Consumer attitude towards buying and selling second-hand clothing

Bohan Sun
Consumer attitude towards buying and selling second-hand clothing

Bohan Sun

Otaniemi, 15 Nov 2021

Supervisor:
Dr. Andrés Lucero,
Associate professor, Aalto University

Advisor:
Dr. Marium Durrani,
Postdoctoral Researcher, Aalto University

Aalto University School of Arts
Design Department
Collaborative and Industrial Design
Abstract

In spite of its long history, the second-hand clothing market has received massive attention in recent years due to an increasing awareness of environmental impact of fast fashion. As the second-hand clothing business is expanding, a deeper understanding about why people choose pre-used garments and how they are involved in this recycling process is needed. This thesis investigates consumers’ attitude, consumption patterns and factors that influence their decision making while choosing second-hand garments. Additionally, the role of sustainability as a motivation for the consumers in second-hand clothing shopping experience is evaluated.

This study consists of a combination of semi-structured interview as the main method and a followup quantitative evaluation survey for data acquisition. The interviews were conducted with 8 participants, second-hand clothing consumers who visit second-hand stores with varying frequency. A survey was then conducted with 31 responses to validate the results obtained from the interviews. During the interview process, the participants are also interviewed about their second-hand clothes consumption patterns including purchasing, using, and disposing.

The findings showed six major motivations to be the driving factor for the purchase of second-hand garments. Among them, hedonistic shopping value plays an important role in attracting consumers to visit second-hand clothing stores. Even though most of the consumers consider sustainability as a reason for choosing pre-owned clothing, they do it primarily because they are against consumerism rather than for being more sustainable. They view second-hand clothes as a compromise or less harmful option when compared to buying fast fashion. However, consumer’s utilitarian value can not be fulfilled by second-hand shopping as it demands more effort and time.

Keywords second-hand clothing, sustainability, consumerism, clothing reuse, clothing disposal, consumer behaviour, consumer motivation
## Contents

### Abstract  

### Contents  

1. **Introduction**  
   1.1 Background  
   1.2 Research objectives and questions  
   1.3 Structure of the thesis  

2. **Literature review**  
   2.1 Consumerism and Fast Fashion  
   2.2 Emotional aspects of the shopping experience  
   2.3 Reuse, resale, second hands  
   2.4 Contamination Interaction  
   2.5 Clothing disposal behaviour  

3. **Methodology**  
   3.1 A quantitative method as follow up to a qualitative method  
   3.2 Sampling: two user groups with different views  
   3.3 Data collection methods and process  
   3.4 Data analysis technique: affinity diagramming  
   3.5 Ethical considerations  

4. **Findings and analysis**  
   4.1 Clothing disposal and consumption behaviour  
   4.2 Why we choose to acquire second-hand clothes  
   4.3 Why we don't choose second-hand clothing  

5. **Discussion**  
   5.1 Against consumerism instead of sustainable consumers  

---

## Abstract

## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abstract</td>
<td>ii</td>
</tr>
<tr>
<td>Contents</td>
<td>iii</td>
</tr>
<tr>
<td>1. Introduction</td>
<td>1</td>
</tr>
<tr>
<td>1.1 Background</td>
<td>1</td>
</tr>
<tr>
<td>1.2 Research objectives and questions</td>
<td>2</td>
</tr>
<tr>
<td>1.3 Structure of the thesis</td>
<td>3</td>
</tr>
<tr>
<td>2. Literature review</td>
<td>4</td>
</tr>
<tr>
<td>2.1 Consumerism and Fast Fashion</td>
<td>4</td>
</tr>
<tr>
<td>2.2 Emotional aspects of the shopping experience</td>
<td>6</td>
</tr>
<tr>
<td>2.3 Reuse, resale, second hands</td>
<td>8</td>
</tr>
<tr>
<td>2.4 Contamination Interaction</td>
<td>10</td>
</tr>
<tr>
<td>2.5 Clothing disposal behaviour</td>
<td>11</td>
</tr>
<tr>
<td>3. Methodology</td>
<td>14</td>
</tr>
<tr>
<td>3.1 A quantitative method as follow up to a qualitative method</td>
<td>14</td>
</tr>
<tr>
<td>3.2 Sampling: two user groups with different views</td>
<td>15</td>
</tr>
<tr>
<td>3.3 Data collection methods and process</td>
<td>17</td>
</tr>
<tr>
<td>3.4 Data analysis technique: affinity diagramming</td>
<td>20</td>
</tr>
<tr>
<td>3.5 Ethical considerations</td>
<td>21</td>
</tr>
<tr>
<td>4. Findings and analysis</td>
<td>23</td>
</tr>
<tr>
<td>4.1 Clothing disposal and consumption behaviour</td>
<td>23</td>
</tr>
<tr>
<td>4.2 Why we choose to acquire second-hand clothes</td>
<td>26</td>
</tr>
<tr>
<td>4.3 Why we don't choose second-hand clothing</td>
<td>34</td>
</tr>
<tr>
<td>5. Discussion</td>
<td>38</td>
</tr>
<tr>
<td>5.1 Against consumerism instead of sustainable consumers</td>
<td>38</td>
</tr>
</tbody>
</table>
5.2 Take from cycle and give back to cycle ........................................ 39
5.3 Hedonistic shopping value ......................................................... 41

6. Conclusions ................................................................. 45
   6.1 Implications ...................................................................... 45
   6.2 Limitations ....................................................................... 46
   6.3 Future research ............................................................... 47
   6.4 Conclusions ...................................................................... 48

References ................................................................. 50

Appendices
1. Introduction

This chapter provides a brief introduction to the topic and its context. First, the impact of fast fashion industry and the potential of garments reuse are presented as a background of the thesis. Then, it outlines the objective with research questions. In the end, the structure of the thesis is provided.

1.1 Background

Consumerism has become an important part of our modern lives but it also has brought a number of waste and environment challenges with it. These challenges are some of the most important challenges we face today as a civilization. The rapid economic growth of the industrial revolution era came at an expense of huge natural resource consumption. In the last half century, the consumption of natural resources including wood, water and land has increased much faster than the population growth (Dauvergne, 2010). The private consumption expenditures from 1960 to 2000 grew 4 times, although the population only doubled in these forty years (Dauvergne, 2010). Except for consuming natural resources, consumerism also leads to pollution emission, contamination of water sources, deforestation, and accelerated climate change (Dauvergne, 2010).

The garment industry, is one of the biggest and oldest consumer products industry. Apart from agriculture, it is the industry which consumes more water in production. The chemicals used for dyeing textile expels huge amount of toxic substances into the environment (Niinimäki et al., 2013). Moreover, while the clothing industry has been moved to Asian and far eastern countries, the lower price products have lead to a rapid growth of fashion consumption in the western countries. The clothing industries are mainly export driven targeting wealthier western countries. It is also a very resource intensive industry which demands more resources from
the populous areas of the world where there is lesser resources per capita. This leads to increased pollution and poverty in the local environment (Dauvergne, 2010) which in turn leads to increase in global inequality.

As the clothing industry production rate increases, the textile and garment waste is also growing. However, the length of a garment’s life cycle has been shortened. Among the garments discarded, many of them cannot decompose at all such as polyester. Some of them even release toxic chemicals to the land when decomposing (Niinimäki et al., 2013).

However, most discarded garments are in a sufficient condition to be reused. According to a study by the British charity Barnado’s in 2015, 80 billion garments are consumed every year globally but, on average, each item has only been worn seven times before discarded (Jones-Davis, 2019). Reusing, is one of the practices for promoting sustainable fashion, is proved to have significant benefits to the environment. Collecting, sorting and reselling used clothes needs 10 to 20 times less energy than producing a new one (Fletcher, 2013). Purchasing second-hand clothing instead of new one is a promising practice toward sustainable consumption. While second-hand stores are flourishing and popular to consumers (Willersdorf, n.d.), there are still many people who prefer to buy new items. Therefore, this study is focused on researching second-hand products consumption behaviour and what influences consumers to choose or not to choose second-hand clothing.

1.2 Research objectives and questions

The second-hand clothing market already has a long history in Europe and it is getting increasingly popular in recent decades. Many factors have made it such a heated topic like subculture movement, thrift behaviours, ethical considerations, and personal identity (Noon, 2011). Nowadays, we can see a reused clothing cycle is forming: second-hand clothing businesses are sustained by consumers who buy used clothes, maintain it and bring it back. In Finland, nowadays, there are more and more new second-hand stores and online channels, especially with the COVID-19 pandemic. It has become an important part of society. The role of consumers is undoubtedly crucial in maintaining and developing a healthy reused clothing cycle. Hence, understanding consumers’ attitudes towards second-hand garments and their consumption behaviour in the reused clothing cycle can provide meaningful insights as a input for business owners to form a sustainable market.
Therefore, the objective of this research is to understand consumers’ attitudes towards reused clothing and what is the reason for consumers to choose second-hand clothing. Meanwhile, to what level does sustainability serve as an underlying motivation influencing the consumer behaviour.

**The main research question of this thesis is:**
What are consumers’ attitudes towards second-hand clothing consumption in the context of the city of Helsinki?

The following sub-questions were researched for supporting the main research question:
1. What is the role of sustainability as motivation in second-hand fashion consumption?
2. What is the existing consumption pattern of second-hand clothing?
3. What factors influence consumers’ decision making in second-hand fashion?

### 1.3 Structure of the thesis

This thesis consists of 6 chapters. In the current chapter, an introduction of the current fashion consumption culture and its impact to the environment are presented as a background for the reason of doing this research. The following chapter is focused on the literature discussion on consumer studies around reused fashion, fast fashion culture, emotional aspects of the shopping experience, and consumers' disposal behaviour. It provides a theoretical context for the research. In the third chapter, the methodology applied in this study is presented: a qualitative semi-structured interview as the main research method, followed by a quantitative evaluation survey as a supplementary method. In the fourth chapter, the result of the research is presented. A clothing disposal pattern is presented as a starting point of the reused clothing cycle. The reason consumers choose second-hand clothing and the factors that discourage them towards second-hand garments are identified. The fifth chapter summarizes the results and presents the main findings of the research. The sixth chapter concludes this study as we present the limitation and the suggestion for future research.
2. Literature review

This chapter presents the literature discussion on consumer research around reused garments, fast fashion culture, emotional aspects of the fashion shopping experience, as well as consumers' disposal behaviour and pattern are outlined to provide a theoretical context for the research.

2.1 Consumerism and Fast Fashion

The term "consumerism" has been given different definitions, nowadays it is often referred to "the consumption of goods and services in excess of one's basic needs" (Education, 2015). Owing to the massive increase in production brought about by automation and technology in every industry, the production and renewal cycle has become increasingly short and so has the lifetime of products (Glaubitz, 2012). What is changing with this is also the consumption pattern. People have the inexhaustible longing for new experiences brought from new products. Consumers are chasing the excitement as purchasing a new item is to bring novel experiences (Fletcher, 2013). Overwhelmed by the huge variety of products, people are easily trapped in a mindless and hedonistic cycle of buying, working, and consuming. This is what has given "consumerism" an unfavorable name (Trentmann, 2016).

Consumption is seen as search for satisfaction, it is not naturally negative since it fulfills our fundamental needs. Taking garments as an example, except for keeping us warm, it also empowers us, helps us express our identity and enhances well being. However, when strategies focus on maximizing profits and market share, artificial needs are created which need to be satisfied by the expansive scale of production, as a result consumption has become like a bad habit rather than about fulfilling our needs (Fletcher, 2013).

