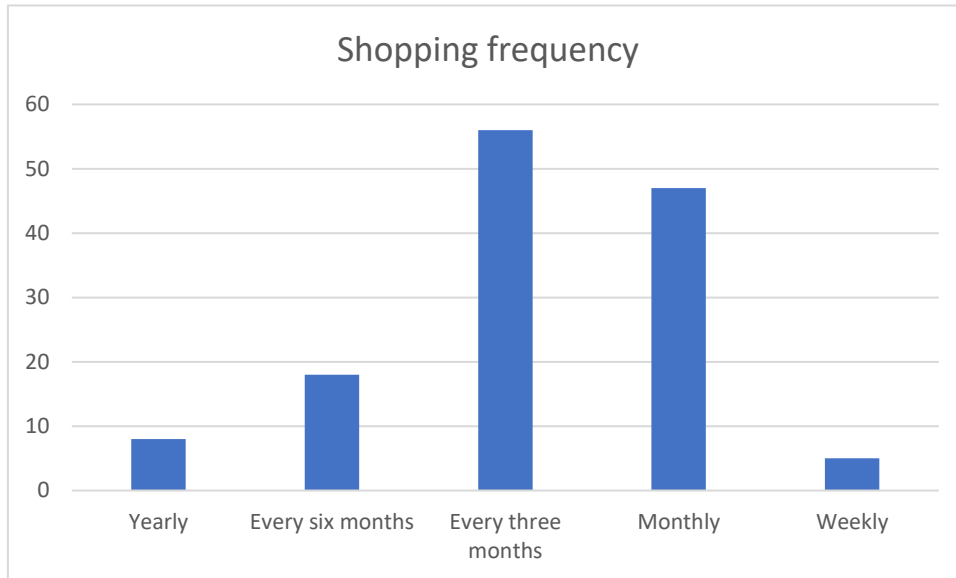
3.4. Primary data collection

Primary data research was gathered by survey targeted mainly to ages 18 to 26 who buy second-hand or are otherwise interested in fashion. The average age of respondents was 22,4 years (SD = 4,49) and the average overall interest in fashion was 3,60 ($\alpha = 0,77$, SD = 0.74) on the fashion interest subscale, which consisted of three separate items. Respondents also scored highest in the category of second-hand stores as the main method of buying fashion (M=0,73 Second-hand stores, M=0,66 Online, M=0,50 in Malls, M=0,43 in Trades between other consumers or peer-to-peer sales, M=0,26 in Premium brand stores and M=0,10 in Other methods of buying). Most of the respondents identified as woman (88/134) and others as man (44/134). There were only two respondents who did not want to specify their gender.

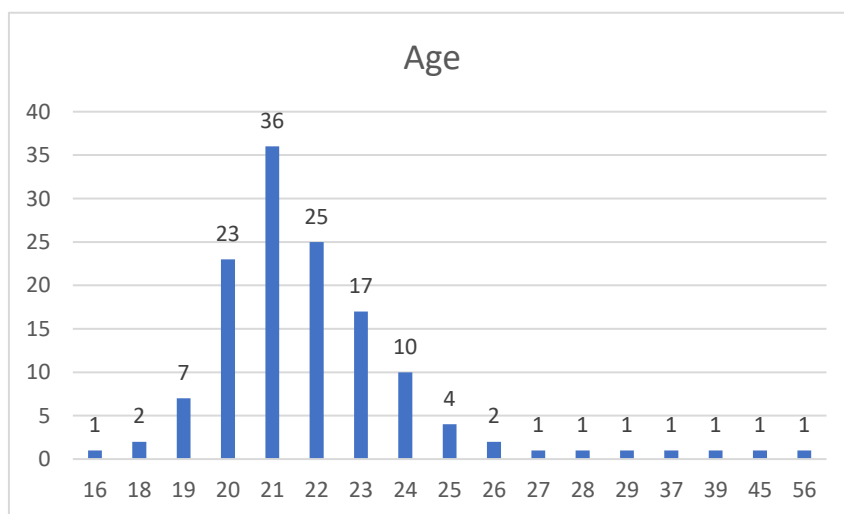


As previously discussed, the survey was distributed by email, social media and face-to-face conduct. Many of the respondents are university students as the groups

reached were mainly contacts of the conductor of the study. Most of the data was from Finnish respondents (123/134) and only 10 were from other nationalities. The respondents averagely shopped fashion every three months (56/134) with some shopping even weekly (5/134).



The age distribution of the study was focused on the young generation, with most frequencies in the age group of 19-25-year olds. This is positive for the data analysis as the focus of the study was to explore the younger generations motivations and habits.



Primary data from respondents were gathered by six different matrixes of questions that formed the subscales in the data analysis section. These scales were constructed using a five-point scale. Fashion subscale included items that measured the overall interest into fashion and fashion centric social conduct. Second-hand brand subscale included items that measured if the respondents had specific brands of clothing they looked when shopping second-hand. Critical motivations concerned the desire to distance oneself from the usual fashion consumption and if the respondent used second-hand fashion as a protest or a way to combat waste. Economic motivation subscale researched the monetary motivations for the respondents second-hand shopping behaviour. Hedonic motivation subscale explored if the respondent enjoyed the shopping experience, uniqueness of the supply or the treasure hunting aspect of second-hand shopping. Lastly vintage and nostalgic subscale inquired if the respondent felt that the stories, nostalgia or fashionability were the motivations behind their fashion shopping behaviour.

