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# CONSUMER'S PERCEPTION AND PURCHASE INTENTIONS

A Qualitative Study on Second-Hand Clothing Stores

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# Master Thesis in Business Administration

**Title:** Consumer's Perception and Purchase Intentions - A Qualitative Study on Second-Hand Clothing Stores.

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**Key terms:** Second-hand clothing; consumer's perception; purchase intentions; Borås; motivational drivers; moderating drivers.

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## Abstract

**Background** - In the last years, it has been seen a shifting on society's consumption patterns, from mass consumption to second-hand culture. Moreover, consumer's perception towards second-hand stores, has been changing throughout the history of second-hand markets, according to the society's values prevailing in each time. Thus, the purchase intentions regarding second-hand clothes are influence by motivational and moderating factors according to the consumer's perception. Therefore, it was employed the theory of Guiot and Roux (2010) on motivational factors towards second-hand shopping and previous researches on moderating factors towards second-hand shopping.

**Purpose** - The purpose of this study is to explore consumer's perception and their purchase intentions towards second-hand clothing stores.

**Method** - For this, a qualitative and abductive approach was employed, combined with an exploratory design. Semi-structured face-to-face interviews were conducted utilizing a convenience sampling approach.

**Conclusion** - The findings show that consumers perception and their purchase intentions are influenced by their age and the environment where they live. However, the environment affect people in different ways. From this study, it could be found that elderly consumers are influenced by values and beliefs towards second-hand clothes. Young people are very influenced by the concept of fashion when it comes to second-hand clothes. For adults, it could be observed that price and the sense of uniqueness driver their decisions towards second-hand clothes consumption. The main motivational factor towards second-hand shopping was price. On the other hand, risk of contamination was pointed as the main moderating factor towards second-hand purchase. The study also revealed two new motivational factors towards second-hand clothing shopping, such charity and curiosity. Managers of second-hand clothing stores can make use of these findings to guide their decisions, especially related to improvements that could be done in order to make consumers overcoming the moderating factors towards second-hand shopping. The findings of this study are especially useful for second-hand clothing stores in Borås, since it was suggested couple of improvements for those stores based on the participant's opinions.

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# 1 Introduction

*The idea of reusing along with the concept of second-hand is gaining traction across the world. Second-hand markets are a new trend in the current society. This section provides information on changing consumption patterns in recent years, from mass consumption to second-hand culture, which will help better understand the ongoing growth of second-hand retailing, as well as, the historical background of second-hand stores.*

## 1.1 From mass consumption to second-hand culture

In this world of mass consumption, shopping represents a growing activity fuelled by the rise of new shops, either physical or online and by advertising campaigns (Edbring, Lehner and Mont, 2015). No industry has exploited this demand more than the fashion industry, by renewing their stock on a weekly basis (Brooks, 2015).

The demand for more frequent replacement of clothing has increased in the last years, while more garments are being disposed of after being used quite few times (Birtwistle and Moore, 2007). The reasons behind this behavior according to Morgan and Birtwistle (2009), include prices decreases, due to the clothing being sourced at lower cost from developing countries. Moreover, retailers have promoted ‘fast fashion’, which increase the frequency of clothing purchase, supported by the exploitation of developing countries and the shorter product life cycle.

The ideal of newness and the constant seeking for individualism, are commonly considered the key aspects of Western consumer cultures (Appelgren and Bohlin, 2015). This behavior has been leading to an increasingly environmental impact. According to Edbring, Lehner and Mont (2015, p. 5), if the world keeps consuming “in the same way as the Swedish population does today, we would need 3.25 Earths to support this lifestyle”. However, it has been seen in the last years a change on consumption patterns, results of a shift in customer thinking. Consumers are spending guided by a more ethical, thoughtful and questioning attitude (Arnold, 2009). Consumers are becoming more aware on how overconsumption has negative impacts for the environment and society, overall.

In this context, second-hand shopping is a way for consumers create and express a socially conscious self, as well as, manifesting sustainable consumption practices. The popularity of second-hand culture has been growing since the 2000s (Ferraro, Sands, and Brace-Govan, 2016). Issues regarding to sustainability, and sustainable fashion in particular, are increasing among consumers. In the last ten years, according to Cervellon et al. (2012), vintage fashion has emerged as a growing trend in Western cultures as well as developing nations. China, a country where consumers' typically dislike wearing used clothes, has opened a variety of specialized second-hand stores.

The range of second-hand products in second-hand stores is wide and diversified. According to Elkins, (2015), the most commonly purchased products are clothes, books, furniture, toys, instruments, bicycles and cars. Second-hand stores play an important role for the textile industry, by providing ways of recycling the clothes waste and the reuse of them. In this context, the question arises: Could second-hand stores be an strong alternative for mass consumption tomorrow?

## **1.2 The history of second-hand stores**

The history of second-hand markets, can be divided in three distinct periods: emergence and expansion during the eighteenth and nineteenth centuries; decline and stigmatization in the twentieth century; and destigmatization and renewed popularity since the 2000s (Weinstein, 2014).

Consumer's perception towards second-hand stores has been changing since its emergence in eighteenth and nineteenth centuries until nowadays. Perception is one of the major psychological factors that influence the buying decision of an individual, and because of the high subjectivity inherent on each one's perception, individuals interpret messages received from the environment differently (Kotler and Armstrong, 2011).

In the eighteenth and nineteenth centuries the second-hand markets start to emerge and it represented a big commerce in England. ``Second-hand goods were exchanged in all manner of commercial spaces; ranging from the more formal antiques dealerships, to estate auctions, to street stalls and illegal markets for the fencing of stolen property``

(Weinstein, 2014, p. 9). The increasing popularity of second-hand markets in the eighteenth and nineteenth century was due in large part to the rise in the market and distribution channels for new goods in Europe during this period. In the mid of the industrial era, second-hand consumption channels were the spaces where poor and lower classes had access to the market (Lemire, 1988). It could be observed that second-hand stores in the eighteenth and nineteenth centuries were a big trade with a great diversity of items. However, it was not attractive for people who have good financial conditions. Second-hand stores were intended places to poor and lower classes to have access to the market.

By the turn of the twentieth century, the demand for second-hand goods in Europe, started to face a huge decrease in sales. The variety of cheap products offered in the market by mass production allowed consumers to buy new items for good prices and better quality. Buying new products from original stores became a matter of pride for working class consumers, promoted by mass marketing and ad campaigns (Lemire, 1988).

In regard to this change on consumer preferences, Van Damme and Vermoesen (2009) note that thrift became a sign of poverty in the industrialization era. Second-hand consumption also became less attractive due to the decreasing quality of mass production and the short life cycle of the products. During great part of the twentieth century second-hand consumption became a stigmatized practice, associated with poor people compelled to use the discarded goods of others. At this point in history, it can be seen that the consumption of second-hand shops began to become something undesirable and a stigmatized practice, even for the lower classes such as the working class, which was influenced by the media and the mass production to perceive "new items" as valuable and desirable. Second-hand stores in that moment of history, were very unattractive and consumers had negative perceptions towards its consumption.

The revival of second-hand consumption started to accelerate throughout the 2000s. Reacquisition might not be the dominant mode of consumption in the current society, but it is a trend within current consumer culture, which may be related in an ethic of sustainability (Weinstein, 2014). In recent years, the awareness on environment



preservation and solutions for social issues regarding to unhealthy working conditions, and child labor, have been increasing among consumers around the world. Therefore, second-hand stores are becoming more attractive to consumer's perception.

Perception on second-hand consumption seems to change from time to time, influenced by changes in society's values. Regarding to second-hand clothes consumption, there are motivational factors towards its consumption, guided by ethical, economic and hedonic principles (Guiot and Roux, 2010), as well as, moderating factors, related to personal values, risk of contamination and store and merchandise characteristics (Roux, 2006; (Yan, Bae and Shu, 2015; Kristoffersson, 2015; Mitchell and Montgomery, 2010). The choice of purchase or not second-hand clothes, is in somehow, influenced by those aspects.