The clothing industry as a part of this consumerism mechanism carried us away from the physical and functional needs of people. The cycle of new items introduced
to stores become so fast, even up to 12 seasons a year, and brands compete with speed and novelty (Fletcher, 2013). To respond to customer’s preferences, some brands even have the strategy to update a small amount of clothing and deliver to the store even twice a week (Aakko et al., 2016). That brings redundant textile especially low quality ones into the market and they need a long time to get back into circulation.

Fast fashion refers to mass produced garments which are designed in a standardised fashion based on the current street fashion for a very cheap price (Fletcher, 2013). Some of the fast fashion giants include: ZARA, MANGO, H&M and so on. The low cost fashion production supports consumerism by generating a high turnover of clothing but as a side effect, it also generates a huge environmental impact (Aakko et al., 2016). Meanwhile, mass production processes manufacture low quality garments resulting in redundancy in the wardrobe and discarding faster. In addition, planned obsolescence, referring to reducing the lifetime, quality and function of a product on purpose to stimulate purchases, contributes to the current consumption habits of buying new objects and replacing the old ones (Aakko et al., 2016). The increasing consumption pattern of buying low quality apparel also brings difficulties to the following economy like textile recycling, sorting, garments’ distributing and reselling, as recycling is expensive and cheap clothing in the market are so available (Fletcher, 2013).

For reducing the unsustainable aspect of fashion production, some people indicate that increasing the length and durability of garments will reduce the consumption of raw resource and waste produced from production. A 2017 report for WARP suggested that extending the lifetime of half of UK’s clothing by 9 months, the carbon emission can reduce 8 percent, and water use can be reduced by 10 percent per tonne of clothing (WRAP, 2017). However, the factors influencing consumption of apparel are more complex. Consumption habits, behaviour, culture, psychological reason, and knowledge influence the active lifespan of a garment together. Old garments get replaced rarely because of being worn out but instead for a change in trends. Although high quality material and good craft skills can increase the durability of garments, the average active use time of clothing is still around 6 months while it is in fashion. Thus, we also face a challenge of maintaining the usefulness and appropriateness of a garment for longer time (Fletcher, 2013).
2.2 Emotional aspects of the shopping experience

Why do we go shopping? What is our motivation behind purchasing? Shopping has been seen as an entertainment activity. Except for buying a desired item, customers browse the shelves in the store for having fun. Batra and Ahtola suggested that customers’ attitude towards shopping has two fundamental dimensions: utilitarian and hedonistic (Batra & Ahtola, 1991). Utilitarian shopping refers to shopping for a specific task. It is rational and it fulfills a certain goal. When customers shop with a utilitarian shopping motivation, they are doing an assessment of functional benefits and economic value (Nopnukulvised, Husamaldin, & Bowen, 2019). Instead, hedonistic shopping is more subjective and personal. It involves potential entertainment and emotional worth (Arnold & Reynolds, 2003). Hedonistic shopping behaviours are driven by explorations and entertainment. Customers are looking for pleasure instead of completing a specific purchase task from the shopping trip. Moreover, a hedonistic shopping value can be fulfilled with or without a purchasing anything (Nopnukulvised et al., 2019). Meanwhile, Cinjarevic addressed that hedonistic shopping motivations are significantly related to impulse purchasing behavior (Cinjarevic, Tatic, & Petric, 2011).

Hedonistic shopping behaviour is more complex than utilitarian shopping. The emotional aspects of shopping experience gained immense attention years ago, especially when online shopping was booming. Hedonistic shopping motivation, in some levels, changed the retailing strategy and the conventional shopping environment. Looking deeper into the hedonistic shopping motivation, Arnold and Reynolds categorised six broad motivations. First, adventure shopping motivation, which refers to shopping for seeking excitement, adventure, and the feeling of entering another world. The second one is social shopping. Customers go shopping for enjoying company of friends and family. Shopping to them is an opportunity to socialise and bond with others. The third one is labeled "gratification shopping". It refers to using shopping as a way of distressing and alleviating negative emotions. The fourth is "idea shopping" which customers go shopping for keeping up with the fashion trends and looking for new innovation and products. The fifth is "role shopping" which refers to customers go shopping for buying for others. Its drive and enjoyment of the shoppers are in choosing for their loved ones and ones important to them. The last one is "value shopping". In the value shopping motivation, shoppers enjoy shopping for sales and discounts. Here, shoppers can be seen as a bargain hunter, shopping for a good deal (Arnold & Reynolds, 2003).

In the second-hand shopping experience, hedonistic motivations play an important role, especially adventure shopping and value shopping and, to some extent, social
shopping (Laitala & Klepp, 2018). In terms of fashion, shoppers with high fashion
tendency would go to shop more often. Fashion shoppers also are more likely to
fulfill their hedonistic needs through shopping (Kim & Hong, 2011).

With an understanding of the hedonistic shopping motivation, it gives an explana-
tion of why people like to go to the shopping environment and enjoy the shopping
experience. However, it doesn’t address much about the purchasing behaviours.
What emotional stimulation can purchasing give to the shoppers? What is the
emotional reason to continually purchase and possess objects while our necessary
needs were already getting fulfilled? From previous research, Richins suggested
before the purchase, consumers experience a positive emotional elevation. It
comes from the expectation of "their life is going to be changed in a meaningful
way through the use and acquisition of the expected item" (Richins, 2013). The
expectation includes the pleasure and efficiency that a product can bring to the
life and also the change will be made in one’s social identity. After the purchase,
the positive emotion associated with the item is not durable. Due to the fading of
the positive emotion, consumers inevitably get accustomed to a new acquisition
(Richins, 2013).

In terms of apparel, except for fashion and functional aspects, emotional motiva-
tion and social reasons also play an important role in the way consumers choose
what to buy and what to wear. Dressing can be considered as an act of identity
construction (Woodward, 2007). It involves considering oneself in a external per-
spective. Standing in front of the mirror, when we are able to see ourselves as from
and objective point of view, it is the moment when the external self and internal
self meet. We consider our identity through the material form of clothing to negoti-
ate if the individual we see is "me". At the same time, we try to build ourselves as
the idealized person we imagine we want to be through our wardrobes. However,
the construction may already start before facing the mirror when we are thinking
what to wear (Woodward, 2007). When we are browsing in a store to choose which
piece of clothing to buy, we are not only negotiating through which piece I would
like to present "me", but also what I want others to see me as. Social occasions
are another factor influencing how people dress. As we are choosing what to wear
we are trying to balance fitting in the social expectations and personal preference.
That adds to the complexity of motivation for purchasing clothes.
2.3 Reuse, resale, second hands

Although the second-hand clothing market has been growing rapidly in recent years, it has existed for a long time, and can be traced back to seventeenth century (Anzak, Zulfiqar, & Mohyuddin, 2019). Before modern global world, itinerants usually called rag pickers, waste collectors and ‘old cloth men’ did the trading of old clothing and used items by exchanging from one village to another. These networks spread across different areas in Europe and America (Hansen & Le Zotte, 2019). Till 1960s, second-hand clothing were introduced for the first time into contemporary fashion by hippies. Hippies rejected the mainstream culture and many hippie garments were self-made or bought from flea market (JONY, ISLAM, & TABASSUM, n.d.). Then in 90s, as the second-hand clothing gained more interest among investors, customers and retailers, resale market started expanding (Turunen, Leipämäa-Leskinen, & Sihvonen, 2018). Since second-hand goods were no longer seen as a symbol of “poor” or ”shame”. The stigma related to second-hand consumption vanished. The new perception of second-hand products changed to stylish and cool (Steffen, 2017). Buying second-hand garments became a behaviour of consuming ’creatively’ and ’smartly’ (Hansen & Le Zotte, 2019). The growing attention for second-hand fashion isn’t expected to slow down. From a US resale report, the second-hand clothing market is expected to grow 414% in the next 4 years (TredUp, 2020).

Although during the COVID-19 pandemic, many industries have been facing a hard time and many sectors have been shrinking, the second-hand market, is nonetheless booming. There were a lot more visitors to thrift stores both for donation and purchasing. Online resale even gained more attention compared to the time before the pandemic. From the 2020 TredUp report, between 2019 and 2020, second-hand clothing online shopping gained a growth of up to 69% (TredUp, 2020). Second-hand clothing has the potential of reshaping the current fashion industry which is mainly dominated by fast fashion. However, the practice of second-hand selling is still being iterated in traditional retail stores (Steffen, 2017).

Second-hand clothing refers to the garments which are pre-owned or pre-used. Their price tends to be cheaper than the new ones (Steffen, 2017). There are also many second-hand clothing that are not worn by the previous owner. Unpacked clothing or textile also can be found in a second-hand store. Those items are exceptions but also seen as second-hand because they are pre-owned.

There is a big range of second-hand stores, thrift stores, flea markets, charity
shops, consignment stores, and vintage shops. They differentiate from one another with different ways of acquiring and selling items. For example, thrift stores and charity shops tend to get items from donation and recycling, after collecting, they are displayed in stores and sold to customers at a lower price. Consignment stores provide a place and services for customers to sell their pre-owned garments to others customers. Sellers rent a certain part of the store for a certain period of time to showcase their items and staff take care of the products and help them to sell the items. Vintage shops don't directly refer to second-hand since ‘vintage’ emphasizes on aged items instead of used. Many first hand items also can be found in vintage stores.

With social media becoming more and more important part of life, consumers have gradually adopted shopping through social media. Social media and online second-hand market bring a big change to the fashion industry, encouraging consumers to become both buyers and sellers (Markova & Grajeda, 2018). Except for buying pre-reused apparel from the market, other ways of second-hand clothing acquisition happen through family networking and between familiar people. Yet, this kind of exchange is considered to be declining (Fletcher, 2013).

The second-hand clothing we see in the local market is only a small proportion of the whole collection. Most of the used clothing people donated to the local charities are shipped to regions in Africa. There is only 20 percent collected second-hand clothing resold in domestically in UK. In many western countries, most of the second-hand apparel is shipped abroad to be sold on the worldwide commodities market.

On the one hand, the second-hand clothing from western countries benefits the poor population in developing countries with more affordable apparel to meet their basic needs (Fletcher, 2013), at the same time, the second-hand clothing trading provides a big amount of employment opportunities (Anzak et al., 2019). On the other hand, although imported clothing saved resources, energy and materials in local areas, low price apparel has impaired local clothing production development and undermined the traditional textile industry (Fletcher, 2013). In Tanzania, second-hand garments imported is estimated to be over 540 million every year, yet, only 20 million pieces of garments are domestically produced (Calabrese, Balchin, & Mendez-Parra, 2017).

Second-hand clothing imported in African counties also brings another issue: it is impairing the social identity of traditional dressing culture. Nigeria is a country shaped by more than 250 ethnic groups and their culture is different from one
another. Every ethnic group has their own traditional dress. The design and pattern of the attires have a wide range of diversity. After the colonial period, Nigeria ought to produce their own apparel and other products to develop industrialization and economy. However, local products production declined and second-hand garments import increased. Although affordable imported pre-used clothing can help people who are poor to fulfill their basic needs, that just helps them maintain the status quo but cannot bring them out of poverty (Abubakar et al., 2018).

2.4 Contamination Interaction

The modern fashion market is unsustainable. For turning fashion industry towards a circular economy, many new business models have been tried, including garments swapping services and commercial garments rental strategies, where the life cycle of clothing can be expanded through continuous use between multiple owners. Although those practices have proved to be beneficial to reduce the consumption of virgin natural sources for producing new goods, consumers’ choice for acquisition of pre-owned products is still a challenge. Among those consumer barriers, contaminated interaction (Baxter, Aurisicchio, & Childs, 2017) is the one that needs to be mentioned.