| Critical motivations | |
|--|--|
| Question from Guiot and Roux (2010) | This Study |
| By buying second-hand, I feel like I'm escaping the (consumption) system | By buying second-hand fashion, I feel like I'm escaping the fashion consumption system |
| Buying second-hand is for me a revenge on the consumption system | Buying second-hand fashion is for me a revenge on the fast-fashion system |
| Buying second-hand enables me to distance myself from the consumer society | Buying second-hand fashion enables me to distance myself from the consumer society |
| I enjoy buying second-hand because I don't like objects being thrown away that can still be of use | I enjoy buying second-hand because I don't like objects being thrown away that can still be of use |
| By buying second-hand, I feel I'm helping to fight against waste | By buying second-hand, I feel I'm helping to fight against waste |

| Economic motivations | |
|---|---|
| Question from Guiot and Roux (2010) | This Study |
| I can afford more things because I pay less second-hand | I can afford more things because I pay less for second-hand |
| One can have more things for the same amount of money if one buys second-hand | I can have more things for the same amount of money if I buy them second-hand |
| I feel that I have lots of things for not much money by buying them second-hand | I feel that I have lots of things for a good price by buying them second-hand |
| I don't want to pay more for a product just because it's new | I don't want to pay more for a product just because it's new |
| By buying second-hand, I feel I'm paying a fair price for things | By buying second-hand, I feel I'm paying a fair price for things |
| For economic purposes (Ferraro et al. 2016) | I buy second-hand because I think I can make a profit by selling them forward |

| Hedonic/recreational motivations | |
|---|------------|
| Question from Guiot and Roux (2010) | This Study |

| | |
|--|--|
| I like wandering around second-hand outlets because I always hope I'll come across a real find | I like wandering around second-hand outlets because I always hope I'll come across a real find |
| I go to certain second-hand outlets to rummage around and try to find something | I have certain second-hand outlets that I visit regularly to wonder around and try to find something |
| I'm often on the look-out for a find when I go to certain second-hand outlets | I'm often on the look-out for a find when I go to certain second-hand outlets |
| In certain second-hand outlets, I feel rather like a treasure hunter | In certain second-hand outlets, I feel rather like a treasure hunter |
| I hope to come across articles that nobody else has | I hope to come across articles that nobody else has |
| I hope to come across original articles that are not found in mainstream stores | I hope to come across original articles that are not found in mainstream stores |
| What I like about certain second-hand outlets is the pleasure of meeting and talking to people | What I like about second-hand shopping is the pleasure of meeting and talking to people |
| I enjoy the social interaction you find in certain second-hand outlets | I enjoy the social interaction and community second-hand markets have |

| | |
|--|--|
| Fashion and nostalgic motivations | |
| Question from Guiot and Roux (2010) | This Study |
| I am attracted more to old things than new ones | I am attracted more to old and vintage things than new ones |
| Above all I buy things second-hand because they are old and have a history | Above all I buy things second-hand because they are old and have a history and a story |
| I like buying second-hand objects because they evoke the past | I like buying second-hand objects because they feel nostalgic to me |
| I like buying second-hand objects because I find them authentic | I like buying second-hand objects because I find them more authentic |
| Because it is fashionable (Ferraro et al. 2016) | I buy second-hand clothes mainly because I find them fashionable |

| | |
|---|---|
| Interest in fashion | |
| Question from Cervelon (2012) | This Study |
| I am very interested in Fashion Clothing | I am interested in fashion |
| I think about Fashion Clothing a lot | I often participate in conversations about fashion and shopping |
| How often do others turn to you for advice on fashion and clothing? (Hirschman & Holbrook 1982) | I give out fashion advice |
| How often do you influence the types of clothing your friends buy? (Hirschman & Holbrook 1982) | My friends value second-hand shopping over "normal" shopping |

3.5. Data analysis

The primary data gathered through the scales for the analysis was divided into six different subscales and afterwards reliability, mean, median and standard deviation

were calculated. Results into the scales reliability and descriptive statistics gave these results:

| | Fashion subscale | Second-hand brand subscale | Critical motivation subscale | Economic motivation subscale | Hedonic motivation subscale | Vintage and nostalgia subscale |
|-----------------|------------------|----------------------------|------------------------------|------------------------------|-----------------------------|--------------------------------|
| Mean | 3,60 | 3,15 | 3,57 | 3,09 | 3,22 | 3,01 |
| Median | 3,67 | 3,00 | 3,60 | 3,08 | 3,25 | 3 |
| Std. Deviation | 0,74 | 0,83 | 0,66 | 0,61 | 0,64 | 0,83 |
| Cronbach alpha | 0,77 | 0,57 | 0,711 | 0,62 | 0,76 | 0,80 |
| Number of items | 3 | 3 | 5 | 6 | 8 | 5 |

These subscales were scored, deemed relatively reliable, except second-hand brand subscale which was tested and proven to be unreliable. These subscales were then used in T tests, regressions and correlation analyses. The data set was also split by using the item where respondents were asked to recognise the most prevalent places where they shop fashion. The split and grouping were based on answers on whether the respondent recognised second-hand shops as one the main sources of their fashion. Grouping was also conducted by researching differences between men and women, shopping frequencies and age. Grouping by nationality was deemed not to be possible as the Finnish nationality dominated the survey results and analysis into cross-cultural differences between Finns and other nationalities would have proven inconclusive because of the minimal answer pool from other nationalities. All the findings and analysis was conducted using IBM SPSS Statistics Version 26.0



In this study men ($M = 3,5$, $SD = 0,83$) and women ($M = 3,66$, $SD = 0,70$) were neither more interested in fashion, but were almost equal in their interest, $t(1) = -1,21$, $p = n.s.$

Second-hand stores were deemed to be in high interest in those above the fashion interest mean. Respondents in the higher portion of the fashion subscale mean ($M = 0,84$, $SD = 0,37$) reported that they shop frequently in second-hand fashion stores, $t(1) = 2,85$, $p < 0,05$. In another T Test, those above 50% of fashion purchases being second hand ($M = 3,26$, $SD = 0,8$) reported significantly higher motivation scores in the vintage and nostalgia subscale category.