### **1.3 Problem Discussion**

The process of reusing and the concept of second-hand are increasing their importance among people across the world. Re-wearing clothes reduces waste and pollution, since every garment purchased in second-hand markets, means one less new item produced. Transportation relating to pollution also decreases when clothing is re-used, due to the fact that new clothes are more likely to travel long distances before being sold, than clothes in second-hand stores. Moreover, purchasing from second-hand stores also prevents clothes to end up in landfills, since the life cycle of clothes is extended (Wbauck, 2013).

Many second-hand stores support charity, which makes the money to be employed in helping needy people. The existence of second-hand stores may also promote equality among people, by allowing consumers with less power of consumption, possibilities to purchase.

The increasing demand for second hand products, especially clothes, is changing consumption patterns among consumers through the emergence of new purchasing possibilities. Consumers who before used to shop at traditional stores now have the opportunity to purchase goods at second-hand stores. For companies, this behavior

represents drops in sales and consequent layoffs, which in a short term scenario can have negative impacts for the companies themselves and for society, with people losing their jobs. On the other hand, the recycling promoted by second-hand stores, reduce the demand for new products, which in a long term is necessary and positive for companies, due to the fact that the natural resources to produce clothes are scarce, which ends up forcing companies to find alternative methods of production, which at the end of the supply chain, will result in the increasing of the costs of the final product and consequently reducing profits.

Studies on second-hand clothing consumption are many. However, none of the existing studies explored consumer's perception and their purchase intentions towards second-hand clothing stores. Therefore, this study is relevant to enrich the existing body of research on the subject, as well as, fill an existing gap in literature related to consumer's perception and their purchase intention towards second-hand clothing stores.

Moreover, the impact of its findings may become not only relevant for the academia itself, but also for businesses, which can make use of this results to guide their decisions, since this study intends to reveal what people think about second-hand clothing stores and their purchase intentions.

#### **1.4 Purpose**

The purpose of this study is to explore consumer's perception and their purchase intentions towards second-hand clothing stores.

#### **1.5 Research Questions**

How consumer's perception towards second-hand clothing influence their purchase decisions?

Which are the main (s) motivational and moderating factors(s) that affect second-hand clothes consumption?

## **1.6 Delimitations**

Firstly, this study is delimited in terms of market and segment. I have chosen to analyze second-hand markets, specifically clothes stores, due to the various reasons partly described above, such as the growing on second-hand clothing stores and its implication for the environment and the society, overall.

Secondly, this study was conducted in the city of Borås, which has a long and strong tradition on textile in Sweden. Thus, the sampling of this study was chosen in Borås, based on the criteria on people who born in Borås or have been living in the city for at least thirty years and have knowledge of the history of the city, especially regarding textiles.

## **2 Literature Review**

*For this section, a literature review will be presented based on the theory of consumer's perception and purchase intentions, as well as, the motivational factors towards second-hand shopping by Guiot and Roux model (2010). The moderating factors regarding second-hand consumption will be also presented based on previous researches. In order to facilitate the comprehension of the content by the readers, this section is divided into six sub-sections.*

### **2.1 Perception**

Perception is one of the main psychological factors that influences individuals' purchasing choices (Kotler and Armstrong, 2011). It is defined as a process of recognition and interpretation of the stimuli from the environment through the human senses: vision, hearing, taste, smell and touch (Statt, 1997). However, according to Kotler and Armstrong (2011), each individual receives and interprets the environmental stimulus in different ways, due to the high subjectivity that is inherent to each one's perception.

Being influenced by their perceptions consumers will buy from organizations that provide the highest consumer-perceived value for them. In other words, the ones that

can offer the best experience of a product and/or a service for their customers. Thus, organizations try to impact consumers perceptions towards their offerings, by for instance, strengthening their image and establishing lasting relationships with consumers (Kotler and Armstrong, 2011). Due to the fact that perception is highly subjective among people, consumers perception criteria, such reputation and quality, depends of different factors as age, income, level of education, lifestyle, personality characteristics and the knowledge concerning to the product or service, and the organization itself (Kotler and Armstrong, 2011).

Business dictionary (2015) defines perception as a marketing concept that comprises a consumer's impression, awareness or consciousness about a company or its offerings. This definition is used in this thesis in order to analyze consumer's perceptions on their personal impressions towards second-hand clothing stores and their purchase intentions, as well as, explore their awareness regarding to the role of second-hand stores for the environment and the society, overall.

## **2.2 Purchase intention**

It is suggested that “intention represents a person’s immediate behavioral orientation towards engaging in a given behavior and it reflects the person’s motivation toward that behavior” (Hagger et al., 2002, p. 4). Purchase intention is an important concept of marketing and in the literature authors consider and analyze purchase intention in a different ways. According to Axelrod (1968), purchase intention is analyzed together with other attitude measures used for predicting actual purchase behavior. For Jamieson and Bass (1989) and Schiffman and Kanuk (2009), product values and recommendations that consumers can get from advertising or from other users have the major impact when deciding whether to purchase a particular product.

Mirabi et al. (2015) consider the purchase intention as a complex process, which is associated to the behavior, perceptions and attitudes of consumers, being an effective tool to predict buying process. In addition, Armstrong and Kotler (2011) argue that buying intention is formed before the consumer makes the final purchase decision.

Based on the different definitions and interpretations on purchase intention by the authors mentioned. It could be argued that purchase intention is based on consumer willingness to buy a specific product or service in certain conditions. Dehghani and Tumer, (2015), also contribute claim that buying intention is a variable that depends on several external and internal factors, for example, price, perceived quality and value.

### **2.3 Product perception and buying decision**

The meaning of a product to a consumer and what it stands for, is tightly affected by their values, rather than by product functionality. Values are very important for consumer interpretation, evaluation and purchase decision (Emilien, Weitkunat and Lüdicke, 2017). Values are defined as relatively stable, “permanent belief of a person” (Daghfous et al. 1999, p. 317). "Values are concepts or beliefs about desirable end states or behaviors, that transcend specific situations, guide selection or evaluation of behavior and events, and are ordered by relative importance" (Emilien, Weitkunat and Lüdicke, 2017, p. 284). As values form an important part of consumer identity, they are highly relevant to understanding consumers perception.

Consumers may find utilitarian value in shopping, and this is more related with functional and tangible aspects of a product, resulting from a more conscious pursuit of the actual outcome of wanting to get something (Hirschman and Holbrook, 1982; Babin, Darden, and Griffin, 1994). However, consumption can also involve fantasies, feelings and fun and can be about the actual experience and process, which is the hedonic value (Hirschman and Holbrook, 1982; Babin, Darden, & Griffin, 1994). Therefore, both values can be found in shopping.

Since the purpose of this research concern second-hand clothes stores, it is relevant to examine the theory on why people shop for clothes in general. The literature provides several different factors that explain why people buy clothes. Azevedo et al. (2009), divide them into five categories: physiological, socio-cultural, personal, psychological and rational factors. Those factors may be influenced by family and friends, workplace, location, culture, age, occupation, life-cycle stage, financial condition, lifestyle and personality.

All these factors influence the consumer intention to buy clothes, since clothes publicly represent their identity (Tiggemann and Lacey, 2009). Wherefore, some reasons to buy clothes might be the desire to display status, social class, gender, political or religious views. Furthermore, the reasons related to buy clothes can also be associated with show affection for a brand or company, to express a certain lifestyle or to show how the individual's personalities differ from another (Azevedo et al. 2009).