According to Baxter, three types of contamination influence the circular economy: technical, systemic, and contaminated interaction, to prevent reuse among consumers. It is inevitable for practitioners to deal with the third one which is about user-object interaction and consumers’ decision making (Baxter, Aurisicchio, Mugge, Childs, & Mugge, 2017). Contaminated interaction is when a product alters from the ideal status due to the interactions of previous users (Baxter, Aurisicchio, & Childs, 2017). For example, a garment is seen as disgusting for a consumer because it was worn by the past user. Hence, how consumers perceive a used product poses significant influence to consumer’s decision making.

However, not all contamination is undesirable. A garment owned by a loved one or a celebrity. In such cases, the contamination is likely perceived as positive (Baxter, Aurisicchio, & Childs, 2017). Baxter divided contaminated interaction to real and imagined. The real contamination comes from the physical change, such as stain, odour, and worn. The imagined one is psychologically associated (Baxter, Aurisicchio, & Childs, 2017). An example can be found in a car rental business. A user shows repulsion when imagining the previous person holding the steering
Contaminated interaction occurs subjectively on a personal level and impacts consumer’s decision making in the second-hand market. For reducing its negative effects, it is important to understand how it happens. There are three drivers, hygiene, territory and utility (Baxter, Aurisicchio, & Childs, 2017). Hygiene is concerned with the feeling of disgust, and potential harm for health, thinking the product is not clean enough to buy. The influence of hygiene considerations is negative and it increases when it is about more intimate clothing. The territory driver in this context is about the value change of the things because of the presence of others. When an item is owned by someone, it is considered that it carries the essence of the owner. This driver can be both negative and positive. It depends on the previous contaminator’s impact to the consumer. The utility driver deals with the functional aspect of the products. Some consumers think the value of a car decreases due to wear from several years use. Contrarily, a used house can be popular. These three drivers shape the mentality of consumers through cultural and personal experience (Baxter, Aurisicchio, & Childs, 2017).

The relationship between consumers and objects is essential to implement a circular economy business strategy. The contaminated interaction not only challenges reuse based business model but also re-manufacturing and recycling. A re-manufactured car is seen not as good as a new one, even though the quality actually is enhanced because the previous use exposes the flaws and flawed units get changed to new (Baxter, Aurisicchio, & Childs, 2017). Contaminated interaction also hinders the development of circular economic business models due to devaluation of the products. The devaluation leads to a lower profit rate which in the end challenges the commercializing (?). A concept change from linear ownership to multiple ownership needs to be addressed. Since this thesis is focusing on the consumers’ perception and behaviour toward pre-used item other aspects such as re-manufacturing and recycling will not be considered.

2.5 Clothing disposal behaviour

Given the current speed of consumption in terms of fashion, a large a mount of garments are discarded causing many environmental problems (Fletcher, 2013). A sustainable consumption cycle of clothing not only includes its purchasing stage but also the post-purchase behaviour involving using, taking care and disposing of the clothing. Consumer’s disposal behaviour is crucial from an environmental
perspective. As it decides when and where the clothing would end up, thus it
decides the lifespan, the amount of waste generated, and the possibility to be
reused and recycled (Laitala, 2014). Waste prevention and management is a top
priority issue in Europe. A set of hierarchy for managing waste, ranked according
to the impact to environment:
1. Prevent generation of waste.
2. Prepare the product to be reused including: cleaning, sorting and repairing.
3. Recycle the used product to a new product.
4. Recovery including incinerating for energy recovery.
5. Disposal to land fills or incineration without energy recovery (Directive et al.,
2008).

Consumers show different disposal behaviour towards clothing than general waste
due to its unique characteristics (Shim, 1995). Jacob Jacoby asserted that the
disposition behaviour of consumers can be identified to three main categories:
Firstly, Retention (including continuous use for its original purpose or other
purposes, and store it for use later); Secondly, Permanent disposal (including
discard, give away, and sell it); Thirdly, Temporary disposal (i.e. loan or rent it)
(Jacoby, Berning, & Dietvorst, 1977). The majority of the studies showed that
consumers are more inclined to dispose the clothing for reuse by donating, selling
as well as giving away to friends or families rather than binning it. Among the
various channels of disposing. According to (Laitala, 2014), when consumers
determine in which way to dispose clothing, convenience plays an important role
in decision making.

There has been many research to study the reasons behind consumers’ disposal
behaviours and how consumers choose a certain disposal method. Kirsi Laitala
asserted that the disposal reasons can be categorized in four main groups: wear
and tear; size and fit; fashion and taste; and other reasons. In the last category,
lack of storage space is included. To dispose one piece of clothing, there can
be multiple reasons (Laitala, 2014). Boredom is a common emotional reason
relating to fashion and taste reflects the nature of consumers’ fashion preference
(Kwon, Choo, & Kim, 2020). Anna Kwon identified four main factors leading
to boredom of clothing: oldness of clothing, referring to a garment becoming
physically less attractive due to the passage of time; change in trends referring
to clothing becoming outdated leading to less interest for the owner; decreased
social fit includes social inappropriateness due to the owner’s age and social status
changing; a purchase of new apparel referring to the excitement of buying a new
piece (Kwon et al., 2020). Among them, the second driver, decreased social fit
was also stressed by Sophie Woodward that dressing is an act of balancing social expectations and personal preference (Woodward, 2007). Social fit is a significant factor for women to choose what to wear, therefore, it is more likely to lead to a new purchase and discarding. The decision making of clothing disposal is also influenced by moderating factors: attachment; resource input (includes money and time); and convenience (Kwon et al., 2020).
3. Methodology

In this chapter, the methods applied in data gathering and analysis are presented. First, the methodology used in the research is discussed: a qualitative semi-structured interview is the main research method followed by a quantitative evaluation survey as a supplementary method. Following that, the way of sampling and different sample groups are presented. At the end, the affinity diagram applied as a data analysis technique is explained.

3.1 A quantitative method as follow up to a qualitative method

Since different research methods have various strengths and weaknesses, the combination maximizes the ability to bring the strengths together. According to the Priority-Sequence Model, a qualitative in-depth interview was chosen as the principal method and a quantitative survey as follow up complementary method. (Morgan, 1998) In-depth interviews with different user groups were conducted to get a better understanding of what are the motivations and barriers for acquiring pre-owned clothing; the practices of consumers in the acquiring-consuming-disposing cycle. Following that, the insights from the qualitative interview were added to the quantitative survey as input.

<table>
<thead>
<tr>
<th>Data gathering method</th>
<th>Data type</th>
<th>Sample volume</th>
<th>Tools</th>
<th>Data analysis technique/tools</th>
<th>Site</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semi-structured interview</td>
<td>Qualitative</td>
<td>8 informants</td>
<td>Zoom, Mural, design probes, paper, pen</td>
<td>Affinity diagram with Mural board</td>
<td>Online; Espoo</td>
<td>Apr. - May 21</td>
</tr>
<tr>
<td>Survey</td>
<td>Quantitative; qualitative</td>
<td>31 responses</td>
<td>Google form</td>
<td>Excel sheet</td>
<td>Online</td>
<td>Jun. 21</td>
</tr>
</tbody>
</table>

**Figure 3.1. Methods table**

Interviews are a discovery method to obtain detailed information about the topic
especially when the researchers are not experts in this field. With the opportunities to ask follow up and spontaneous questions for additional information, a rich understanding of the target group’s behaviour, attitude, perception and value is built. (Gray, 2013) By conducting interviews in a familiar environment and channels that participants feel more comfortable with, the rapport can be built between interviewers and interviewees so that experience, feelings and examples can be shared openly to generate more insightful responses. (Johnson & Weller, 2002) Although interviews have many advantages, the numbers of interviews and numbers of participants for them are relatively small. Due to that, interviews are more helpful to get a deeper understanding but the result is not representative of the general trend. Therefore, a follow up quantitative survey is used as a complementary method in the next stage. A smaller quantitative study can help to evaluate and interpret the data gathered from the interviews. The result from the interviews was added as input to the survey. Conducting these two methods in sequence helps us understand the general trend by adding what is learned from one to the other. (Morgan, 1998)

3.2 Sampling: two user groups with different views.

Young consumers have always been seen as the target market for promoting new products and services. (Yan, Bae, & Xu, 2015) They are also a primary market for second-hand garments because they represent a generation of consumers who grew up with a broader awareness of environment, recycling, climate change and humanity issues that are affecting their world. (Yan et al., 2015) In addition to that, they are seen as valuable consumers who have a big influence on the consumption decision of people around them. University students are the people who are about to enter the society and become the main consumer group in the market and have a massive potential influence to others due to their consumption choice and their social responsibility. Therefore, several consumers who are studying in college or universities, and who just entered working life were chosen to be participants for semi-structured interviews.

For the purpose of the research, the study was focusing on consumers who live in the city around Helsinki. For studying the situation of second-hand clothing in this area, the demographic were intentionally chosen to try to make it close to the Helsinki’s population structure. Most of the samples chosen for interview are Finnish citizens or have more than 9 years experience living in Finland. 8 participants were interviewed as consumers, among them 5 participants are
Finnish citizens, 2 participants were born in Finland, 4 participants have been living here for more than 9 years, the other 2 participants live in Helsinki for respectively 2 years and 4 years. To keep the diversity of the samples, participants were chosen with different education background. Since women are more likely to spend time on shopping for clothing, of the 8 interview participants, only one is a male in order to give a different perspective.

To diversify the perspective of the second-hand clothing data acquisition, samples were divided into two categories. The main category is motivated second-hand consumers who prefer second-hand clothing rather than first-hand ones. For many of them second-hand clothing is their first option when there is a request for adding more garments to the wardrobe. Among the motivated consumers, 4 participants have been buying second-hand clothing for years since their teenage age and the rest 2 participants used to buy first-hand garments and experienced a transition from firsthand to second-hand for different incentives. Samples were divided in this way in order to understand the different factors which effect on consumers purchasing choices towards reused garments.

<table>
<thead>
<tr>
<th>Users Groups</th>
<th>Informants</th>
<th>Age</th>
<th>Gender</th>
<th>Background</th>
<th>Start buying/considering secondhand clothing</th>
<th>Percentage of secondhand clothing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motivated consumers</td>
<td>No. 1</td>
<td>36</td>
<td>Female</td>
<td>Contemporary design student</td>
<td>Since 16 year old</td>
<td></td>
</tr>
<tr>
<td></td>
<td>No. 2</td>
<td>22</td>
<td>Female</td>
<td>Economics student</td>
<td>High school</td>
<td>50 %</td>
</tr>
<tr>
<td></td>
<td>No. 3</td>
<td>27</td>
<td>Female</td>
<td>Service designer</td>
<td>Raised with secondhand things</td>
<td>20 %</td>
</tr>
<tr>
<td></td>
<td>No. 4</td>
<td>26</td>
<td>Female</td>
<td>Designer and photographer</td>
<td>Since 14 years old</td>
<td>75 %</td>
</tr>
<tr>
<td></td>
<td>No. 5</td>
<td>24</td>
<td>Female</td>
<td>Design students</td>
<td>Since 3 years ago</td>
<td>70 %</td>
</tr>
<tr>
<td></td>
<td>No. 6</td>
<td>24</td>
<td>Male</td>
<td>Researcher</td>
<td>Since 2 years age</td>
<td>All jackets are secondhand</td>
</tr>
<tr>
<td>Who visit secondhand clothing market</td>
<td>No. 7</td>
<td>25</td>
<td>Female</td>
<td>Engineer</td>
<td>Since 4 years ago</td>
<td>Less than 10 %</td>
</tr>
<tr>
<td>occasionally</td>
<td>No. 8</td>
<td>26</td>
<td>Female</td>
<td>Business students</td>
<td>Since 1 years ago</td>
<td>Less than 10 %</td>
</tr>
</tbody>
</table>

**Figure 3.2. Interviewee information**

The second category is occasional visitors who have been to and have bought apparel from second-hand stores but second-hand clothing are not their first option when a new request arises. There were two participants in this category, between them, one participant has been trying to adapt a sustainable lifestyle in different aspects in life for years but never considered second-hand garments as an
option. The other participant used to consume a large amount of fast fashion and first hand clothing but transitioned to a more conscious consumption pattern. With the different perspective of occasional visitors, the motivation and expectation of their shopping experience can be outlined in a more general way. Understanding the view of occasional visitors helps to find out the reason why people don’t choose pre-owned clothing and what makes this consumption decision challenging.