Fashion subscale and vintage and nostalgia subscale were significantly correlated, $r = 0,39$, $p < 0,01$. Interestingly, when split into second-hand and non-second-hand shoppers, the correlation between vintage and nostalgic subscale and fashion subscale changed drastically. For non-second-hand shoppers the correlation was not significant between the two subscales, $r = 0,22$, $p = n.s.$ For frequent second-hand shoppers, the correlation was double the correlation of the non-second-hand shoppers, $r = 0,40$, $p < 0,1$. This suggest that overall those more interested in fashion are highly more motivated by nostalgia, authenticity, older age and history of the clothes than those who do not shop in second-hand stores. In a similar test, second-hand shoppers ($M = 3,70$, $SD = 0,06$) reported significantly higher scores on the

fashion subscale than those who did not shop second-hand ($M = 3,28$, $SD = 0,84$), $t(1) = -2,9$, $p < 0,05$.

Correlation between fashion subscale and hedonic motivation subscale was also found to be significant, $r = 0,40$, $p < 0,01$. Again, splitting and grouping by second-hand shopping behaviour completely changed the results, with non-second-hand shoppers again not finding significant correlation, $r = 0,26$, $p = n.s$, and second-hand shoppers having almost twice the correlation, $r = 0,38$, $p < 0,01$. It was also found that there is significant correlation between interest in fashion subscale and how high percentage of the respondent's wardrobe is second-hand, $r = 0,285$, $p < 0,01$. This further indicates fashion enthusiasts or overall higher interest in fashion relates and translates into second-hand fashion consumption. Second-hand items are deemed fashionable by consumers and the stores to be positive experiences of treasure hunting.

In a correlation analysis exploring the most important motivations affecting the overall percentage of fashion purchases being second-hand, the most significant motivation correlating to the percentage was vintage and nostalgia motivation subscale, $r = 0,41$, $p < 0,01$. The second most correlating subscale was the fashion interest subscale, $r = 0,35$, $p < 0,01$.

In correlation analysis between the motivation scales these were the findings:

| | | Correlations | | | | | |
|------------------------|----------------|-----------------------|--------------------|--------------------|--------------------|-------------------|------------------|
| | | FASHIO N_SCAL E | SECBRAND_ SCALE | CRITICAL_ SCALE | ECONOMIC_ SCALE | HEDONIC_ SCALE | VINTAGE SCALE |
| Pearson Correlation | FASHION_SCALE | 1.000 | .272 | .020 | .219 | .403 | .389 |
| | SECBRAND_SCALE | .272 | 1.000 | .011 | .243 | .326 | .109 |
| | CRITICAL_SCALE | .020 | .011 | 1.000 | .172 | .281 | .200 |
| | ECONOMIC_SCALE | .219 | .243 | .172 | 1.000 | .421 | .365 |
| | HEDONIC_SCALE | .403 | .326 | .281 | .421 | 1.000 | .513 |
| | VINTAGE_SCALE | .389 | .109 | .200 | .365 | .513 | 1.000 |
| Sig. (1- tailed) | FASHION_SCALE | . | .001 | .410 | .005 | .000 | .000 |
| | SECBRAND_SCALE | .001 | . | .450 | .002 | .000 | .105 |
| | CRITICAL_SCALE | .410 | .450 | . | .024 | .000 | .010 |
| | ECONOMIC_SCALE | .005 | .002 | .024 | . | .000 | .000 |

| | | | | | | |
|---------------|------|------|------|------|------|------|
| HEDONIC_SCALE | .000 | .000 | .000 | .000 | . | .000 |
| VINTAGE_SCALE | .000 | .105 | .010 | .000 | .000 | . |

This indicates that the hedonic motivation scale was the most significant correlating motivation between the other motivations. The subscale correlated with all the other scales and every single of the correlations were significant. Hedonic motivations also correlated moderately high with the vintage motivation subscale, $r = 0,51$, $p < 0,01$. Second most correlating and significant motivation scale was the economic motivation scale, which also significantly correlated between all the other scales, but with less correlation degrees than the hedonic motivation scale.

Hedonic motivation scale consisted of these questions:

| Hedonic motivations scale (Cronbach's Alpha = 0.755) | Average | Median |
|--|---------|--------|
| I like to go wandering around second-hand outlets because I always hope I'll come across a real find | 3,86 | 4 |
| I have specific second-hand outlets that I visit regularly to try to find something | 3,22 | 3 |
| I'm often on the look-out for a find when I go to second-hand outlets | 3,68 | 4 |
| In certain second-hand outlets, I feel rather like a treasure hunter | 3,4 | 4 |
| I hope to come across articles that nobody else has | 3,54 | 4 |
| I hope to come across original articles that are not found in mainstream stores | 3,76 | 4 |
| What I like about second-hand shopping is the pleasure of meeting and talking to people | 1,9 | 2 |
| I enjoy the social interaction and community second-hand markets have | 2,37 | 2 |

It seems that customers in second-hand fashion markets identify greatly with some of these questions and subjects. Social instructiveness and communal aspects were not in the interest of second-hand fashion consumers. Instead the focus and interest were on the euphoric experience of finding unique and interesting items.