Clothes have many different functions and can be perceived for consumers as a symbol of self-confidence, comfort and style. For instance, people associate clothes with their body image. In this context, shopping for clothes is very important (especially to women) as it can add to the satisfaction with the body and the looks (Tiggemann and Lacey, 2009).

Fashion allows consumers to express their identity, feelings and ideas, and can satisfy the individual's need for affirmation as a person, as well as, a group member in terms of self-expression and self-image. Therefore, it plays an important role regarding to consumers intention of buying clothes, as it is a socio-cultural phenomenon that exhibits concrete values of the society, which influence consumer behavior (Azevedo et al. 2009).

Clothing is a way to express oneself. The choice of certain clothing reflect how individuals perceive themselves. Furthermore, about the individual's personal perception, it is a well-known fact that with clothing people can convey a certain impression to others. Studies made in this area showed that certain types of clothing can influence others' impressions of an individual's status, competence, credibility, professionalism, reliability, intelligence and more (Karl, McIntyre Hall and Peluchette, 2013).

#### **2.4 Motivational factors towards second-hand shopping**

As stated before, people shop clothes for many reasons. Regarding to second-hand shopping, Guiot and Roux (2010), made a very important contribution to the field,

when they identified and categorized various motivations for buying used goods. The main motives are split into three categories: critical, economic and hedonic.

#### 2.4.1 Critical Motivations

Based on critical motivations, customers associate second-hand purchase with the following aspects: “saving money, avoiding waste, carefully managing current resources and extending a product’s life” (Bardhi and Arnould, 2005, p. 224). Guiot and Roux (2010), support and extended this critical aspect in their study arguing that second-hand shops allow customers to avoid the conventional channels, supporting ethical and ecological concerns about recycling and waste.

In this same line of reasoning others authors agree with the above mentioned arguments, by claiming - that second-hand shopping represents a form of ethical and ecological consumerism, reusing functional products, reducing the depletion of natural resources and minimizing harmful environmental effects, especially by reducing clothing disposal (Dobscha and Ozanne 2001; Leonard-Barton 1981; Schor 1998). Those consumers purchase second-hand clothing based on ethical consciousness: they are concerned about the scarcity of resources and as such want to reject waste and consumption (Roux, 2006).

#### 2.4.2 Economic Motivations

Regarding to the economic motivations, customers who shop in second-hand stores are seeking for cheap and fair prices. Those customers are price conscious and hunting for bargains (Guiot and Roux, 2010; Williams and Paddock 2003). Poverty in general is seen as one of the major motivations for second-hand shopping since it represents an affordable alternative to buying new products (DeLong, Heinemann and Reiley, 2005).

Second-hand stores allow consumers to get used goods at a cheaper price. What is important especially to consumers who are price sensitive. Some consumers specifically want to look for bargains driven by the wish to pay less or get a fair price. However, not only poor people purchase in second-hand stores, affluent classes choose to buy used goods at flea markets, car boot sales or second-hand shops because it is fun, social and unique (Williams and Paddock, 2003; Bardhi and Arnould, 2005).

### 2.4.3 Hedonic Motivations

In relation to hedonic motivations, Ferraro, Sands and Brace-Govan (2016), tested fashionability as a reason for buying second-hand goods and 83% of their participants stated to buy second-hand goods because it is fashionable. Aspects like treasure hunting and the search for authenticity, social interaction, or nostalgic pleasure are also among the main factors that encourage second-hand consumption (Bardhi and Arnould, 2005; Guiot & Roux, 2010).

Bardhi (2003, p. 375) highlighted that consumers appreciate second-hand shopping because of “the thrill of the hunt”. In her words this motive of treasure hunting is best expressed in “the endless search and longing for that particular gem” . In other words, the search for unique pieces is fun and is enjoyable for customers. Second-hand shoppers appreciate hunting in second-hand outlets hoping to come across a real find (Guiot and Roux, 2010).

According to Roux (2006), clothing can take on symbolic meanings and be an extension of the self. This can happen when the consumers know who was the previous owner of the clothing, especially when they were friends or family, which make such clothes take on special meaning. However, this does not work when it comes to second-hand clothes purchase, since the customer does not know the previous owner and has no attachment to the previous owners of the clothes. Even though, in that case, receiving memories out of the clothing is also possible. Buying particular used clothes, from a certain era, allows the consumer to derive nostalgic value out of that clothing and to find meaning concerning when it was produced or for whom.

Second-hand shopping is also a reason for social interaction. Guiot and Roux (2010) found in their study that shopping is about socializing with friends, family and others during the process, and is also present when shopping second-hand. Additionally, the authors suggested that originality is also a motivation to purchase second-hand, through desire to buy original or unique items that others do not have or that cannot be found in regular stores. An overview of the different categories of motives towards second-hand shopping can be found in Figure 1 below.



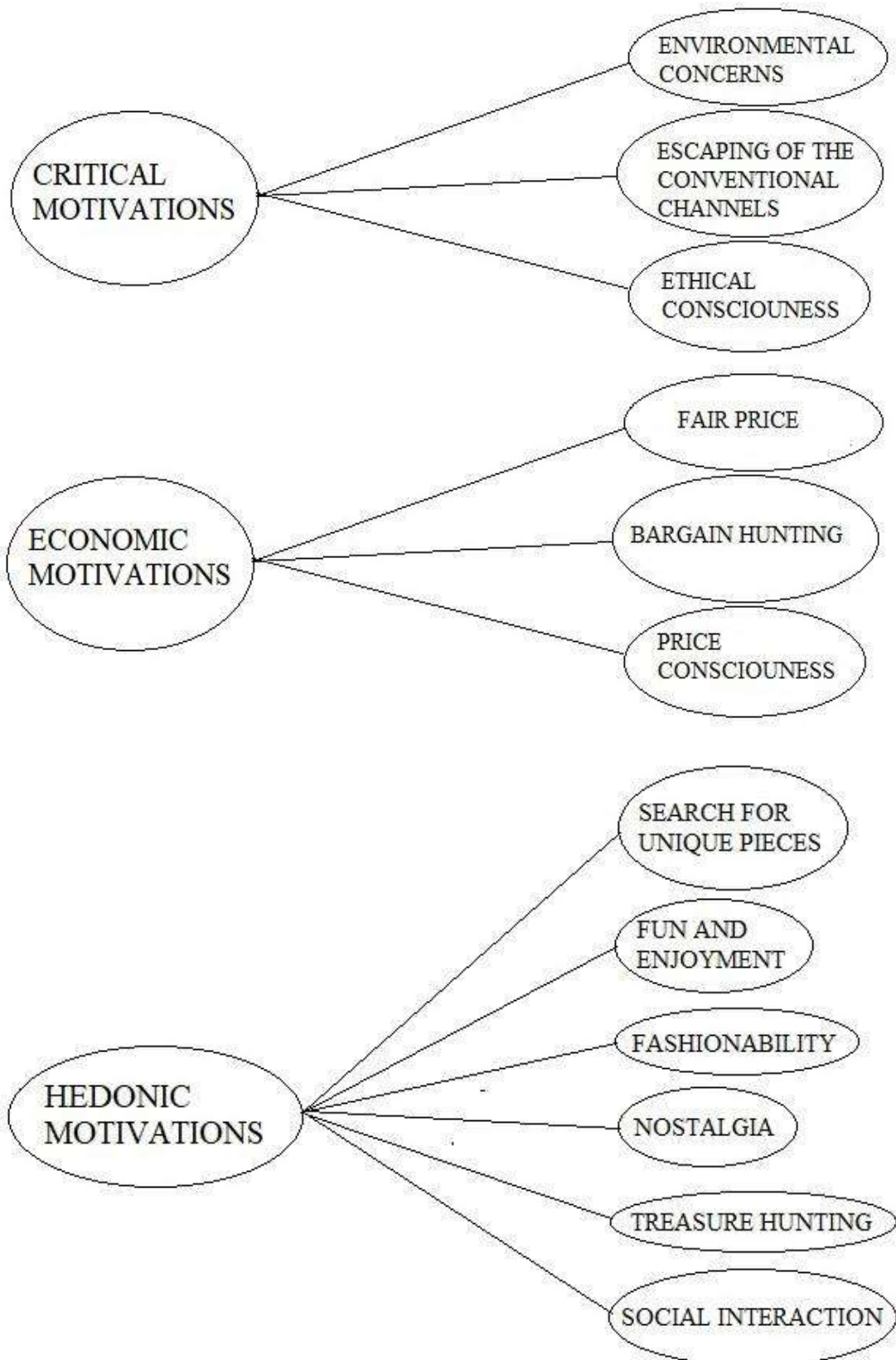


Figure 1 Motivational factors towards second-hand shopping.