3.3 Data collection methods and process

3.3.1 Semi-structured interview

Semi-structured interview is a flexible and powerful method to capture the voice of the customers and give meaning to their experiences. (Rabionet, 2011) For conducting an interview, what is already known is as important as what is needed to be learnt. What we want to learn determines the question we are going to ask. (Leech, 2002) A set of questions according to predefined themes were made into an interview structure to guide the interview but questions were not limited to the structure. Two structures were made for two user groups.

Two main themes were identified in order to get a holistic view of consumer’s behaviour pattern during the clothing reuse circle. One theme is about how participants experience the circle of clothing acquisition- possession-deposing. (Laitala, 2014) The other one was about the inner reason why they do or do not choose second-hand clothing over first hand ones. From the positive answers, the driving factors for adoption of second hand clothes are understood. Through the negative answers, obstacles hindering consumers and problems in the second-hand clothing cycle can be identified.

Before conducting the interviews, a pilot was conducted with participants not included in the target group to ensure the success of the formal interviews. (Majid et al., 2017). Every interview was conducted for 45-60 minutes. All of the interviews were conducted virtually through online meeting, except one, which was done face to face. Before conducting the interviews, a consent form and meeting schedule was sent to the participant. Every interview was recorded and after every interview, the audio was turned into a transcript for analysis purposes.

While preparing the interview structure, selection of interviewees was done at the same time. Messages of request for participants were sent to different social
Methodology

media groups. To avoid personal bias, known people were avoided. After several interviewees were selected, snowballing method was applied to recruit more interviewees through asking for relevant people to be interviewed in the end of every interview session. (Noy, 2008) In this way the interview conducting and interviewee selection took place.

Figure 3.3. Card sorting activity conducted offline. Participants were asked to recall the situations when they visit second-hand clothing stores. During the exercises, they were also asked to choose and prioritize the answers.

During the interviews, design probes exercises were conducted slightly differently for the two target groups. The first exercise was applied as a trigger to make participants recall the experience they had previously in order to identify what motivated them to visit a second-hand store as well as what they experienced there. Here, design probes play a role of entry into understanding of the participant’s context and a means of getting a genuine understanding of their experience. (Mattelmäki, Lucero, & Lee, 2016) In the first exercise, for the occasional visitors group, the questions were focused on shopping for clothing instead of asking about second-hand shopping which was the question for the another group. The content on the cards were created according to related literature. According to different themes, cards were made with different colors. A grey one was presented, in case participants have their own content. In the end of each interview, participants were asked to identify what type of second-hand consumer they were from a diagram. This exercise was meant to force participants to consider their motivation. The expectation of “what type of consumer they want to become” was also talked about during this activity.
3.3.2 Evaluation survey

After analysing the data gathered from interviews, a part of the results, motivation and challenges to choose second-hand clothing, were chosen to be the input for the survey to evaluate in next stage of the survey. For evaluating the result, the questions were framed into a personal statement with the option to agree or disagree. Regarding the time limits and reaching out to a relatively larger number of participants, the number of questions were limited to 25 which included the demographic questions and options to comment. In total, 21 statements were framed referring to motivation and barrier of buying second-hand clothing. According to the result of interview, some motivations contained different subcategories which indicated diverse aspects that influence consumers’ decision making. Those subcategories were also formed to individual questions with a form of statement and received responses from participants. An option to be anonymous was available to the participants. See the survey in the Appendix D.

The survey was sent out through different social media groups as well as email to the interview participants. The purpose of the survey was informed in the beginning of the survey. In the survey, these seven motives which drive consumers to choose second-hand clothing were presented to participants. The seven motivation and five challenges were evaluated through the extent of participants’ agreement. During the survey session, 31 valid responses were gathered.
In the end of interview, participants were asked to identify what kind of second-hand consumer are they from a diagram.

3.4 Data analysis technique: affinity diagramming

After interviews, a large amount of unstructured qualitative data were gathered. Hence, affinity diagramming, a technique applied for analysing, making sense, and organizing a big amount of qualitative data was chosen to be the method to analyze the raw data. (Lucero, 2015)

Interview records were listened to and interview transcription was read repeatedly so that the important findings relevant to the research were highlighted and extracted. Meanwhile, additional notes were taken. Then the highlighted sections were copied to post-it notes in a virtual whiteboard. Original lines from transcription were kept as much as possible to make sure that the text was understandable with respect to the context. Meanwhile, a colour coding technique was adopted,
Methodology

Giving each participant a different colour, to differentiate. Then, clustering was conducted for two rounds. In the first round, post-it notes were grouped in terms of similarities. Then in the second round, the clustered groups and notes were reorganized according to the relationship to each other. During the process, notes emerged and new notes were added.

![Figure 3.7. Affinity diagram: Round 2](image)

A total of 490 post-it notes were generated. They were clustered to 48 groups and 6 main themes were identified. They were second-hand clothing consumers' consumption pattern, disposing pattern, motivation, problems of buying second-hand garments, attitude to online platform, and factors considered when purchasing pre-owned garments. It gave a general understanding of consumers' attitude towards reuse clothing cycle as well as the factors that influence consumers' decision making.

### 3.5 Ethical considerations

On account of the research involved collecting personal information, days before the interview, a consent form was sent to participants via email and sent back with signature. Participants were fully aware of the intention of the interview and how their information would be used before they agreed to accept the interview request. The purpose of the interview and request of recording was written in the consent form as well as the informational email. All the rights as a participant were clarified in the consent form. In the interview meeting, the rights as a participant and request for recording were asked again before starting the interview. For protecting the privacy of participants, all the participants were kept anonymous.
See the consent form in Appendix A.
4. Findings and analysis

In this chapter, the result of the research is presented. First, consumer’s clothing disposal pattern is taken as a starting point of the reused clothing cycle which is followed by purchasing and usage. Then, the reason for consumers to choose second-hand clothing and the factors that discourage them towards second-hand garments are identified.

4.1 Clothing disposal and consumption behaviour

4.1.1 Disposal pattern

From the interviews with both motivated consumers and occasional visitors, clothing disposal starts with collecting unwanted apparel together in one place. After collecting, most people tend to leave them stationary for a period of time before disposing them, which gives the owner time to reflect. During the stationary time,
the pieces that have the potential to be worn again could be picked out and brought back to use. During that time, the owner's friends and family members can have a chance to pick the ones they want. Clothing left out would be disposed. The most common way to get rid of them is donation. Second-hand store, UFF, is the most popular place for donating used clothing. Although some participants sell clothing by themselves, most of the unwanted garments end up in second-hand stores as it takes less time and is more convenient.

Since it is easy to find a clothing recycling point in the city, giving garments back to the cycle is the handiest and direct way to get rid of unwanted clothing. More importantly, in this way, clothing can be moved out of the room without waiting for it to be sold. The hassle of selling second-hand clothing also makes them more likely to bring them to donation.

Extract 1:
"I really find it troublesome, because the buyer is an individual buyer. You have to make an appointment with them and the price, or the shipping also brings too much effort and trouble." (P8)

From the interviews, several reasons for disposing clothing are identified:
1. De-cluttering
2. Moving
3. Style changing.

The most mentioned reason for disposing garments was de-cluttering. Participants mentioned that the concepts such as "minimalist lifestyle" and "building your capsule wardrobe" gave them the idea to remove extra items. Limited living space was also mentioned as a contributor to this point.

Moving is a common trigger for disposing since moving gives the owner an opportunity to do a thorough organisation of their wardrobes. When asked about when do the participants want to get rid of their garments, the most frequent answer was "when moving". One different answer was every season because this participant organises wardrobe when the season changes. Similarly, it was also a time when the owner does a big organization. Participants of this study mentioned that they always face the situation that they have to move for work or study. Frequent changing accommodation made them want to reduce the unnecessary clothing for convenience. An occasion of moving provides a chance for organising garments
Findings and analysis

when disposing the garments that would not be worn anymore.

Style changing was another reason mentioned for disposing a large amount of old clothing. Many participants talked about their dressing style changing a lot due to a younger age which leads them to get rid of clothing. Error buying and style trying were also happened often in a time close to teenage age which caused redundant garments purchasing.

Extract 2:
"I might have been influenced by others at that time because many people also wore this. When others wore and I also wore. I think clothes must be a very important element. It can represent what kind of person you are. When I was a teenager, I did not have my own style but now I am trying to find that. It may also be because of my age that I feel I am not a child anymore." (P8)

4.1.2 Using and taking care

Many participants indicated that when buying garments, the ways of taking care of the items also have a big influence on their purchase decision. For clothing that are made of delicate materials such as leather and wool, participants usually took a second thought before purchasing. Most of the participants mentioned that they do not intentionally pay attention to the washing instruction and expect an easy and universal way of taking care of the clothing. Some participants showed a reluctance to special caring of clothing. Because of this reason, they choose to only purchase the ones that need simple care. Two participants also mentioned that one benefit of wearing second-hand garments was that they do not need to pay attention to maintain the clothes since they bought them at a cheap price. Those participants were more into enjoying the activities instead of dividing attention for clothes. On the contrary, one participant showed the patience to the items that they appreciate and only wear them on certain occasions.

Some participants also showed concern of environment issues of washing clothes. They also mentioned their ways of decreasing environmental impact of their consumption pattern, for example, reducing the frequency of laundry, lowering the temperature of water, and avoiding extra chemical ingredient of detergent. Although they tried to take their action, they still have worries of their carbon footprint. One participant showed an awareness of the micro plastic in the fabric and that is something they can not avoid.
Extract 3:
"I know that a lot of the things that I buy are still (not sustainable), for example, they contain plastic, especially with clothes. If you wash any plastic containing clothes, this micro plastic goes from the laundry machine to the water stream. It is bad for the environment." (P3)

4.2 Why we choose to acquire second-hand clothes

From the interview with both second-hand clothing motivated consumers and second-hand store occasional visitors, seven categories were identified as the motivation for choosing second-hand clothes over firsthand ones in Finland, even though the sixth motivation was removed from the list after conducting the evaluation survey. The seven motivations are presented below:

1. Social value.
2. Fun seeking.
3. Financial reason.
4. Post-purchase pleasure.
5. Sustainability reason.
7. Uniqueness.

4.2.1 Social value.

Going to second-hand store is more like an activity for friends to catch up rather than have a purpose to buy anything. Almost every participant including both occasional visitors who do not often buy second-hand garments and motivated second-hand clothing consumers mentioned that they go to second-hand store with friends. For them, going to a second-hand stores is not an aim-driven task but a trigger for hanging out. The products themselves in second-hand stores also add fun to consumers when they are browsing in the stores with friends. Different from conventional stores, there were more possibilities to find unique items in a second-hand shop. The process of exploring and trying brings entertainment to a social activity. Due to that, a long and tedious treasure hunting process can become to a fun and relaxing social activity especially, with company of friends who have a similar interest. The incentive for them to go to second-hand stores
was not any aim of purchasing but an "excuse" for them to meet friends. Many participants even mentioned that they never go second-hand shopping alone.