Because of the relatively low score on the second hand brand motivation scale in the brand section of the scale (I look for certain brands from second-hand stores, $M = 3,04$), we can deduce that brands do not significant influence on the second-hand shopping experience. The customer does not search for branded items from the stores,

but items that are unique on their own right. Because the selection of supply is very inconsistent, it leads the customer to leave out their brand motivations and focus on finding items that suit them. Thrift-shoppers go to these stores because of the mixed supply. The overall population is also not very store brand loyal either (I have specific second-hand outlets that I visit regularly to try to find something, $M = 3,22$), but seem to like the feeling of some specific stores (In certain second-hand outlets, I feel rather like a treasure hunter, $M = 3,4$).

When investigating the same questions through splitting the file again into second-hand shoppers and non-second-hand shoppers, the results differ as before. Second-hand shoppers reported store brand loyalty or specific outlets they visit regularly (I have specific second-hand outlets that I visit regularly to try to find something, $M = 3,5$ for second-hand shoppers, $M = 2,4$ for non-second-hand shoppers). Overall second-hand shoppers reported significantly high enjoyment from wandering around in hope of coming across a real find ($M = 4,11$). This translates into that the stores that can create a positive wandering and treasure hunting experience have an opportunity to build customer loyalty.

3.6. Motivation correlations with behaviour

| | | Percentage of your clothing purchases are of second-hand | How frequently do you shop fashion? | Percentage of your current wardrobe is second-hand | Mainly shop fashion second-hand |
|----------------|---------------------|--|-------------------------------------|--|---------------------------------|
| SECBRAND_SCALE | Pearson Correlation | -0,037 | ,272** | -0,129 | -0,055 |
| | Sig. (2-tailed) | 0,669 | 0,001 | 0,139 | 0,528 |
| FASHION_SCALE | Pearson Correlation | ,346** | ,295** | ,285** | ,250** |
| | Sig. (2-tailed) | 0,000 | 0,001 | 0,001 | 0,004 |
| VINTAGE_SCALE | Pearson Correlation | ,405** | 0,139 | ,416** | ,266** |
| | Sig. (2-tailed) | 0,000 | 0,109 | 0,000 | 0,002 |
| CRITICAL_SCALE | Pearson Correlation | ,243** | -0,109 | 0,161 | ,347** |
| | Sig. (2-tailed) | 0,005 | 0,209 | 0,062 | 0,000 |
| ECONOMIC_SCALE | Pearson Correlation | 0,166 | ,269** | 0,097 | ,212* |
| | Sig. (2-tailed) | 0,055 | 0,002 | 0,265 | 0,014 |
| HEDONIC_SCALE | Pearson Correlation | ,301** | ,262** | ,289** | ,378** |
| | Sig. (2-tailed) | 0,000 | 0,002 | 0,001 | 0,000 |

3.6.1. Second-hand brand and fashion subscales

Second-hand brand subscale found significant correlation in frequency of shopping. Those involved and interested in specific brands were found to be frequent shoppers, $r = 0,272$, $p < 0,1$. This is quite logical, as those interested in brands are more involved in the fashion market and therefore more frequent shoppers.

Fashion interest subscale has significant correlation with all the dependable variables. Fashion interested purchase more frequently ($r = 0,295$, $p < 0,01$), buy considerable amount of second-hand ($r = 0,346$, $p < 0,01$) and own considerable amount of second-hand ($r = 0,285$, $p < 0,01$). This further proves that consumers of second-hand clothing view second-hand as fashion, not as a commodity or as an option only for those not economically stable.

3.6.2. Vintage motivations

Vintage motivations were relatively more highly correlated when compared to other motivations. Vintage motivations correlated with the percentage of purchase being second-hand ($r = 0,405$, $p < 0,01$) and wardrobe being second-hand ($r = 0,416$, $p < 0,01$) with considerably high scores. This indicates that second-hand shoppers and enthusiast are motivated greatly by the stories, nostalgia and perceived authenticity of the items found in second-hand markets.

3.6.3. Critical motivations

Critical motivations subscale did not contribute as much as other motivations but was relevant especially to those who recognised second-shopping as one the main methods of fashion consumption ($r = 0,347$, $p < 0,01$). The study cannot therefore dismiss the influence of consumers desiring to fight against conventional fashion methods and waste.

3.6.4. Economic motivation

Economic motivations were the least influential in the study as the other motivations. And only correlated significantly but quite weakly with how frequently the respondent buys fashion, $r = 0,269$, $p < 0,05$ and if they recognised second-hand as one the main methods in their fashion consumption, $r = 0,212$, $p < 0,05$. This is interesting as in previous literature, the role of economic driven motivations were given a huge part in explaining the second-hand consumption motivations. This suggests that second-hand fashion has evolved into a fashion movement and the economic motivations have decreased in their power in the younger generation's motivations.

3.6.5. Hedonic motivations

Hedonic motivations correlations were interesting as it also correlated with every dependant variable. With around the same amount of correlation as interest in fashion subscale. This indicates that the most important and constant motivational factors is the fashion interest and fashion motivations and the experiences and individuality these markets provide. Shopping second-hand is a desired fashion experience and

consumers seem to enjoy it regularly because of the uniqueness these stores have when compared to a conventional fashion consumption.