Source: Adapted from Guiot and Roux, 2010, p. 360

## **2.5 Moderating factors towards second-hand shopping**

Although the demand for second hand stores has increased significantly in recent years, it cannot be denied that there are moderating factors towards second-hand shopping. The literature on moderating factors on second-hand shopping reveals the mains drivers against second-hand shopping. Those factors are divided into four categories: risk of contamination, utilitarianism, store characteristics and personal values.

### **2.5.1 Risk of contamination**

Roux (2006) argues that the feeling of contamination of the previous owner can be both positive and negative, but it depends on how the consumers perceive clothing. For some consumers, for instance, used clothes are associated with being too “contaminated” by the previous owner. Those consumers perceive clothing as an extended part of the self, where the clothing truly symbolizes the owner and the “contamination” of the old owner cannot be washed away.

Moreover, contamination can also be related to hygienic aspect. The more clothes were touched by previous consumer, the less likely consumers are to purchase them (Yan, Bae and Xu, 2015). The aspect regard to hygienic aspect towards second-hand stores is also supported through findings by Kristoffersson (2015), who found in her study that a barrier to buying second-hand clothing was the concept of being unhygienic.

### **2.5.2 Utilitarian Moderating Factors**

When it comes to second-hand shopping, price is not the only factor that motivates consumers. Kristoffersson, (2015), found out in her study that, some respondents considered prices at second-hand stores too high in comparison to some new clothing in regular stores. Consumers, in that case might consider the cost benefit on buying a second-hand clothing.

The availability of clothing that consumers like and are both, nice and the right size are factors that also can act as barriers towards second-hand shopping (Kristoffersson, 2015). Finally, the perception of the quality of the merchandise and fashionability are

also important factors that affect the purchase intention on second-hand stores (Mitchell and Montgomery, 2010).

### 2.5.3 Store Characteristics

The store image and its visibility influence consumer's intention to purchase on second-hand stores, as well as, the past experiences as a shopper, also work as information sources for the prospective shopper (Mitchell and Montgomery, 2010).

When it comes to evaluating the shops, consumers look at things such as the store location, if it is convenient. They also analyze the cleanliness of the store and its surroundings, which also includes how well organized the store is. Consumers also value the store staff: if they are friendly and attentive to their needs (Mitchell and Montgomery, 2010).

### 2.5.4 Personal Values

Besides the risk of contamination, utilitarian moderating factors and store characteristics, there are also consumers who feel that the concept of thrift through second-hand clothing is a negative thing. In this consumer's perception, buying second-hand does not represent thrift and saving money, but it represents a failure in the ability to buy new items (Roux, 2006).

For some consumers, purchasing in second-hand stores do not add uniqueness, but the opposite. As argued by Roux (2006), by wearing someone else's clothes make some buyers feel less unique. A framework summarizing the theoretical moderating factors stemming from the literature can be found in Figure 2 below.

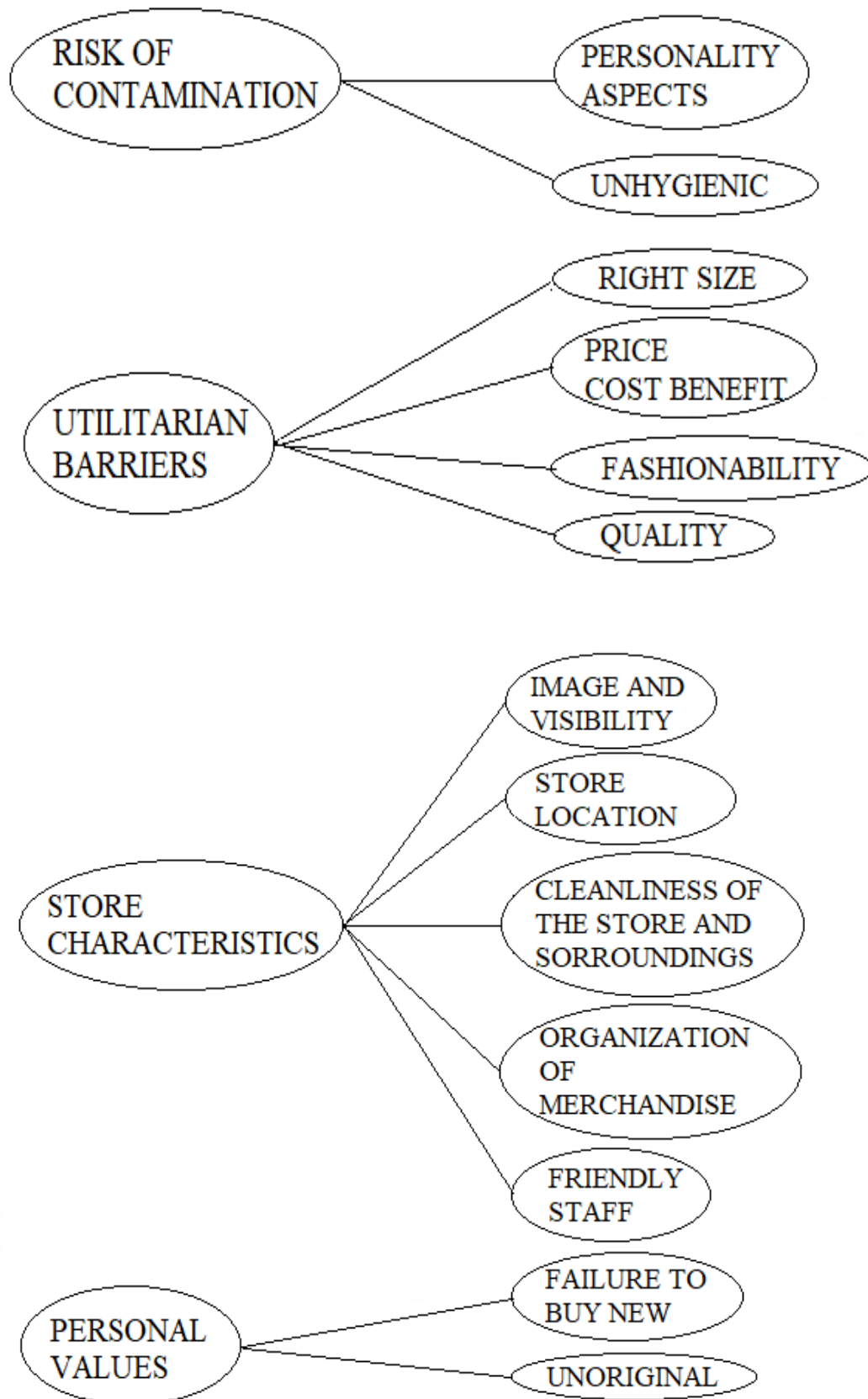


Figure 2 Moderating factors towards second-hand shopping

Source: Developed by the Author stemming from the literature.

## 2.6 Research framework

In this thesis, in order to explore consumer's perception and their purchase intentions, linked to motivational and moderating factors towards second-hand clothes consumption, the author chose to employ Guiot and Roux model (2010), on motivational factors towards second-hand shopping. The model offers an interesting and wide range of motivations that could be applicable to understand why people buy second-hand products, especially clothes.