Extract 4:
"I never go alone. I only go with friends so that it is an activity to do with friends. It’s fun. I enjoy going with people especially because you can start finding some funny things and looking at them around and trying them out. We can make jokes and give comments." (P6)

From the interviews, it showed, the transition of a conventional consumer from purchasing firsthand clothing to second-hand clothing usually influenced by a sustainable friend who is already a second-hand clothing lover.

Extract 5:
"I used to go to shopping malls but now because I met her, she is always taking me to second-hand shops. Lately I started buying from second-hand stores." (P8)

4.2.2 Fun seeking.

Interviews showed that many consumers see shopping in second-hand stores as an adventurous experience. Different from conventional stores, consumers can easily find items which were produced decades ago or an item which has come from a foreign country, or even handmade craft works of the previous owner. This attribute of second-hand store attracts many customers who are seeking for an adventure-like shopping experience.

Many participants indicated that they enjoy treasure hunting in second-hand stores. There was a high possibility for them to find an item with good quality but a price lower than the conventional market. This unexpected experience brings pleasure and drives customers to visit second-hand stores again.

Second-hand stores are usually run by individuals and small businesses. This way of operating makes them have different channels of supply, instead of being produced by a factory like big fashion brands. Second-hand stores rely on the recycling and donation from consumers. Therefore, items are unique and unpredictable. Items produced in one place can be brought to another place by the travels of its owner. One common item in one place can be moved to another place where the same item did not exist. The movement between different locations makes products in second-hand stores unacceptable to consumers. This gives consumers more opportunities to find items interesting and unexpected.
Extract 6:
"I usually go to second-hand stores to get my clothes because you never know what you're gonna find there. Sometimes I found interesting prints or ornaments. You can also find something from other countries which is interesting that they don't try to sell anywhere." (P4)

4.2.3 Financial reason.

From the interviews, participants showed a high regard for financial reason of choosing second-hand clothing. Participants mentioned cheaper price was an important factor for them to choose second-hand clothing over firsthand. Even though many participants have the awareness of many firsthand fast fashion brands provide even lower price than many clothes in second-hand stores, they believe second-hand clothing have a cheaper price regard to the same quality level.

In this research, the participants are who have chosen second-hand items because they enjoy the shopping process or buying products which are not necessities, although financial hardship was mentioned by some participants due to their students status. They tend to pursue the excitement of the purchase experience of bargain hunting, since they also mentioned about quality and style concerns. When asked the question about "how many garments in wardrobe are second-hand". Only one participant answer the proportion of second-hand cloth is above fifty percent but no financial hardship was mentioned. Although financial benefits of second-hand clothing were mentioned multiple times in interviews, other motives such as uniqueness, good quality, and environmental concern were linked together to drive consumers choose second-hand clothing.

4.2.4 Post pleasure.

The interviews showed that buying second-hand brings different type of post-purchase pleasure. Consumers usually have to spend a lot of effort and time for searching a perfect item, the long process of searching makes them more appreciate the piece of garment they find. The pleasure after the purchase lasts longer than buying in a conventional store. Consumers also tend to be proud of their successful bargain hunting skills. In the interview, one participant even brought a garment and showed it while telling the story of its origin. Since finding a good piece from a pile of clothing needs an eye for gems, when the consumer receives compliments from others, they feel more proud of themselves and it helps the
pleasure last even longer.

Additionally, many participants also mentioned they feel less pressure when buying something second-hand. They also referred to the less guilty feeling when purchasing something extra. Impulse purchasing also exists in second-hand shopping but when products are relatively low price, consumers are more likely to indulge themselves for not considering enough before paying for the purchase.

Less pressure feeling is also shown in the possession phase and disposal phase in consumers’ consumption journey. Some participants mentioned that since they did not pay a lot of money for the clothes, they felt less hurtful if a garment was damaged, thus, they can wear freely and they do not need to pay attention to take care of them. After a period of use, if they want to dispose them, they also feel more comfortable to give them away or sell them at a lower price.

Extract 7:
"It’s even easier to sell the second-hand things. If I spend too much money on a first hand garment, I know I am not gonna be paid much but if you buy second-hand and sell, then, it’s easy for me." (P5)

4.2.5 Sustainability reason.

In the interviews, every participant mentioned they consider sustainability a reason when choosing second-hand garments and it is one of their motives. In the interview, participants expressed the awareness of environment issues. They were aware of the environmental impact of fast fashion industry. They are more inclined to choose pre-used clothing for reducing the waste by their personal effort by giving a usable product a second-hand life. However, although they mentioned the environmental concern, most of them still consider themselves as "consumerism against-er" instead of "sustainable consumer". Many participants mentioned that they wanted to be a sustainable consumer but the way they consume clothing was not sustainable enough. On comparing these two concepts, they consider second-hand clothing to be more like an action against consumerism.

Extract 8:
"(worker exploitation) I decided to not support. I’m not really supporting these brands after I just heard this news. So I decided to buy more second-hand things." (P5)
Except for concerning environmental issues, "shopping for good" was another motive for consumers to change their attention from big fashion chains to pre-used clothing and small businesses. Participants indicated that except buying from second-hand stores, they also support local brands and small businesses instead of big fashion chains. When asking about "brands", their perception of a good brand was about good quality products and ethical production.

Extract 9:
"Choose brands because of better materials, and quality and I know they produce things ethically. I know they try to minimise their impact." (P3)

4.2.6 Shopping consciously.

Consumers need to spend more time to find an item that meet all of their requirements which included size, quality, aesthetic, cleanliness and suit wearer's personal preference. Meanwhile, even though consumers can resell them garments as second-hand, the no-return policy also contributes to the "inconvenience" of second-hand shopping. Because of the flaws that second-hand shopping possessed different from firsthand shopping, participants indicated that dedicating to second-hand products helps consumers purchase more consciously. Since finding a suitable and desirable piece of clothing needs a lot of effort and time, participants indicated that they only wanted to buy necessary things.

As pre-owned clothing, its fashion attribute is not dependent on the fashion trend as conventional fashion brands who release a new collection in every season. Aesthetic and fashionable attributes for pre-used clothing relies on the consumers' personal preference. A participant who is an occasional second-hand store visitor indicated that because of this nature of second-hand apparel, they can consume more consciously and not chasing the trend blindly.

Extract 10:
"Lots of people going shopping, because there's a new trend. People saw this one item of clothing, then, they felt that they have to get it because everyone is wearing it." (P7)

However, whether choosing second-hand clothing can make consumers shop more consciously was still debatable. From the interviews, some participants who
bought second-hand clothing quite often indicated that buying second-hand clothing forced them to consider more factors before purchase, that made their consumption behaviour become more conscious. On the other side, some participants indicated that even though they choose second-hand garments, impulse purchase was made very often. Many participants mentioned that they checked the collection in second-hand stores quite often and shopping in second-hand stores was also frequent. They did not consider much when buying and shopping in second-hand shops was like a hobby. Those participants also mentioned they disposed unwanted clothes regularly. One participant even mentioned that when they feel upset, they tended to buy new items to cheer themselves up, although afterwards they realized that buying cannot bring happiness.

4.2.7 Uniqueness

One important motivation for people to choose second-hand garments is the unique style. With the massive production in fashion industry, many fashion brands’ clothing tend to show an identical style. Consumers can easily find similar items in different stores. For consumers who are looking for a diverse style and uniqueness, second-hand stores are more satisfying.

Extract 11:

"It’s like you know that in the first hand store, let’s say if you go to H&M, obviously you know what you’re gonna find there. Everything looks similar. All of the people we see on the street basically follow the same style." (P4)

Because of the way of operation and supply in second-hand stores, the collections usually do not specifically follow any genre. The collections supply depends on recycling, donation and consignment customers. Thus, the clothing styles in second-hand stores are random. This is different from a vintage store where clothes are collected according to a certain genre or era, in second-hand stores garments may come from the last generation or produced years ago but not found in the current market any more. It was also common to find highly customised garments or handmade items in second-hand stores. All of these, provide the uniqueness of second-hand clothing, which becomes an attractive factor for consumers.

Extract 12:

"You can see both, new designs and old designs in the second-hand stores but in
the vintage stores, the selection is restricted in a certain way." (P4)

4.2.8 Result of evaluation survey

An evaluation survey was formed according to the results of the interviews. From the survey, a more general image was presented. From the result of the evaluation survey, the first ranking motivation is "sustainable reason". The second one is "Financial reason" and the third one is "Fun seeking".

Among these seven motivations, there were only 9 participants among total 27 participants who agreed on the fact that buying second-hand makes them to shop more consciously. Among these seven reasons, "sustainable reason", "financial reason", and "fun experience" were the first three most popular motivations. There are 93 percent of participants agreed on that they choose second-hand clothing for sustainable reason. "Sustainable reason" ranked first among the 7 motivations. The second popular reason for consumers to choose second-hand clothes was the "Financial reason". There were 78 percent of participants who thought that the cheap price was an important reason for them to buy second-hand clothes. The "fun experience" ranked in the third position.

Although participants mentioned that because of the lower price of second-hand clothing, they felt more comfortable to sell them in the second-hand market or while giving them away, most participants in the survey disagreed on "I like buying second-hand clothing because I find it easier to sell, recycle and give away since it costed less". Among total 27 participants, only 9 participants agreed on this one. From here, we can see that whether clothes are second-hand or not may not have a strong influence on consumers’ disposal behaviours. However, the other statements inside the “post-pleasure” category all get more than fifty percentage agreement, which include "I like buying second-hand clothing because as its cheaper I feel a lot less guilty if its just for experimenting some look, and I also feel less hurtful if it gets spoil.", "I like second-hand clothes because I feel more proud when people compliment it compared to my first hand clothes.", and "Buying second-hand clothes make me more appreciate the clothing because it is not easy to find a desirable one."

From the interviews and the result of survey, people tend to see second-hand clothing as less worthy to spend time on selling them since they were purchased second-hand with lower price.
Findings and analysis

Figure 4.2. Survey result: why we choose second-hand clothing

Extract 13:
"I usually bring them to yellow box or throw them away because I don’t think used clothing is worth such effort to sell. That takes a lot of time but only for pennies."
(P8)

When question is about disposing their unwanted clothes and reselling it in second-hand market, regardless of whether consumers bought them firsthand or second-hand, consumers are more likely to spend effort and time to sell the items which were more expensive and contain technical attributes. Selling second-hand clothing was not easy. Therefore, most of them were brought back to second-hand store after a period of use time.

"I like buying second-hand clothing because as it’s cheaper I feel a lot less guilty if its just for experimenting some look, and I also feel less hurtful if it gets spoilt." And "Buying second-hand helps me shop more consciously and only buy necessary
Findings and analysis

Figure 4.3. Diagram of the response of "I like buying second-hand clothing because as its cheaper I feel a lot less guilty if its just for experimenting some look, and I also feel less hurtful if it gets spoilt." And "Buying second-hand helps me shop more consciously and only buy necessary things."

things." show opposite results. That indicates that cheap price of second-hand clothing is more likely for people purchase more thus, to some extent, making people consume more unnecessary things. Plus, "No return" policy also contributes to this point.