3.7. Regression analysis

| Model Summary | | | | |
|--|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| | ,510 ^a | 0,260 | 0,225 | 28,17461 |
| a. Predictors: (Constant), VINTAGE_SCALE, SECBRAND_SCALE, CRITICAL_SCALE, ECONOMIC_SCALE, FASHION_SCALE, HEDONIC_SCALE | | | | |

| ANOVA^a | | | | | | |
|--------------------------|------------|----------------|-----|-------------|-------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| | Regression | 35461,623 | 6 | 5910,270 | 7,445 | ,000 ^b |
| | Residual | 100813,698 | 127 | 793,809 | | |
| | Total | 136275,321 | 133 | | | |

| Coefficients ^a | | | | | | | | |
|--|----------------|-----------------------------|------------|---------------------------|--------|-------|---------------------------------|-------------|
| Model | | Unstandardized Coefficients | Std. Error | Standardized Coefficients | t | Sig. | 95,0% Confidence Interval for B | |
| | | B | | Beta | | | Lower Bound | Upper Bound |
| | (Constant) | -45,764 | 19,997 | | -2,289 | 0,024 | -85,335 | -6,193 |
| | HEDONIC_SCALE | 3,627 | 5,018 | 0,073 | 0,723 | 0,471 | -6,303 | 13,557 |
| | FASHION_SCALE | 11,186 | 3,778 | 0,260 | 2,961 | 0,004 | 3,710 | 18,662 |
| | SECBRAND_SCALE | -6,144 | 3,199 | -0,160 | -1,921 | 0,057 | -12,475 | 0,186 |
| | CRITICAL_SCALE | 8,220 | 3,907 | 0,170 | 2,104 | 0,037 | 0,489 | 15,951 |
| | ECONOMIC_SCALE | -0,161 | 4,565 | -0,003 | -0,035 | 0,972 | -9,195 | 8,873 |
| | VINTAGE_SCALE | 9,722 | 3,648 | 0,251 | 2,665 | 0,009 | 2,502 | 16,941 |
| Percentage of clothing purchases are second-hand/used products | | | | | | | | |

This regression analysis table was conducted by using values from all of the calculated motivations scale values as independent and the reported percentage of the respondent's purchases being second-hand.

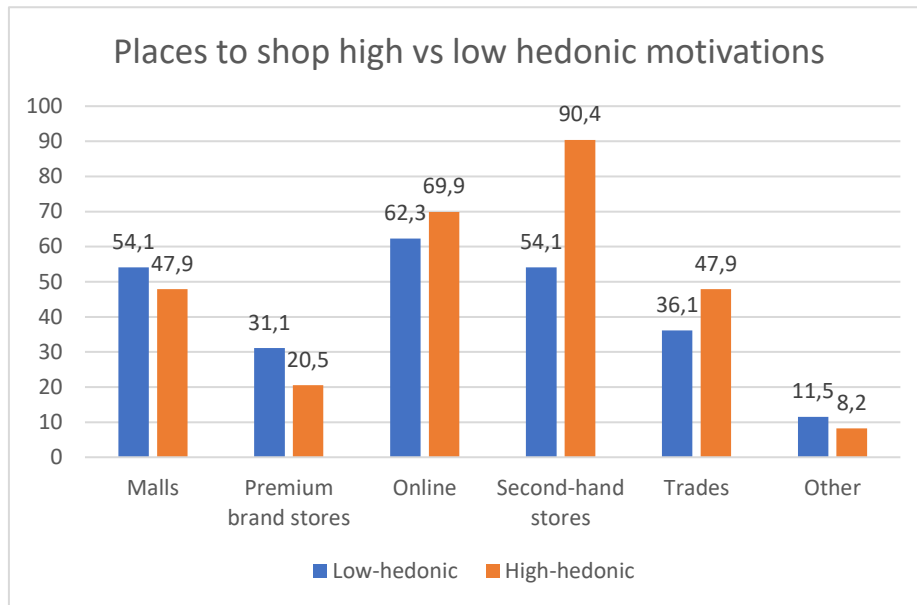
Multiple regression analysis was used to test of the motivation subscales significantly predicted participants' perceived percentage of fashion purchases being second-hand. The results of the regression indicated that the six predictors explained 26% of the variance ($R^2 = 0,26$, $F(6,127)=7,445$, $p<0,01$). It was found that fashion interest significantly predicted second-hand shopping portion of fashion shopping ($\beta = 0,260$, $p<0,01$), as did critical motivations ($\beta = 8,220$, $p < 0,05$) and vintage motivations ($\beta = 9,722$, $p < 0,1$).