In regard to moderating factors towards second-hand clothes consumption, couple of previous researchers have identified factors such as risk of contamination, utilitarian barriers, store characteristics and personal values (Roux, 2006; Yan, Bae and Shu, 2015; Kristoffersson, 2015 and Mitchell and Montgomery, 2010), as the major factors against second-hand clothes purchase. Thus, the author decided to employ these factors on the research framework, based on the fact that these aspects are very most likely to appear among the possible reasons on why people do not buy from second-hand stores. All moderating and motivational factors towards second-hand clothes consumption were detailed previously in this chapter. The model from Guiot and Roux (2010), on motivational factors towards second-hand shopping is presented below.

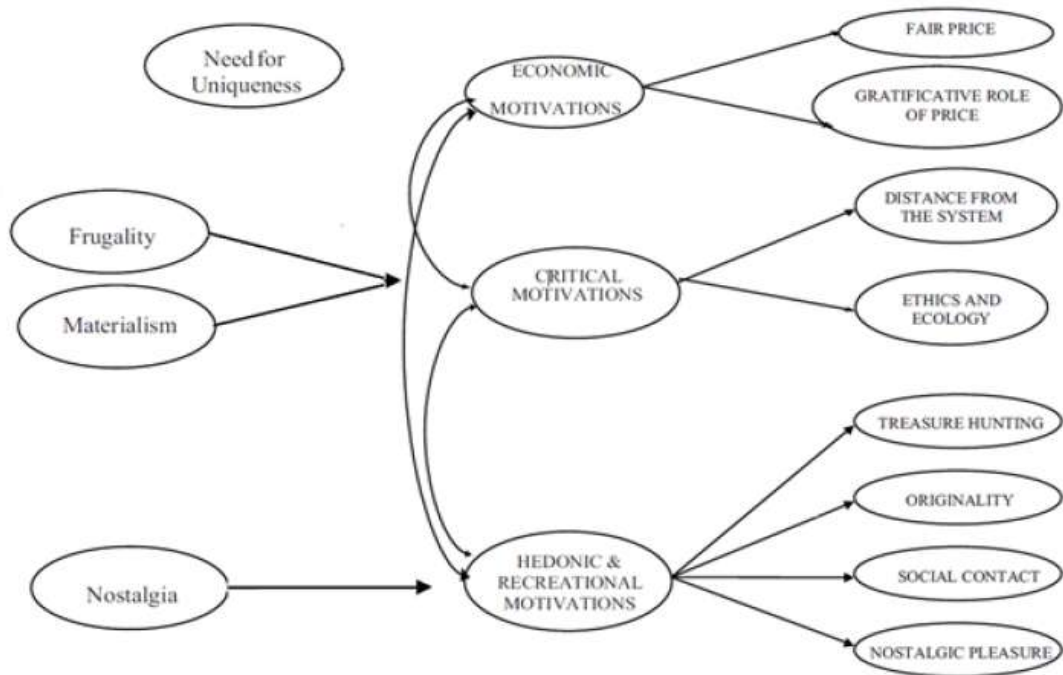


Figure 3 Hierarchical model of motivations for second-hand shopping.

Source: Adapted from Guiot and Roux, 2010, p. 360.

The framework for this research is an adaptation of the motivational and moderating factors towards second-hand clothes consumption from the literature review. Regarding to the motivational factors towards second-hand shopping, on the framework from Guiot and Roux (2010), the author chose added two more categories under Hedonic Motivations such fashionability and fun and enjoyment, stemming from the literature review on motivational factors. Considering that the sampling of this research was chosen in a textile and fashion city, it is appropriate to take in consideration the fashionable aspect. Fun and enjoyment are intimate related to the searching of unique clothing pieces in second-hand clothing stores. Thus, the author also chose to include such aspects in the framework of this research.

The foundation for this research is illustrated in figure 4 below.

#### **MOTIVATIONAL FACTORS TOWARDS SECOND-HAND SHOPPING**

Critical Motivations	Environmental Concerns
	Escaping of the Conventional Channels
	Ethical Consciouness
Ecomonic Motivations	Fair Price
	Bargain Hunting
	Price Consciouness
Hedonic Motivations	Search for Unique Pieces
	Fun and Enjoyment
	Fashionability
	Nostalgia
	Treasure Hunting
	Social Interaction

#### **MODERATING FACTORS TOWARDS SECOND-HAND SHOPPING**

Risk of Contamination	Personality Aspects
	Unhygienic
Utilitarian Barriers	Right Size
	Price Cost Benefit
	Fashionability
	Quality
Store Characteristics	Image and Visibility
	Store Location
	Cleanliness of the Store and Sorroundings
	Organization of Merchandise
	Friendly Staff
Personal Values	Failure to Buy New
	Unoriginal

Figure 4 Motivational and Moderating factors towards second-hand shopping.

Source: Developed by the author based on the literature review.

### **3 Methodology**

*Based on the purpose to be achieved when conducting a Marketing Research, a suitable methodology must be chosen and conducted carefully. In this section will be detailed the process of gathering the data and analysis, as well as the reasons for the chosen sampling.*

#### **3.1 Research Philosophy**

The research philosophy is a guide that supports the researcher on how to analyze the research problem, which approach to use, which methods to take and how to get the data to explain the research problem (Saunders et al, 2012). When conducting research there are two main research paradigms: positivism and interpretivism (Collis and Hussey, 2014). Both are philosophies concerning about the nature of knowledge, reality and existence.

Positivism is often associated to research of natural sciences, including systematic methods of observations and experiments. The research is conducted with logic and rigor in order to explain a specific phenomenon and anticipate their outcome due to causal relationships. The methods of data collection are mainly quantitative with large samples (Collis and Hussey, 2014).

Interpretivism assumes that social reality is highly subjective, based on the fact that reality is formed by our perceptions. Therefore, a more qualitative approach is employed, in order to explore and understand social phenomenon (Collis and Hussey, 2014).

Since the aim of this study is to explore consumer's perception and their purchase intentions towards second-hand clothing stores, a qualitative approach is better suited. This research is approached with the philosophy of interpretivism, based on the argument stated by Collis and Hussey, (2014) that interpretivism states that social reality is too subjective, due to the fact that it is formed by perceptions.

This is exactly in line with this research, since perceptions are highly subjective and differ from person to person, and consequently the purchase intentions. The

understanding on this social phenomenon is not possible without subjective interpretation.

### **3.2. Research Approach**

The research approach is how the researchers make use of the data and theories. There are three types of research approaches: the inductive, the deductive and abductive one (Saunders et al, 2012).

The inductive research begins with the data, based on the collected data, the researchers conclude the general understanding, and further theories and frameworks are built. The deductive research start with the existing theories, using the theories to answer the research questions. The last approach is abductive research and, it is used in the case where the current theory need to modify or do not cover the field, the new theories are required to answer the research questions. The researchers collect the data to build the new theory and use a deductive approach again to collect the data to prove the theory (Bryman and Bell, 2011).

For this study, an abductive approach was chosen, not only for validating the previous researches undergone, but also for explore and find additional elements towards second-hand clothes consumption. A purely deductive approach was less suitable, since the existing research about consumers perceptions and their purchase intentions towards second-hand clothing stores is scarce. Furthermore, there seems to be no formally accepted existing framework of measuring and quantifying second-hand clothes consumption. On the other hand, an inductive approach would be not suitable for this research, since the research can use the framework developed by Guiot and Roux (2010), for analyze the reasons behind second-hand clothes consumption and validate previous findings, as well as, further explore the subject.