Extract 14:
"Often, what could happen is that you think something would make sense and you want to buy it but then when you take it home, you realise that it's not comfortable. The problem is that you can’t return those things. You bought many things, then you have things that are unnecessary. This has been a part of the second-hand shopping. it is a disadvantage." (P6)

4.3 Why we don’t choose second-hand clothing

Although participants showed their interest towards pre-owned garments, the inconvenience of second-hand shopping still influences consumers to make their choices. From the conversation with participants, dissatisfaction and challenges in second-hand clothing shopping experience were identified.
There were five challenges identified from the result of both studies, the first one "Requires more time and effort.", the second, "No guarantee for quality.", the third "Usage contamination.", the fourth was "Competition with firsthand.", and the last one "Physical environment limitation." Through the survey, only one among them was agreed by both consumer groups. The first group consisted of consumers who see second-hand clothing as first option and who shop in second-hand stores often. The second group included occasional visitors and who have never gone to second-hand stores for buying clothes.

Figure 4.4. Group 1’s attitude to the barriers of second-hand clothing consumption.

From the result of survey, these two groups showed different attitudes towards the challenges of second-hand clothing consumption. For the first group who visit second-hand stores often, their attitude was more positive and they thought the only barrier was that second-hand garments shopping required more time and effort to find a desired piece. When they have a requirement to buy a specific item, the possibility to find it in second-hand market was small and it required a long time of searching, which leads them go to conventional stores.

Extract 15:
"If there is something specific, I am not sure that I can find it in second-hand stores. First, I try to find something that I need from the second-hand stores but if I don’t find it then I will go and search the usual stores." (P4)
Figure 4.5. Group 2’s attitude to the barriers of second-hand clothing consumption.

For the second group who buy second-hand clothing occasionally and who never bought, except for "Require more time and effort.", there were more participants who agreed on "physical environment limitation" was also a barrier for them to buy pre-owned garments. In this group, 42 percent of participants showed that the environment of second-hand stores were not pleasant compared to 5 percent in the other group. That implies that making the second-hand store’s environment more pleasant may attract more potential second-hand lovers.

Although some participants mentioned that hygiene was an important factor for consumers to decide if they would buy this item or not, there was a bit of an uncomfortable feeling when they were trying them on in the stores. After the evaluation survey, both groups showed that "hygiene" was not a challenge to purchase second-hand garments. There were 24 out of 31 participants showed disagreement on "Buying second-hand clothing is a bit difficult for me because it has been worn by someone before, therefore it doesn’t feel very hygienic to me."

Among them, participants in the first group even showed more positive attitude than the second group with 95 percent disagree on this point included 58 percent of participants choose strongly disagree. There were half participants in second group choose disagree.

Extract 16:
“There might not be a mechanism to disinfect things and keep them up. All that, sometimes, makes me feel slightly uncomfortable. I don’t just go ahead and do it, but I still wouldn’t say I’m 100 percent comfortable doing that.” (P6)

In the interviews, some participants mentioned that some fast fashion firsthand clothing even has a lower prize than some better quality second-hand clothing. When they wanted to buy a certain product to fulfill a basic need regardless the level of quality, a piece of brand new first hand clothing can be very cheap especially in discount period whereas some pre-owned clothing can be more expensive. Some participants expressed that this might be a hindrance for them to choose second-hand garments since there were more options in firsthand market. Therefore, “Competition with firsthand” was also included in the survey. However, after the survey, the result showed that out of 31 participants, 20 participants disagreed on this. Among them, there were more participants who belonged to the second group (who visit second-hand stores occasionally and who have never gone to second-hand stores) than the first group (who visit second-hand stores more often).
5. Discussion

In this chapter, the main findings from the research are presented. First, consumer’s motivation to be sustainable is evaluated. Then, consumer’s shopping behaviours and factors which influence the decision making towards second-hand clothing are discussed in the context of hedonistic and utilitarian shopping value.

5.1 Against consumerism instead of sustainable consumers

Although all the participants in the survey of the interviews consider environmental factors when choosing pre-owned clothes, they don’t see themselves as sustainable consumers instead of consumers who are highly against consumerism. This result is similar to Carolyn J. Lo’s view on second-hand apparel’s ethical benefits (Lo, Tsarenko, & Tojib, 2019). 92 percent of participants in the survey agreed on that they choose second-hand garments for sustainability and all of the interview participants mentioned that sustainability is one of the factors for them to buy second-hand garments. However, when asked to define themselves, only one participant defined themselves as a sustainable consumer.

Participants in the interviews have the awareness of sustainability and expressed that being a sustainable consumer is what they want to be, but are not yet. They are aware of the impact of the fast fashion industry to the environment. They are against consumerism culture which makes people stimulated to purchase more than they need. We can find stimulation from everywhere. As a participant mentioned “I deleted my social media because when you see it you may want it. If I don’t see it, I won’t want it and I avoid buying”. Many consumers showed the intention of conscious shopping and avoiding impulsive purchasing. As some participants mentioned in the interview that they like buying second-hand clothing as choosing a good piece needs more time and effort, which in a way have them to avoid buying unnecessary product and prevent impulsive shopping. Even though
there are still some consumers who purchase impulsively in the second-hand clothing market, choosing reused garments is an action they tend to do to move towards to a sustainable consumer.

Consumers also have a complex attitude towards green label products. They are more inclined to products that are using recycled materials, even though it is not a deciding factor. Consumers usually also showed a suspicious attitude towards green labels. On one hand, there are different types of green labels in the market issued by different organizations, which poses doubt to consumers on which to believe. On the other hand, many green labels only clarify one aspect of the manufacturing such as materials but whether a piece of cloth can be seen as sustainably produced depends on many aspects. Consumers need more information for example where and how it was produced to reassure. Meanwhile, the financial situation is another factor for young consumers to choose sustainable clothing. Many participants indicated that they would like to buy more sustainable clothing but due to their price being higher than other clothing in general, they have to compromise.

There are several different stages in a sustainable clothing consumption cycle, not only the purchase behavior is important for researchers to understand but also post-purchase behaviours including use, care and disposal (Laïtala, 2014). They expressed that so far the way they consume and the clothes they purchase were not considered as sustainable enough to call them sustainable consumers because many clothes even though bought from a second-hand market, they were manufactured with micro plastics which released to the water and air when doing laundry. Therefore, choosing clothes from second-hand markets instead of fast fashion brands is a way of compromising.

5.2 Take from cycle and give back to cycle

The stigma of wearing second-hand clothing no longer exists and consumers have embraced pre-owned garments for their unique style and pleasant shopping experience. Meanwhile, consumers are also prepared to bring their unwanted and old clothes back into the cycle. Even though alternative modes of consumption such as garment renting and sharing platform are still rare but it is a sign of support from the consumers.

For purchasing garments, people are more likely to try it on. That brings extra
steps and effort for both individual selling customers and buying customers in the reselling process, such as selling used clothing in online second-hand platforms. It makes the purchase more risky in a manner of time and effort consuming, especially if the buyer needs to travel a long distance. There are also cases in which the seller did not tell the truth of the product or there is a misunderstanding between these two parties. Those hustles make purchase in online channels difficult. In some online channels like ZADAA, deals are usually made without buyers trying it on. If the clothes do not fit, that becomes a waste of time and money for buyers. Meanwhile, it creates a bigger carbon footprint, since after the deal is made, clothing will be sent to the buyers and there is no opportunity to return. Therefore buying in stores is more convenient for most of the second-hand clothing consumers. Instead of online channels, a flea market is also a place people sell their pre-owned clothes and has more successful transaction since it is physical and held regularly.

In the second-hand market in Helsinki, highly functional items are easily found and may continue to serve another owner. That tells two sides of the story. On the good side, the life time of this item can be fully used instead of being throwaway. Additionally, it can also meet the need for another owner who may be not able to afford it with the original price as brand new. However, on the opposite side, it means the previous owner disposed it when it hasn’t lost its value of use. That triggers the question of what makes the previous owner get rid of a fully functional item. In the existence of second-hand market, when purchasing firsthand items, consumers also take the second-hand market into consideration as a alternative solution for an impulsive purchase or a failed acquisition. As the result found in the survey, most participants don’t agree on that second-hand shopping makes them shop more consciously. In the interview, a similar result also showed that impulsive purchase is common. There are still consumers who shop second-hand clothes in a similar way as firsthand ones. Whether the existence of second-hand market, in some extent, indulges consumers to purchase more since there is a place to allocate the unwanted ones afterwards becomes a question. This point is similar to Karen Tranberg Hansen and Jennifer Le Zotte’s concern on second-hand trade, as it is not always linked to the effort of consumption reduction but even more firsthand production (Hansen & Le Zotte, 2019).

For second-hand clothing specifically, however, this phenomenon can find a middle ground. Clothing is not only for fulfilling the utilitarian value to keep the wearer warm but is also involved in identity construction of the wearer and to help the
owner build a desired personal image that matches their personality, biography, and society (Woodward, 2007) (Durrani, 2014). Aesthetic attributes contain lot of the value of clothing. Reconstruction of identity is usually an important reason for the youth to dispose a large amount of old clothes. University age people are in the time of changing the role in society which influences their identity recognition and construction. More appropriate style clothes would be purchased for a new role. During teenage years, people tend to try different styles with the eagerness of finding their own dressing style. Trying and testing lead to more failed purchases and error test. When a person is growing older, their dressing style tends to be more stable (Woodward, 2007). In this process, the clothes bought unsuccessfully end up being disposed.

With the option of exchanging apparel within the cycle, consumers are able to get rid of the boredom of always using old clothes and enjoy the excitement and satisfaction from fresh new look but not at the cost of adding more to the landfill. As mentioned in the second chapter that regardless of the quality of the clothes, the average active use time of clothing is around 6 months due to the fashion trend change (Fletcher, 2013). To some extent, second-hand clothing market fulfills this demand of changing style. However, pre-used garments are usually old and delay from the current fashion trend, consumers’ need of keeping up with trends have to compromise a bit.

5.3 Hedonistic shopping value

Second-hand clothing shoppers showed hedonistic shopping motivation. Consumers attitude towards shopping in second-hand stores is similar to the "social value" motivation in hedonistic shopping behaviour (Arnold & Reynolds, 2003) mentioned by Mark J. Arnold. Shopping with friends provides an import of emotional connection and personal entertainment. They enjoy shopping in second-hand stores with company of friends and many participants even indicated that they only visit second-hand stores with friends. A company of friend plays an important role in second-hand shopping experience. It showed its significance not only for multiplying the entertainment factor, but also to encourage one to become more inclined to pre-used items.

Meanwhile, in second-hand stores, it is easier to find something unexpected, which amuses shoppers and attracts them to visit there again. This motivation and the
Discussion

previous one, "social value", both show up as a strong recreational driver. They are related to the emotional shopping experience which includes the excitement and playfulness from treasure hunting and bargain hunting experience (Turunen et al., 2018). "Idea shopping" value in shopping experience (Arnold & Reynolds, 2003) mentioned by Mark J. Arnold also can be seen in second-hand shopping, even though it has a weak influence. Instead of keeping up with new fashion trends and new products, consumers go to second-hand store for getting inspiration because of the randomness of the listing clothes. Financial benefit is another reason for consumers to choose second-hand clothes since they can always find items with lower price. Similar to the concept of "value shopping" addressed by Arnold (2003), financial motivation is linked to the choice optimization which means finding a bargain can lead to satisfaction from personal achievement. (Arnold & Reynolds, 2003) Financial reason plays an important role in second-hand shopping. This finding is similar to Kirsi Laitala and Ingun Grimstad Klepp the's view of economic benefits of second-hand clothing acquisition (Laitala & Klepp, 2018)

Different from firsthand shopping, a high post-shopping pleasure is also a important factor for consumers for choosing second-hand products. The positive emotions such as excitement and joy, tends to show a decrease during the purchase process in conventional shopping experience. Positive emotions start declining from pre-purchase stages (Richins, 2013). Due to consumers’ expectation to the product they are about to buy and the change the product may bring to their life, before purchasing the item, the positive emotion remains high but after purchasing, it shows an apparent decrease. Different from Richins’s view on materialism consumers, for second-hand consumers, the expectation before purchase is relatively low because of their awareness of the effort and time needed for searching a suitable item and also the risk of getting nothing. Once they find the desirable clothes, the positive emotion goes up and the appreciation from others helps to increase the joy even months and years after the purchase.