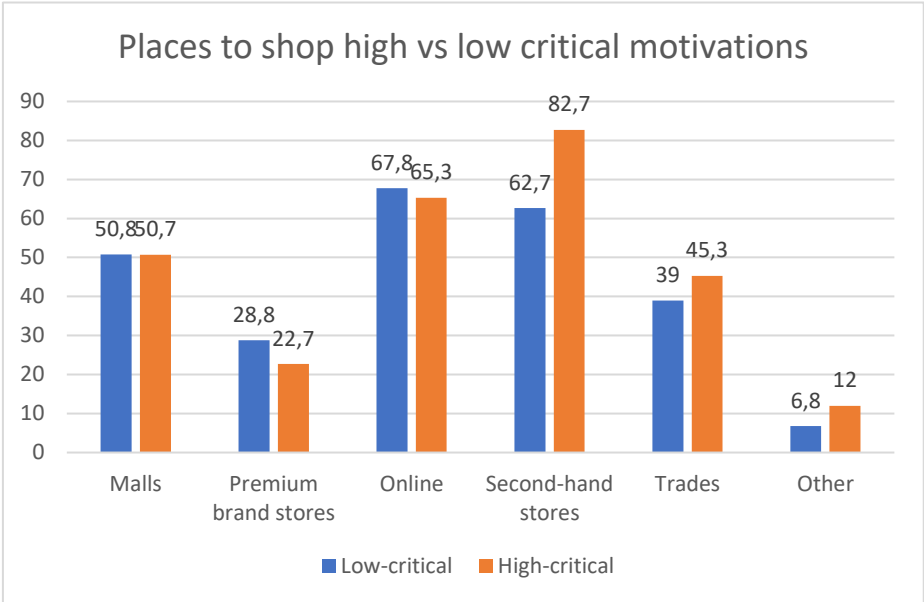
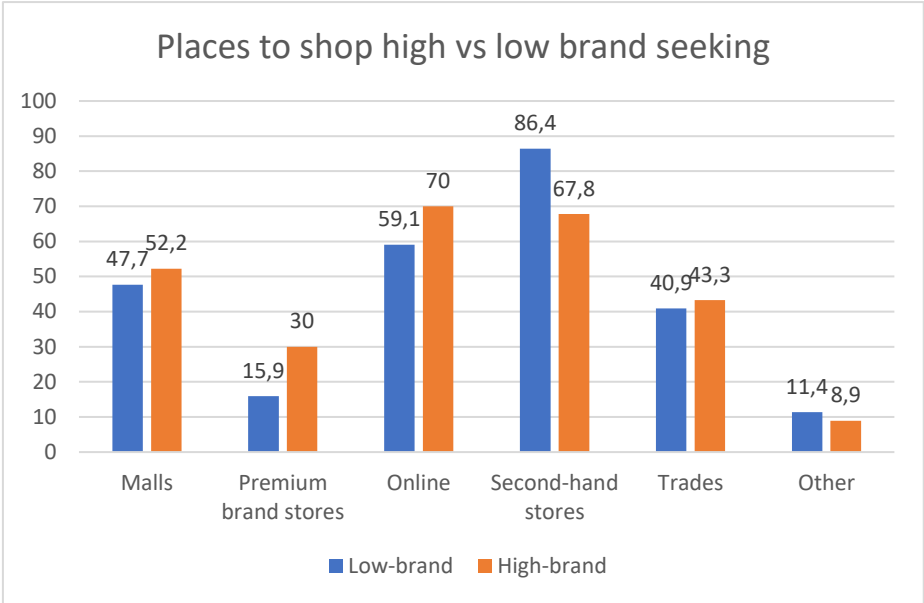
3.8. Median split motivation scale analysis

A median split was utilized to distribute the respondents into two distinguished groups of high and low, depending on the scoring in the specific motivation scale. A

comparison between these two groups were then compared with the answers of where the respondent usually shopped, and graphs of the percentages were produced.

| Frequencies | Hedonic | Fashion | Second-hand brand | Critical | Economic | Vintage |
|-------------|---------|---------|-------------------|----------|----------|---------|
| High | 61 | 73 | 90 | 75 | 67 | 78 |
| Low | 73 | 61 | 44 | 59 | 67 | 56 |







4. Findings and implications

4.1. Discussion of findings

The study found further evidence that the second-hand shoppers motivation scale (Guiot & Roux 2010) is significant and validated measurement tool for evaluating the demographic of second-hand shoppers. The study also found previously reported significant correlations between the intervened motivations of economic, recreational and critical motivations (Guiot & Roux 2010; Ferraro, Sands, Brace-Govan 2016), but did not find the same type of intertwines between the critical and fashion motivations scale as Ferraro, Sands & Brace-Govan (2016) found in their study. This might be caused by the cultural differences of the demographic, but this study does not suggest a significant correlation between fashion interest and critical motivations. This study also found significant impact of fashion interest to the frequency of shopping second-hand and interest to the world of second-hand shopping that was suggested by Ferraro, Sands, Brace-Govan (2016) and by Cervellon (2012). The results also suggest further shift away from stigmatization of thrift stores. While the economic motivations are significant in the shopping behaviour of second-hand shoppers (Guiot & Roux 2010) ; Ferraro, Sands, Brace-Govan 2016), there has been a shift in using the stores out of necessity into viewing them as sensible or even cool and fashionable (Ferraro, Sands, Brace-Govan 2016).

4.2. Main Findings



In the analysis of shopping store choices compared to the shopper's motivation scales scores by splitting by the median, significant differences between low and high categorised score groups were found. According to the findings, those scored highly in the hedonic motivation scale were substantially more active engaged in second-hand shopping (high = 90,4%, low = 54,1%). Hedonic motivation scale was also found the most correlated scale score among the scales. This heavily suggests that second-hand stores provide a shopping experience that the usual fashion stores cannot.

Second-hand shopping is also considerably motivated by fashion interests (high = 83,6%, low = 32,3%), but interestingly not by brands-seeking. 86,4% of consumers that do not seek brands, shopped in second-hand stores and only 67,8% of brand-seekers. This implicates that this market is not driven by specific brands or the brand value of the clothes. This poses an interesting future research question and problem. Does the brand of the store affect the second-hand shopper considerably?

| | | Percentage of your clothing purchases are of second-hand | Percentage of your current wardrobe is second-hand |
|---------------|---------------------|--|--|
| VINTAGE_SCALE | Pearson Correlation | ,405** | ,416** |
| | Sig. (2-tailed) | 0,000 | 0,000 |
| FASHION_SCALE | Pearson Correlation | ,346** | ,285** |
| | Sig. (2-tailed) | 0,000 | 0,001 |

Vintage motivations were significantly correlated with percentages of purchases, $r = 0,405$, $p < 0,01$, and owning second-hand, $r = 0,416$, $p < 0,01$. This suggests that those that own and buy a lot of second-hand clothing are attracted to them because of the significance, history and the feel of authenticity. These clothes provide the feels of nostalgia to the customers and a story to the customer, which serves a driving motivation for their purchase.

Fashion interest is also a high determinant for second-hand purchases with significant correlations with purchase, $r = 0,346$, $P < 0,01$, and with owning second-hand, $r = 0,285$, $p < 0,01$. This further proves and adds to the research by Ferraro, Sands, Brace-Govan (2016) and by Cervellon (2012) that fashionability and the desire to express oneself play a significant role in the second-hand consumption of fashion in younger consumers.