### **3.3 Research Design**

The research design is the script for the researchers follow when conducting the research. According to the purpose of the research, the researchers used different



research designs. There are three types of research design: exploratory research, descriptive research and causal research (Saunders et al, 2012).

The exploratory research design is used for unknown areas, usually when the research field is not well developed or lacks a framework. The existing literature in this case, cannot really answer to research questions and the exploratory design is employed to develop the theory to explain (Saunders et al, 2012).

The descriptive research is used when potential reasons and facts are already existed in the literatures, but the data was not collected yet to prove the literature. This research design is used to collect the facts or data in applying the existing literature (Saunders et al, 2012).

The casual research is used to explore the cause-effect relationship between the independent variables and dependent variables. The causal research is often employed to answer the ``Why`` research questions (Saunders et al., 2012).

In this study, an exploratory approach was employed, since the purpose of this thesis is to explore consumer's perceptions and their purchase intentions towards second-hand clothing stores, aiming to exploring opinions and feelings of the consumers about it. Moreover, the research field of the present subject is not well developed and seems to be no formally accepted existing framework to measuring second-hand clothes consumption.

### **3.4 Data Collection**

For this research both primary and secondary data were used. Secondary data consists in information that have been previously collected. The secondary data used in this research was collected from physical and electronic sources. The physical sources have been obtained from the library of Jönköping University and the electronic sources were retrieved from the Jönköping University database Primo and Google Scholar.

Regarding the use of secondary data, a literature review was made about the theoretical background of consumer's perception and its relation with purchase intentions,

examining previous researches about the topic, scientific articles and books, as well as, studies made about second-hand stores, specially clothes stores. The main theoretical fields use in the research were consumer's perception and consumer's purchase intentions. The search words employed were: perception, consumer perception, intentions, consumer purchase intentions, second-hand stores, second-hand clothes stores, motivational drivers towards second-hand shopping, moderating drivers towards second-hand shopping, consumer values, product perception, utilitarian value, hedonic value, why people shop clothes, ethical consumer, social and environment impacts and nostalgia.

Primary data according to Babin and Zikmund (2016), are observed or collected directly from first-hand experience. Primary data include a range of different methods that can be applied to collect the data as: observation, surveys, experiment and motivational research (focus groups and in-depth interviews). In this research the primary data were collected through semi-structured interviews.

The information regarding to the historical background on the city of Borås and the textile industry, presented in chapter four, was collected through an unstructured interview made with the coordinator of the Textile Museum back in the city. Those information were great valuable, since they allowed the researcher to understand the reasons why textile industry is so strong in the city and the importance of this industry for people who live in Borås.

The detailed implementation of the primary data collection process is elaborated below.

#### 3.4.1 Sampling

Based on an interpretivist research philosophy, it was concluded that a qualitative approach to sampling would be appropriate. This means that a non-probability sampling approach was employed to investigate and explore consumer's perception and their purchase intentions towards second-hand clothing stores.

Non probability sampling is a technique in which the probability of any member of the population being chosen is unknown. Those samples are considered pragmatic and are

largely used in market research. Non probability sampling techniques are not intended to be used to infer from the sample to the general population in statistical terms (Collis and Hussey, 2014). Another reason for using non probability sampling was because I did not have access to the entire population who lives in Borås for conducting a randomized sample. Probability sampling, overall, was considered too rigorous and time consuming for this type of study, since for this technique are required mathematical calculations for the definition of the sample.

Based on that, this research applied a convenience sample. This type of sampling consists in the selection of elements from the target population based of their accessibility or convenience to the researcher. However, when making use of convenience sample, there might introduced a degree of bias. Thus, the results cannot be extrapolated for an entire population due to lack of accurate representation (Ross, 2005). Hence, all interviewees selected for the sample were people who born in Borås or have been living in the city for at least thirty years. For assure this criteria, the first question when starting the interview was if the person had knowledge about the history of the city, especially regarding textiles.

I wanted to have both genders, male and female of different age groups, to be represented in the study in order to facilitate analysis of patterns, differences and similarities between genders. This in order to gain a more qualitative understanding of consumer's perception towards second-hand clothes stores, as well as their purchase intentions. A convenience approach allows much more flexibility and autonomy in the sampling procedure, which is why it was used in this research.

Regarding to the numbers of participants to represent the sample Saunders (2012) recommends a sample size of 5-25 participants for semi-structured or in-depth interviews. Furthermore, the saturation approach suggests that the data stops being collected when the categories or themes investigated are saturated; when collecting new data no longer provides new insights (Saunders et al., 2012). For this study, I found that the answers provided by the participants were saturated at an amount of 16 interviews.

The sixteen interviews conducted were able to provide good insights towards the subject of the study, from this point, less and less new findings had presented themselves to the point of repeated answers with no new contributions.

#### 3.4.2 Interviews

Relying on the fact that this is a qualitative research, when collecting qualitative data, it can be methods such as interviews, focus groups, diaries, observation and protocol analysis (Collis and Hussey, 2014). The two methods considered as most relevant for this research were focus groups and interviews.

In focus group participants are encouraged to discuss their opinions, feelings and attitudes on the topic given. However, since focus group is composed by a group of people that often do not know each other, sometimes it could happen some discomfort among participants to express themselves, mainly when it comes to sensitive issues. Since this research concerns about consumer's perception about second-hand clothing stores and purchase intentions, this discussion might contain personally beliefs and feelings regard to the topic, as well as, controversial opinions, which makes focus groups less suitable for this purpose.

Another issue related to focus group, is on gathering the participants to agree on the same time and place of the discussion, which is more difficult to organize compared to in-depth interviews, which only concern one participant. Based on these facts, I chose do not employ focus group as a method to collect data, but instead implement individual interviews.

Interviews are suitable for exploratory studies because it allows to examine opinions and feelings. The interviews may be unstructured or structured (Collis and Hussey, 2014). In unstructured interviews, no questions are prepared in advance; they are created in a natural manner as the interview proceeds. On the other hand, in semi structured interviews, some questions are prepared in advance by the researchers (Collis and Hussey, 2014).

The main benefit when conducting semi-structured interviews is having some questions prepared in advance, it give for the researchers more confidence on covering all important issues regard to the topic to be discussed. Thus, for this research, I chose conduct semi-structured interviews, by providing some questions to the participants. The guideline for semi-structured interviews is found on (appendix 1).

According to Easterby-Smith et al., (2015), when conducting interviews, there are some tasks that the researchers need to do in order to succeed, as using appropriate language and attitude, getting trust from the interviewee, choosing a suited location, and recording.

In order to increase trust, all participants were informed before start the interview that it would be anonymous and a permission for recording was asked, since some interviewees might be concerned with the level of confidentiality. As well, the participants could have the possibility to do not answer any questions they did not feel comfortable with. All interviews, as previously said, were conducted in English.

The location of the interview is another important aspect to take into account. It is recommended that the location is easy to access, comfortable and low noise and distraction levels (Collis and Hussey, 2014). All interviews were conducted in environments where the interviewee felt secure in expressing her/his personal opinions, being most of the interviews made in the participant's house, with some made in the in the interviewer's house.

Recoding the interview is essential, since it allows the creation of accurate transcripts. The device used to record the interviews was a mobile phone, which according to Collis and Hussey (2014), it can be used to record interviews given that the sound quality is sufficient.

Another issue, regarding to interviews, is the form used to collect the data, through telephone, online, or face-to-face. For this research I chose conduct face-to-face interview, due to many reasons: easy physical access to the participants, more flexibility

to conduct the interview, high level of interaction between the researcher and the interviewee and, also, the opportunity to observe the behavior of the participants.