Online second-hand channels were not the first option for second-hand clothes shoppers. Except for the reason of getting limited product information. The hedonistic shopping motivations of second-hand clothing also indicate why consumers prefer shopping in physical stores. This finding gives strength to Laden Husamaldin’s view of physical environments role in hedonistic shopping experience. When consumers go shopping for pleasure, especially for second-hand shopping, it is a social activity for bonding with friends and families, which is only able to be done in a physical environment (Nopnukulvised et al., 2019). It
Discussion

also implies the importance of the physical environment of second-hand stores. It was also shown in the research result, consumers who visit second-hand stores occasionally and who never go to second-hand stores see the unpleasant physical environment and location limitation as a barrier for them to choose pre-owned garments. Second-hand shopping tends to be an activity to allow consumers to enjoy a pleasurable experience. Suitable decoration, comfortable moving space, and relaxed lights in the environment together play a significant role for providing shoppers a pleasant shopping experience.

Second-hand clothing consumption shows a mix of hedonistic and utilitarian shopping value. From the interviews, many participants had mentioned they enjoy shopping experience in second-hand store but also participants who see second-hand items as their first purchase option showed a strong utilitarian shopping value on second-hand shopping. For utilitarian consumers, even though shopping in second-hand stores, it still tends to be a task with a specific aim and involves rational purchasing motives. When consumers’ purchase intention was more task-specific, rational and goal-fulfilling, due to this attribute of second-hand shopping, consumers are more likely to choose to buy firsthand for saving time and efficiency (Nopnukulvised et al., 2019). They tend to seek for convenience and efficiency in their shopping experience (Nopnukulvised et al., 2019). Consumer’s sustainable motivation also supports in this sense. However, due to the nature of second-hand shops, the main factors in utilitarian shopping experience included convenience and product availability cannot always be satisfied. This also supports the challenge, "buying second-hand clothes is hard because it takes a lot of time and effort".

Convenience does not only influence the purchasing component in the reused clothes cycle but also the disposing component. Bringing used clothes back to second-hand stores is the choice for most of people to dispose clothes. However, for most consumers, reselling in online second-hand channels has a caveat. Although there are channels like Facebook and Tori.fi for people to sell their clothes, successful transaction rate on those channels is relatively low and it takes a long time. From the interviews, most people only choose to resell the clothes that they think are worthy for them to spend effort on. How the owner chooses the disposal method not only depends on their perception of the reuse value of their unwanted clothes, but also the tendency of them to select the ways that require low effort and are convenient for them to get rid off. That is the same as Kirsi Laitala’s opinion that convenience is the paramount factor when choosing disposal methods (Laitala, 2014). Since it is easy to find a clothing recycling point in the city, giving
garments back to the cycle is the most handy and direct way to get rid of unwanted clothing. Clothing can be moved out of room without waiting to be sold. The hustle of selling second-hand clothes also contributes to this point.
6. Conclusions

This chapter concludes the study with a discussion of outcomes and implications in more detail. Then, the limitation of the research is elaborated with suggestions for further research. The chapter is closed with a conclusion summarizing the findings and reflection of the research.

6.1 Implications

When consumers are shopping in a second-hand market, both hedonistic shopping value and utilitarian shopping value need to be satisfied. Different second-hand exchange channels have their own advantages that would help on different aspects of the consumer’s demands. To improve the second-hand clothing shopping experience for encouraging sustainable fashion behaviour, hedonistic shopping values can be highlighted, while the barriers for fulfilling utilitarian values need to be addressed.

An offline market is a place consumers can enjoy a fun shopping experience. Customers can visit stores with friends and family, browse in the stores, and at the same time bond with each other. In this scenario, shopping is not an aim-driven task but an activity for them to socialize with others. In this case, a spacious and comfortable environment decides if customers can have a good time in the store and if they stay longer or hurry. Enough space that allows customers to go around and give each other suggestions, as well as seating place for a temporary rest can help the customers stay in the stores longer to have enough time to check the collection. Different from a conventional store, a second-hand shopping experience needs more time and effort. A comfortable shopping environment can make customers do the searching in a pleasant manner. Besides, location is another important factor for fulfilling consumers’ utilitarian shopping value. When second-hand clothing stores are near each other, customers have more possibility as well.
less time to find the item they need, thus, enhancing the shopping experience and encouraging consumers to visit reused markets again.

Online and physical stores possess different functionalities that can work as supplementary channels to one another with focusing on different demands of consumers. Online channels due to their specific advantages can provide a more efficient shopping experience that fulfils consumers’ utilitarian shopping value, even though they can not provide the opportunities for socialising. In an online channel, consumers can easily find available items through the filter function. One of many potentials, a digital platform can provide a more customized feed according to individual customers’ personal conditions, such as size, location, and further, according to customers’ preferences. In this way, consumers seeking an efficient shopping experience can be satisfied.

With reused clothing market flourishing, it is becoming a mainstream shopping channel. The way consumers and business owners see it is going to change from being just second-hand stores to something similar to conventional stores. The difference between firsthand and second-hand is disappearing. From the interview, second-hand store consumers not only have the demands for garments with unique style but also for basic clothes as consumers in conventional shops. For example, displaying a store’s collection according to the different needs of consumers, meanwhile, it can also provide ethically produced firsthand undergarments to fulfil a whole package shopping experience. A transition can be made, changing from providing reused clothing to providing a sustainable fashion shopping experience. Moreover, to encourage more sustainable fashion supporters, supplementary activities such as self-service sewing machines also can be provided. According to the interviews, most motivated second-hand clothing consumers mentioned that they had fixed their clothes or had used mending service.

6.2 Limitations

The research mainly followed a qualitative research approach to gain a deep understanding of second-hand clothing consumption behaviours and then evaluated the result in a more general level with a quantitative method. The samples of the study were second-hand clothing consumers who see second-hand clothing as the first purchase option, and consumers who visit second-hand shops in varying frequency. The samples were based on the city area of Helsinki with different back-
grounds, occupations, and life situations. The age of the interview participants was from 22 to 36. With the limitation of the age range of the samples, the result of the research was more representative of a relatively young generation. This group of people also prefer to try and accept new ideas. There were also people from other age groups who visit second-hand clothing shops frequently such as senior citizens and teenagers. Thus, in terms of increasing the quality and reliability of the research, considering a more general population would provide more helpful insights.

The data gathering was mainly based on semi-structured interviews. As a qualitative research method, it highly relies on the researcher's interview skills which include questions structure, interview content transcription, as well as trust between participants and interviewers. The following survey was an evaluation supplementary method. Due to time limitations, the questionnaire only collected 31 responses. In terms of drawing a more reliable conclusion, a bigger number of responses could help to gain a more general picture. Meanwhile, the questions in the survey were based on the result of the semi-structured interviews. The quality of the interview result was directly influenced the result of the evaluation survey. The original plan for the survey structure was a Likert scale survey with 4 questions related to the same topic, structured in different ways to evaluate every aspect. Due to time limitations and the length of the questionnaire, the survey could not be structured in such a way, instead, a more concentrated structure for reaching out to more participants in a short period of time was used.

6.3 Future research

This thesis focused on the aspect of consumer attitude and behaviour of second-hand clothing consumption. The role of sustainability as motivation in consumers' decision making was also highlighted. This study was mainly concentrated on the offline market, although the attitude towards online reused garments exchange channels was discussed with participants. Even though so far, physical second-hand clothing stores are still popular to consumers, the online reused channels have potentials that offline shops do not possess. Thus, another interesting topic can be consumer's behaviour on online reused clothing channels. Meanwhile, to encourage more consumers to take action on sustainable consumption, research from business and policy perspectives would also be helpful. Moreover, except for the second-hand clothing market, alternative business models such as rental, sharing, and exchanging are also interesting topics to study further to create
sustainable change in the fashion market. Additionally, the way of evaluating the effectiveness of the change is also worthy to study as well as the negative side of the second-hand goods market to prevent the side effects of new models.

### 6.4 Conclusions

The aim of this research was to investigate consumers attitudes towards second-hand clothing buying and selling in the context of city of Helsinki and potentially provide insights for the second-hand fashion businesses, store owners, and traders to encourage more reused clothing customers. Moreover, the role of sustainability in consumers’ decision making was also investigated in the context of consumers’ consumption pattern included purchasing, washing, and disposing process.

The research identified a consumption pattern of second-hand clothing consumers from "taking garments from the reused clothing cycle" to "taking them back to the cycle". The second-hand market provided an alternative channel for consumers to update their wardrobe in demand of pursuing style change in a more sustainable way. Moreover, six most recognized motivations that drive consumers to choose second-hand clothing were identified. Among them, sustainability, fun seeking, and financial reason were the top three important reasons that attracted consumers to purchase second-hand clothing. Sustainability as a motivation was the most popular one to be considered in the decision-making process of second-hand clothing purchasing. However, most participants did not consider themselves as sustainable consumers but their purchase choice was more for the aim of being against consumerism. With a high awareness of the fashion industry’s and textile’s environmental impact, most participants saw buying reused garments as a compromise towards taking sustainable action given the high price and lack of trustworthy information of the current sustainable fashion brands.

Both hedonistic and utilitarian shopping factors influence consumers in second-hand clothing purchases. Hedonistic factors included fun seeking, financial consideration, and social opportunity which were the attractive points for consumers to choose second-hand clothing. However, convenience, is a crucial utilitarian factor for encouraging consumers with sustainability motivation to visit second-hand shops and dispose unwanted clothing, so far, had a negative impact on consumers decision making. The physical environment, location limitation, and more efforts needed for searching for a desirable piece of garment hinder consumer’s choice regarding choosing second-hand clothing as their first option. Based on this re-
search, a conclusion can be made that consumers in the city area of Helsinki have a positive attitude towards second-hand clothing with a high awareness of environmental concerns. Meanwhile, addressing the utilitarian barrier in second-hand clothing consumption has the potential to encourage more supporters who choose used clothes for being sustainable.


Dauvergne, P. (2010). The shadows of consumption: Consequences for the global


Lo, C. J., Tsarenko, Y., & Tojib, D. (2019). To tell or not to tell? the roles of perceived norms and self-consciousness in understanding consumers’ willingness to recommend online secondhand apparel shopping. *Psychology & Marketing,*


Appendices
Appendix A: information sheet and consent form

You are invited to an interview which is for a research study for a Master thesis conducted by Bohan Sun, a student of the Aalto University and supervised by Andres Lucero.

The purpose of the interview is to gather information about consumers’ behaviours, motivation and barriers towards secondhand garment acquisition, and the current secondhand consumption status in Finland. The aim of this thesis is about to research what shapes consumer’s behaviour towards secondhand garments consumption and acquisition, what is the challenge of keeping the practice and potentially an exploration of the future secondhand consumption trend.

Structure of the Interview:
In this study, you will be asked to take part in an in depth, semi structured interview which will consist of 20 to 25 questions. The interview will take from 40 to 60 minutes. Depending on the answers and discussion and availability of the participant, the time is flexible to change. The interview will be a single session interview and if it is allowed by the participant, a follow up interview can be set.