4.3. Implications for International Business

For second-hand businesses, the findings regarding the motivations can be utilized in the positioning and marketing of the firm. Because according to the study, second-hand consumers are motivated largely by economical, hedonic, fashion and vintage elements, second-hand businesses could possibly gain competitive advantage by positioning according to these values. Because of the rising trend of second-hand shopping becoming more fashionable found by the study by comparing results to previous studies, second-hand businesses can possibly position themselves also as more middle-priced. According to the study, the second-hand consumers are decreasingly price sensitive and the rise of vintage clothing, high-priced used fashion (Cervellon 2012), is a good example that second-hand markets can be more high-yield businesses than what they are today.

Hedonistic and shopping experience was found to be a highly motivating factor in the study. This implicates that second-hand stores offer unique and desirable shopping experiences. For second-hand stores, this experience needs to be recognised and utilized further. For more conventional fashion, it seems that these stores offer something they just cannot right now. They should focus on also researching these shopping experience factors to heighten the quality of their offered experience and to engage the large audience in the study (45% of respondents in the study), that is interested and motivated to shop by the hedonistic and treasure-hunting aspects of shopping.

4.4. Suggestions for Further Research

In future research in the field, the role of second-hand fashion branding needs to be further expanded and explored. In this study the second-hand brand scale did not provide reliable data, but almost reliable. The concept of brand loyalty in second-hand markets is an interesting field to be studied, as it combines sustainability but also hedonistic and fashion factors. It is a wholly different brand typing and should be investigated academically. The study also implicated an interesting correlation between low clothing brand loyalty linked to second-hand consumption. This might suggest a possible brand awareness and loyalty towards the store brands. This was further implicated by the high results of hedonistic motivation scale, which included question about if the respondent had specific stores they enjoyed or chose to wonder around in for a good find. These stores clearly provide something superior compared to other second-hand stores and they should be recognised and researched.

Overall, this was a small-scale study and should be conducted in a larger scale. The study failed in gathering enough data to properly create conclusions about the cross-cultural factors between second-hand fashion consumers. The 134-respondent population is not diverse enough for in-depth analysis and should be adapted into a larger scale to produce more definite and clearer results into the field. The study did not have a population diverse enough to compare age groups, which could provide interesting results. The population was also not categorised by income levels, because of the target audience of university students, which could provide significant motivation differences.

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APPENDICES

Second-hand fashion motivations

This questionnaire is constructed in the purpose of researching motivations behind second-hand fashion shopping consumption. The data will be analysed carefully but total anonymity of the respondent is upheld.

Second-hand shopping is the action of purchasing used clothing and objects from second-hand shops, other consumers and online.

Fast-fashion is the business of selling inexpensive clothes that have a short life cycle and the collection in stores are changed frequently.

Previous literature has shown that consumers have different motivations in these markets and the purpose of this study is to explore those motivations further.

1. How frequently do you shop fashion? *

- Yearly
- Every six months
- Every three months
- Monthly
- Weekly

2. On a scale of 0 to 100%, approximately what percentage of your clothing purchases are of second-hand/used products? *

Enter Percent

3. On a scale of 0 to 100%, approximately what percentage of your current wardrobe is second-hand (bought yourself or received from others)? *

Enter Percent

4. Where do you mainly shop fashion? (check all that apply) *

- In malls
- In premium brand stores
- Online
- Second-hand stores
- Trades between other consumers
- Other

| | * | | | | |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | 1 Totally disagree | 2 | 3 | 4 | 5 agree |
| | or disagree | | | | |
| I am interested in fashion * | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I often participate in conversations about fashion and shopping * | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I give out fashion advice * | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| My friends value second-hand shopping over "normal" shopping * | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Second-hand brands *

| | * | | | | |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | 1 Totally disagree | 2 | 3 | 4 | 5 agree |
| | or disagree | | | | |
| I look for certain brands from second-hand markets * | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| When I buy something cool second-hand, it gets me interested in the brand and I might buy the brands new products * | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Second-hand shopping is a cheap gateway to my favourite brands * | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

| | * | | | | |
|---------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | 1 Totally disagree | 2 | 3 | 4 | 5 agree |
| | or disagree | | | | |
| By buying second-hand fashion, I feel | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

| | 1 Totally disagree | 2 | or disagree | 4 | agree |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| like I'm escaping the fashion consumption system * | | | | | |
| Buying second-hand fashion is for me a revenge on the fast-fashion system * | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Buying second-hand fashion enables me to distance myself from the consumer society * | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I enjoy buying second-hand because I don't like objects being thrown away that can still be of use * | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| By buying second-hand, I feel I'm helping to fight against waste * | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

*

| | 1 Totally disagree | 2 | or disagree | 4 | agree |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| I can afford more things because I pay less for second-hand * | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I love to buy second-hand clothes in larger quantities because I don't feel I am spending a lot * | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I feel that I have lots of things for a good price by buying them second-hand * | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I don't want to pay more for a product just because it's new * | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| By buying second-hand, I feel I'm paying a fair price for things * | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I buy second-hand because I think I can make a profit by selling them forward * | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