### 3.4.3 Analysis of Qualitative Data

In qualitative studies usually lots of data are generated. Thus, the data must be reduced, (i.e. selecting, simplifying, classifying and connecting information) (Knittel, Beurer, and Berndt, 2016). The data considered relevant is often aggregated into themes and it could be formed through hand-coding the data, or through a qualitative computer data analysis program (Collis and Hussey, 2014). The data for this study was hand-coded, by listening to the recordings and transcribing what was considered relevant according to the purpose of the study, based on the fact that a computer data analysis program require full transcriptions of the interviews, something that was considered highly time-consuming.

Interpretation was used in the process of analysis of data, which according to Spiggle (1994), is used to makes sense of data through more abstract conceptualizations, as well as, the transfer of meanings across texts, objects, or domains in order to understand the meanings of others and identify patterns in these meanings.

## 3.5 Trustworthiness

Despite the research is qualitative in nature, according to Saunders et al. (2012), it is necessary to overcome quality issues as reliability, interviewer and interviewee bias, generalizability and validity. The use of semi-structured interviews enabled a deep exploration about perception, feelings and opinions among the participants on the phenomenon of second-hand clothes consumption, allowing this way, that issues related to reliability were covered. However, considering that consumer's perception is highly subjective, the study might not be able to repeat the same results if applicable in another occasion, due the fact that people have different perceptions and feelings regarding to the topic studied.

Issues associated to interviewer and interviewee bias, were decreased making use of appropriate language and attitudes, making the interviewed comfortable during the process to express their perception, opinion and feelings.

Regarding to generalizability, the study might not be able to be representative among the entire population, considering obviously the differences among people's perceptions on the phenomenon. However, this was not the focus either. Moreover, the study did provide some generalizability, as many of the motivational and moderating previously found factors towards second-hand clothes consumption, could be found in this study.

In terms of validity this research provides, one might argue that the validity is high. The purpose of this research was to explore consumer's perception and their purchase intentions towards second-hand clothing stores. The sample for the study was composed of people who born in Borås or have been living in the city for at least thirty years and have knowledge of the history of the city, especially regarding textiles. Moreover, the questions posed during the interviews probed issues regarding consumption of second-hand clothes.

### 3.5.1 Ethics

There are a number of ethical principles that researchers need to follow when making a scientific research (Saunders et al. 2012). In this research, these principles were incorporated, by firstly obtaining the permission of participants who were interviewed, as well as the permission to recording. Furthermore, the participants were informed to their right to not answer questions when they did not feel comfortable doing so.

## 3.6 Limitations

For this study, a limitation that could be pointed was regarding the language, since when conducted the interviews the language used was English, which might be

considered an issue, based on the fact that the study was conducted in a country where the native and spoken language is Swedish.

## **4 Empirical Findings**

*This section presents the historical background on textile industry in the city of Borås - the sampling chosen for this thesis, obtained through an unstructured interview made with the coordinator of the textile museum in the city. The section continues with the findings of the study, according to the purpose and the research questions formulated in chapter one.*

### **4.1 Historical background of the textile industry in Borås**

Borås is considered the city of textile industry in Sweden. The city was founded in 1621 by King Gustav II Adolf. The reason was to give local peddlers a legal place for selling their merchandise. It has been a long tradition in the city of making textile in home by hands for centuries. At this time, there were a lot of peddlers who used to sell in homes thread and others supplies to make textile. This was an organized business which has made peddlers become wealthy, due to the fact that they could have hundreds or even thousands of employees work for them in their homes, so, when the industrialization came to Sweden it was an advantage for Borås and it was quite easy shift the workforce from homes to the factories. The knowledge, capital and labor force, allowed Borås to settle the first textile industries and become the textile industry of Sweden (P1, Coordinator of the textile museum, age 32).

In 1834, it was established the first factory in the city and since then, the textile industry started to grow fast and the managers started to face the lack of workforce. People around the world started to move to Sweden, especially to Borås in order to work in the textile industries. After the Second World War the garment industry became even bigger and Sweden had an advantage of not being involved in the war. In this context, the exportation of the Swedish textile industries started (P1, Coordinator of the textile museum, age 32).



In 1970s the textile industry went through a difficult crisis that brought along several structural changes. For many of the local companies the imported low cost products made it difficult to compete with. The manufacture moved abroad, however the textile industry still remains big in Borås, but in a completely different way. Nowadays, research, development and specialization have entered the picture. The focus is on developing solutions, through demands for better working conditions, improved ethics on the part of businesses and increase investments in the environmental towards a more sustainable world (P1, Coordinator of the textile museum, age 32).

## **4.2 Consumers perception and purchase intentions**

Among the sixteen interviewed the most common words and associations mentioned regarding second-hand clothing were charity, reuse, cheap, environmentally good and old clothes.

All participants have bought new clothes in a period about one to two months and all of them also have bought something in a second-hand store before. The most mentioned second-hand stores among the participants were Myrorna, Erikshjälpen and Emmaus.

The most commonly purchased items from these stores were, furniture, kitchens stuff and clothes. Moreover, ten out of sixteen participants have visited a second-hand store in a period between one to two months, being the others six participants visited a second-hand store about one year ago.

### **4.2.1 Environmental concerns**

The environmental concerns seemed to be important among the participants, because eleven out of sixteen participants mentioned the reuse of clothes as a good and sustainable practice regarding to the environment. The reuse of clothes avoid the production of more items, consequently, saving the environment of more destruction. Furthermore, second-hand clothing stores offering the opportunity for people rid off of the clothes that they don't want any longer, by donating them or even selling to those stores, avoiding that undesirable clothes end up in landfills or burned.

The concerns regarding to destruction of the natural resources and pollution of the environment were pointed by participants 2 and 3, respectively:

*“Reuse clothes save the natural resources and avoid more pollution and destruction of the environment”* (P2, female, age 66). *“I think is very good for the environment*

*because you can reuse clothes, instead of buying new, saving the environment of more destruction and pollution somehow'' (P3, female, age 62).*

Some of the participants mentioned second-hand clothing stores as a good solution to discard undesirable clothes, and at the same time, is a way to reuse clothes instead of buying new.

*''I think is good that there are places that you can give away the clothes you don't want anymore and those clothes can be sold again and not thrown away'' (P5, male, age 63).*

*''Second-hand clothing stores promote sustainability, because we make it possible the reuse of the clothes, instead of producing more'' (P17, female, age 33).*

#### 4.2.2 Price

The economic motivations were also pointed as an important factor regarding second-hand clothes stores among the participants. Nine out of sixteen participants mentioned economic motivation as an important factor in their perception. The price was deemed important according to the participants. Second-hand clothing stores are often cheaper compared with traditional clothes stores and it is possible to find very good quality for fair price. Moreover, it is an opportunity for people who do not have so much money, because is cheap.

Participants 4 and 12 highlighted the importance of the price regarding second-hand clothes:

*''It is cheap, so it is good because you save money'' (P4, male, age, 34) and (P12, female, age 40).*

Another participant made a comparison about price between second-hand clothing stores and traditional clothes stores, also emphasizing aspects of quality on second-hand clothes:

*''Second-hand clothes are cheaper compared to traditional clothes stores. Actually the last years I have been buying clothes mostly from second-hand shops. It is nice, you can find good quality for a good price'' (P9, male, age 29).*

The association of second-hand stores with cheap price and intended for those people who do not have strong financial condition was also mentioned.

*“Second-hand clothes are very good for people who do not have so much money because it is cheap”* (P10, female, 70).

#### 4.2.3 Hedonic aspects

Hedonic motivations also were mentioned among the participants. Under hedonic motivations the most highlighted aspect was the uniqueness of pieces followed by fun and enjoyment. The participants explained that when they go to second-hand stores they mostly do not expect to find something in particular. When they go to those stores they are more open-minded and willing to experience different feelings (i.e. luck and happiness) when they find something special that they really like. Eight out of sixteen interviewed, that is, half of the participants pointed hedonic motivations as an important factor to purchase second-hand clothes in their perception.