Participant’s Rights:
The personal records, interview material and pictures gathered will be only used for the purpose of the thesis. The photo gathered will be modified if used into the thesis. You as the participant have the following rights:

Right to withdraw from the study at any time
Right to have privacy (confidentiality will be assured)
Right to have audio or video devices turned off at any time
Right to ask questions about the study at any time
Right to omit or refuse to answer or respond to any question
Right to be anonymous in the thesis
Right to receive information about the research results and conclusions
A complete debriefing of these rights will be made once again before the interview commences. If you have any questions as a result of reading this information sheet, you should ask the researcher before the study begins.

Confidentiality:
The personal information gathered in the interview about will only be limited in age, job, major and culture background (if needed). They will only be used for analysis data for the purpose of this thesis.

Thank you for your participation for the research!

Researchers Contact details:
bohan.sun@aalto.fi
If you want to find out about the final results of this study, you can also email Bohan.

I have read the above project description. I agree with the terms and I am happy to participate in the study.

Name
Signature
Please leave your e-mail details if you are interested for the future collaboration.

Name of the person obtaining the consent: BOHAH SUN
Signature of the person obtaining the consent:
Appendix B: interview structure for motivated second-hand shopper

Introduction:
Thank for participation.
Briefly introduce the purpose of the interview and rights of participants.
Ask permit for voice record.

Interviewee background:
1. Tell me a bit about yourself (job, major, place)

Consumption pattern:
2. Where do you like to shop? How often…
3. When your first time buy second-hand clothing?
4. a) In what situation you will go to a secondhand store?
   (Please choose from the cards below and put them in the box. When you are choosing it, please feel free to think out loud.)
   b) Can you tell me more why you choose these cards?

<table>
<thead>
<tr>
<th>To buy a certain item</th>
<th>First hand one is too expensive</th>
<th>The store is on sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>For relaxing, destrassing</td>
<td>For having some fun</td>
<td>For finding something interesting and unexpected.</td>
</tr>
<tr>
<td>For socializing with others</td>
<td>For buying a gift for others</td>
<td>Can't find this in first hand</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Want to try some new style</td>
</tr>
</tbody>
</table>

Figure 0.1

5. Can you tell me how you feel and think when you are in a secondhand store?
(Please choose from the cards below and put them in the box. When you are choosing it, please feel free to think out loud.)
Supplementary questions:

6. Where you usually shop or get second-hand products from?
7. Do you buy fast fashion brands for example HM, zara? how often?
8. Do you do any plan before purchase?
9. How do you think about the recycling material products?

Using and taking care:

10. How do you take care your clothes? Are you intentionally taking care of them?
11. How about your second-hand clothing? How you take care of them?
12. How much proportion of your second-hand clothing in your wardrobe?
13. How often you wear your second-hand clothing?

Dispose pattern:

14. Have you dispose clothes?
15. How you choose which you want to get rid of?
16. How do you dispose the clothes?

Motivation and barriers:

17. How do you define yourself as a secondhand shopper?
   (You can choose from below. Can you tell me why you choose this?)
18. What are the factors do you consider when you shop?
19. How do you think about this sentence?
   "I see dress as an act of identity construction"
   "I express myself through clothing"
   "I value second-hand clothes more than fast fashion"
20. What do you think about the advantages and disadvantages of shopping second hands?
21. What is your motivation to purchase or acquire second-hand products?
22. What do you think about the obstacles to keep the practice?
23. What sustainable mean to you?
Appendix C: interview structure for occasional second-hand visitors

Introduction:
Thank for participation.
Briefly introduce the purpose of the interview and rights of participants.
Ask permit for voice record.

Interviewee background:
1. Tell me a bit about yourself (job, major, place)

Consumption pattern:
2. Where do you like to shop? How often...
3. Can you list some items that you have bought during last three months?
4. In what situation you will go to shopping?
(Please choose from the cards below and put them in the box. When you are choosing it, please feel free to think out loud.)

<table>
<thead>
<tr>
<th></th>
<th>To buy a certain item</th>
<th>The store is on sale</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>For relaxing, destrassing</td>
<td>For having some fun</td>
<td>For finding something interesting and unexpected.</td>
</tr>
<tr>
<td></td>
<td>For socializing with others</td>
<td>For buying a gift for others</td>
<td>Want to try some new style</td>
</tr>
</tbody>
</table>

Figure 0.4

5. Have you ever buy second-hand clothes? How often...?
6. If very less, are there any specific reason?
   a) Do you have any friends who like second-hand shopping? What do you think about it?
   b) Recently second-hand clothing is quite prevalent, how do you see it?
   c) How about the second-hand clothes from family members or friends? Have you ever get any from them?

7. Have you ever went to a second-hand stores? If not, ask why.

8. What do you think of the environment of a second-hand store?

9. What do you feel when you are in a second-hand store?
   (Please choose from the cards below and put them in the box. When you are choosing it, please feel free to think out loud.)

![Figure 0.5](image)

**Supplementary questions:**

10. Where do you usually shop?

11. Do you buy fast fashion brands for example HM, zara? how often?

12. Do you do any plan before purchase?

**Using and taking care:**

13. How do you take care your clothes? Are you intentionally taking care of them?

14. How about your second-hand clothing? How you take care of them?

15. How much proportion of your second-hand clothing in your wardrobe?

16. How often you wear your second-hand clothing?

**Dispose pattern:**
17. Have you dispose clothes?
18. How you choose which you want to get rid of?
19. How do you dispose the clothes?

Motivation and barriers:
20. What are the factors do you consider when you shop?
21. How do you think about this sentence?
"I see dress as an act of identity construction"
"I express myself through clothing"
"I value second-hand clothes more than fast fashion"

22. What do you think about the advantages and disadvantages of shopping second hands?
23. What sustainable mean to you?
Appendix D: evaluation survey

Why do/don't you choose second-hand clothing?

Thank you for participating this survey! 😊

Hi! I am Boohan, a masters’ student from Aalto University. The survey is for a master’s thesis which is about second-hand clothing consumption and acquisition. The aim of this survey is to explore the motivations for clothing reuse: why we choose or do not choose to acquire second-hand garments. If you are a second-hand clothing supporter or have been to second-hand stores for any reasons, and also if you have had any bad experience with second-hand clothing or stores. I would love to hear your thoughts!

**In this form, second-hand clothing means different types pre-owned clothes in second-hand stores, flea market, thrift stores, and charity shops. Vintage cloth and second-hand luxury brand garments are not included.**

The survey is anonymous, unless you want to leave your contact information at the end of the form.

Thank you for your help!

1. Are you currently living in Finland?
   
   *Mark only one oval.*
   
   - ☐ Yes
   - ☐ No
   - ☐ I was living in Finland

2. In which age group do you belong?

   *Mark only one oval.*
   
   - ☐ under 20
   - ☐ 20 to 25
   - ☐ 26 to 30
   - ☐ 31 to 35
   - ☐ 36 to 45
   - ☐ above 45
3. I buy second-hand clothing...

*Mark only one oval.*

- [ ] a lot, second-hand clothing is always my first option  **Skip to question 4**
- [ ] quite open  **Skip to question 4**
- [ ] occasionally  **Skip to question 4**
- [ ] I never buy second-hand clothing  **Skip to question 17**
- [ ] I never know about second-hand clothing  **Skip to question 17**

Why you choose reused garments

This section is for exploring what drive you choose second-hand clothing.

4. For me, to go to a second-hand stores with friends is a fun social activity.

*Mark only one oval.*

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>strongly disagree</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5. For me, to go to a second-hand shop is like an adventure because you never know what you can find.

*Mark only one oval.*

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>strongly disagree</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

https://docs.google.com/forms/d/1HC7dorQmE3IsRoeYUGZ7aDGoAn7qy3p4v9eLkV38PrA/edit
6. Sometimes when I get bored, I visit second-hand shops to check but not necessarily have anything to buy.

   Mark only one oval.
   
   1  2  3  4  5
   
   strongly disagree  [ ]  [ ]  [ ]  [ ]  strongly agree  [ ]

7. I enjoy going to second-hand stores because it is like a treasure hunting experience.

   Mark only one oval.
   
   1  2  3  4  5
   
   strongly disagree  [ ]  [ ]  [ ]  [ ]  strongly agree  [ ]

8. For me, cheaper price is an important reason because of which I prefer second-hand garments.

   Mark only one oval.
   
   1  2  3  4  5
   
   strongly disagree  [ ]  [ ]  [ ]  [ ]  strongly agree  [ ]

9. I like buying second-hand clothing because as its cheaper I feel a lot less guilty if its just for experimenting some look, and I also feel less hurtful if it gets spoilt.

   Mark only one oval.
   
   1  2  3  4  5
   
   strongly disagree  [ ]  [ ]  [ ]  [ ]  strongly agree  [ ]
10. I like buying second-hand clothing because I find it easier to sell, recycle and give away since it costed less.  
   *Mark only one oval.*

   1 2 3 4 5  
   strongly disagree  strongly agree

11. I like second-hand clothing because I feel more proud when people compliment it compared to my first hand ones.  
   *Mark only one oval.*

   1 2 3 4 5  
   strongly disagree  strongly agree

12. Buying second-hand makes me more appreciate the clothes because it not easy to find a desirable one.  
   *Mark only one oval.*

   1 2 3 4 5  
   strongly disagree  strongly agree

13. I prefer second-hand clothing because it is more sustainable and eco-friendly.  
   *Mark only one oval.*

   1 2 3 4 5  
   strongly disagree  strongly agree
Appendix D: evaluation survey

14. I prefer second-hand clothing because I support small businesses and charity shops (i.e. UFF) so they can use the money for doing good.

   Mark only one oval.

   1 2 3 4 5
   strongly disagree  strongly agree

15. Buying second-hand helps me shop more consciously and only buy necessary things.

   Mark only one oval.

   1 2 3 4 5
   strongly disagree  strongly agree

16. I prefer second-hand clothing because of the unique style, it is different from conventional stores.

   Mark only one oval.

   1 2 3 4 5
   strongly disagree  strongly agree

Why you don’t choose reused garments

17. I find buying second-hand clothing is hard because it takes a lot of time and effort to find a good piece.

   Mark only one oval.

   1 2 3 4 5
   strongly disagree  strongly agree
18. I find buying second-hand clothing is challenging because the quality is not as good as first hand.

Mark only one oval.

1 2 3 4 5

strongly disagree  o  o  o  o  o  strongly agree

19. Buying second-hand clothing is a bit difficult for me because it has been wore by someone before, therefore it doesn’t feel very hygienic to me.

Mark only one oval.

1 2 3 4 5

strongly disagree  o  o  o  o  o  strongly agree

20. I feel buying second-hand is not worth it because sometimes first hand clothes are cheaper.

Mark only one oval.

1 2 3 4 5

strongly disagree  o  o  o  o  o  strongly agree

21. I feel hard to stay a long time in second-hand stores because the environment is not pleasant.

Mark only one oval.

1 2 3 4 5

strongly disagree  o  o  o  o  o  strongly agree
22. Buying second-hand clothing is hard because all the stores are far from each other and not in a centralized location which makes seeing all the options difficult.

Mark only one oval.

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

strongly disagree  ○  ○  ○  ○  ○  strongly agree

23. If you would like to accept possible further research or just keep in touch, you can leave your contact information here 😊

________________________________________

24. Do you have anything else want to add? Or any comments and suggestions, please leave them here.

________________________________________

________________________________________

________________________________________

This content is neither created nor endorsed by Google.

Google Forms

https://docs.google.com/forms/d/E9K7sRQK5i9s91Y932aD6nNQ7q5y5p2CLK509AV/edit