*

| | 1 Totally disagree | 2 | or disagree | 4 | agree |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| I like to go wandering around second-hand outlets because I always | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

| | 1 Totally disagree | 2 | 3 | 4 Agree | 5 Totally agree |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| hope I'll come across a real find * | | | | | |
| I have specific second-hand outlets that I visit regularly to try to find something * | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I'm often on the look-out for a find when I go to second-hand outlets * | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| In certain second-hand outlets, I feel rather like a treasure hunter * | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I hope to come across articles that nobody else has * | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I hope to come across original articles that are not found in mainstream stores * | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| What I like about second-hand shopping is the pleasure of meeting and talking to people * | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I enjoy the social interaction and community second-hand markets have * | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

| | 1 Totally disagree | 2 | 3 Neither agree or disagree | 4 Agree | 5 Totally agree |
|--|-----------------------|-----------------------|-----------------------------|-----------------------|-----------------------|
| I am attracted more to old and vintage things than new ones * | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Above all I buy things second-hand because they are old and have a history and a story * | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I like buying second-hand objects because they feel nostalgic to me * | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I like buying second-hand objects because I find them more authentic * | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I buy second-hand clothes mainly because I find them fashionable * | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

11. Age *

*

12. Gender *

- Man
- Woman
- Don't want to say
- Other

13. Nationality *

- Finnish
- Other

| | | FASHION_SC ALE | SECBRAND_ SCALE | CRITICAL_S CALE | ECONOMIC_ SCALE | HEDONIC_S CALE | VINTAGE_SC ALE |
|------------------------|----------------|-------------------|--------------------|--------------------|--------------------|-------------------|-------------------|
| Pearson Correlation | FASHION_SCALE | 1.000 | .272 | .020 | .219 | .403 | .389 |
| | SECBRAND_SCALE | .272 | 1.000 | .011 | .243 | .326 | .109 |
| | CRITICAL_SCALE | .020 | .011 | 1.000 | .172 | .281 | .200 |

| | | | | | | | |
|-----------------|----------------|------|------|------|-------|-------|-------|
| | ECONOMIC_SCALE | .219 | .243 | .172 | 1.000 | .421 | .365 |
| | HEDONIC_SCALE | .403 | .326 | .281 | .421 | 1.000 | .513 |
| | VINTAGE_SCALE | .389 | .109 | .200 | .365 | .513 | 1.000 |
| Sig. (1-tailed) | FASHION_SCALE | . | .001 | .410 | .005 | .000 | .000 |
| | SECBRAND_SCALE | .001 | . | .450 | .002 | .000 | .105 |
| | CRITICAL_SCALE | .410 | .450 | . | .024 | .000 | .010 |
| | ECONOMIC_SCALE | .005 | .002 | .024 | . | .000 | .000 |
| | HEDONIC_SCALE | .000 | .000 | .000 | .000 | . | .000 |
| | VINTAGE_SCALE | .000 | .105 | .010 | .000 | .000 | . |

| | | | FASHION_S CALE | SECBRAND _SCALE | CRITICAL_S CALE | ECONOMIC_ SCALE | HEDONIC_S CALE | VINTAGE_S CALE |
|------|--------------------|------------------------|-------------------|--------------------|--------------------|--------------------|-------------------|-------------------|
| .00 | FASHION_S CALE | Pearson Correlation | 1 | .451** | 0,094 | .360* | 0,261 | 0,222 |
| | | Sig. (2- tailed) | | 0,007 | 0,591 | 0,033 | 0,130 | 0,200 |
| | SECBRAND _SCALE | Pearson Correlation | .451** | 1 | -0,080 | .535** | .370* | 0,156 |
| | | Sig. (2- tailed) | 0,007 | | 0,646 | 0,001 | 0,029 | 0,370 |
| | CRITICAL_S CALE | Pearson Correlation | 0,094 | -0,080 | 1 | -0,042 | .406* | 0,307 |
| | | Sig. (2- tailed) | 0,591 | 0,646 | | 0,809 | 0,015 | 0,073 |
| | ECONOMIC_ SCALE | Pearson Correlation | .360* | .535** | -0,042 | 1 | .367* | .334* |
| | | Sig. (2- tailed) | 0,033 | 0,001 | 0,809 | | 0,030 | 0,050 |
| | HEDONIC_S CALE | Pearson Correlation | 0,261 | .370* | .406* | .367* | 1 | 0,289 |
| | | Sig. (2- tailed) | 0,130 | 0,029 | 0,015 | 0,030 | | 0,092 |
| | VINTAGE_S CALE | Pearson Correlation | 0,222 | 0,156 | 0,307 | .334* | 0,289 | 1 |
| | | Sig. (2- tailed) | 0,200 | 0,370 | 0,073 | 0,050 | 0,092 | |
| 1.00 | FASHION_S CALE | Pearson Correlation | 1 | .231* | -0,161 | 0,097 | .382** | .400** |
| | | Sig. (2- tailed) | | 0,021 | 0,112 | 0,340 | 0,000 | 0,000 |
| | SECBRAND _SCALE | Pearson Correlation | .231* | 1 | 0,078 | 0,167 | .378** | 0,119 |
| | | Sig. (2- tailed) | 0,021 | | 0,442 | 0,098 | 0,000 | 0,239 |
| | CRITICAL_S CALE | Pearson Correlation | -0,161 | 0,078 | 1 | 0,169 | 0,087 | 0,047 |
| | | Sig. (2- tailed) | 0,112 | 0,442 | | 0,094 | 0,390 | 0,642 |
| | ECONOMIC_ SCALE | Pearson Correlation | 0,097 | 0,167 | 0,169 | 1 | .380** | .325** |
| | | Sig. (2- tailed) | 0,340 | 0,098 | 0,094 | | 0,000 | 0,001 |
| | HEDONIC_S CALE | Pearson Correlation | .382** | .378** | 0,087 | .380** | 1 | .514** |
| | | Sig. (2- tailed) | 0,000 | 0,000 | 0,390 | 0,000 | | 0,000 |
| | VINTAGE_S CALE | Pearson Correlation | .400** | 0,119 | 0,047 | .325** | .514** | 1 |
| | | Sig. (2- tailed) | 0,000 | 0,239 | 0,642 | 0,001 | 0,000 | |