Participants 2 and 17 pointed out the aspects of uniqueness as an important factor to purchase second-hand clothes from second-hand clothing stores, due to the wide variety of clothes available in those stores.

*“ I have the opportunity to go to second-hand clothes stores and find some nice clothes that is something more classical and unique”* (P2, female, age 66). *“ I think when you go to second-hand stores you get some unique clothes, it is not like the same clothes that everyone else has”* (P17, female, age 33).

Fun and enjoyment was also cited by the participants as a good reason to purchase second-hand clothes.

*“ I think is very cool and fun buy second-hand clothes”* (P12, female, age 40).

### 4.3 Second-hand clothing consumers and stereotypes

For almost all interviewed there is not a specific kind of people who buy second-hand clothes. Eleven out of sixteen participants pointed that everyone can buy from second-hand clothes stores independent of their economical situation. In addition, the participants also mentioned that people who buy second-hand clothes are perhaps thinking about saving money, protecting the environment and/or searching for something special. However, for five participants there is a specific stereotype of people who purchase second-hand clothes. For participants 5 and 11 mostly poor people purchase second-hand clothes.

*“ I think mostly poor people and people who are looking for something old buy from second-hand stores”* (P5, male, age 63). *“ I think poor people buy from second-hand stores. It is good if you don’t have so much money, or you are a student and don’t have income or lost your job and also if you have many children”* (P11, female, age 65).

Issues regarding to environmental conscious were also pointed as been reasons behind the stereotypes of people who purchase second-hand clothes.

*“ People that are more conscious about the environment purchase second-hand clothes”* (P7, male, age 27) and (P4, male, age 34).

For one participant, lack of interesting for specific brands was pointed as a stereotype of people who buy second-hand clothes.

*“ People who don’t value so much brands. Those people don’t care if the clothes are from good and famous brand or not”* (P13, male, age 26).

Furthermore, ten out of sixteen participants stated that when a person wears second-hand clothing she or he send a image of personal style. Usually those people searching for special and unique pieces of clothes.

*“ Usually people who go to second-hand clothes stores search for unique and different pieces, they don’t want to look like everyone else. They have a personal style”* (P16, female, age 52).

Creativity and power were also highlighted when it comes to the image sent by a person who wears a piece of second-hand clothing.

*“ I think this person send a image of power, creativity and style”* (P17, female, age 33).

For two participants, a person who wears second-hand clothing send a image that she or he cares about the environment. The others participants stated that it is not possible to know if a person is wearing a second-hand clothing, unless he or she says so.

#### **4.4 Advantages and disadvantages of wearing second-hand clothes**

Cheap price was the biggest advantage of wearing a second-hand clothing pointed by all participants, followed by unique pieces, mentioned by nine out of sixteen participants and environmental concerns, stated by eight people, that is, half of the participants.

Regarding to possible disadvantages of wearing second-hand clothing, the vast majority of participants pointed no disadvantages at all. However, five participants pointed some disadvantages of wearing second-hand clothing. Two out of five mentioned that for them, the disadvantage of wearing a second-hand clothing is that those clothes have no guarantees in case they get damage.

The other two participants pointed hygienic aspects regarding second-hand clothes as well as, the uncomfortable feeling of use clothes that someone else has worn before. For one participant the disadvantage of wearing second-hand clothing is because the clothes are not fashion.

#### **4.5 Second-hand clothes: perception and purchase intention**

As mentioned before, all participants have bought at least something from second-hand stores before. However, among the sixteen participants only six of them have bought or usually buy clothes from second-hand stores. Four out of the six participants who have bought or usually buy clothes from second-hand stores, explained that there is a difference in their intentions to purchase towards new clothes and second-hand clothes.

When it comes to new clothes, they go to the store searching for a specific clothing, but, when they go to a second-hand clothing store they are not searching for any specific clothing. Quite the contrary was said, since they stated to usually enter the stores guided by curiosity and the feeling of treasure hunt. For the other two participants there is no difference in their intention to purchase towards second-hand clothing and new clothing, both mentioned that if they find nice clothes, it doesn't matter if the clothes are new or not. In addition, for those participants who have bought or usually buy second-hand clothes there is no difference in their perception towards second-hand clothing and other types of second-hand goods.

On the other hand, for those participants who do not buy second-hand clothes, the main difference in their perception towards second-hand clothing and other types of second-

hand goods is associated with the risk of contamination. The hygienic and personality aspects were pointed for seven out of ten participants in their speeches.

*“ I don’t like to wear clothes that someone else that I don’t know have worn before. I like to buy new and clean clothes ”* (P15, male, age 60).

Some participants considered easier to clean others types of goods bought from second-hand stores, as furniture and kitchen stuffs in comparison with clothes, due to the fact that there seems to be an aversion on wear clothes that are not new.

*“ I think when you buy furniture, especially small furniture and kitchen stuff is easy to clean, but clothes of course you can clean but I still don’t like the idea to wear clothes that someone else have used before because I don’t know who was, if was a bad person maybe I can get her personality aspects by wearing the clothes ”* (P3, female, age 62).

The other three participants explained that for them buy second-hand clothes is just not a habit, when they go to second-hand stores they search for furniture or kitchen stuff but they never look at the clothes. Moreover, those specific participants pointed that when they think about clothes they go to traditional stores, arguing that is something associated with their culture.

#### **4.6 Second-hand clothing stores in Borås**

Regarding to second-hand clothing stores in the city of Borås for those six participants who have bought or usually buy second-hand clothes, the evaluation of the quality of the second-hand clothing stores was good. Three participants highlighted the cleanliness and the staff as very good.

*“ Good and always clean. They take care of the store and you feel always welcome to come and the staff treat you good and they also are always happy ”* (P17, female, age 33). *“ The stores are very nice, a lot of people working. It is very clean and they offer good service for the customers ”* (P8, female, age 26). *“ I think is good, they have a good space, good illumination, it is clean and the staff treat well the customers ”* (P7, male, age 27).

Moreover, those participants buy or would buy from second-hand clothing stores in Borås. Only one participant among those six who have bought or usually buy from second-hand clothes stores, evaluated the second-hand clothing stores in Borås as low quality and low standard in comparison with second-hand clothing stores in other

countries. However, when asked if he buy or would buy from second-hand clothing stores in Borås, he still answered yes. Furthermore, five out of six participants stated that there are enough numbers of second-hand clothes stores in Borås. Only one participant pointed that there should be more second-hand clothes stores in the city.

The average grade, based on the simple arithmetic mean, gave from those participants for the second-hand clothing stores in Borås was 7. The major suggestions of improvements for those second-hand clothing stores were relating to internal organization, disposition of the clothes and advertising.

The internal organization of the stores and the way how the clothes are display were pointed by those participants as the main improvements to be made on those stores.

*“ I think they need to improve the organization of the store, the way how they display the clothes is not good. They put everything together, you cannot see which kind of clothes they have and it is difficult find clothes ”* (P4, male, age 34). *“ They must separate and categorize the clothes based on their quality ”* (P14, female, age 61).

The need of advertising also was very highlighted among the participants, in order to show for people the existence of those stores, as well as, their importance for the environment and for the society, overall.

*“ I think they need more commercial, more marketing. Make some campaigns to show people that second-hand clothes is not bad, actually it is a good thing. They need to show not only the clothes, but also let people know why it is important buy second-hand clothes, to build awareness among people ”* (P15, male, age 60).

For those participants who do not buy second-hand clothes, the evaluation of the quality of the second-hand clothing stores in Borås varied a lot of. Two out of ten participants evaluated the quality of the stores as good. Other two participants evaluated the quality of the stores as average and three participants evaluated them as bad quality. Three participants did not comment about the stores due to their lack of experience and knowledge regarding to those.

Considering that three out of ten participants did not comment about the stores, six out of seven participants mentioned that they maybe could buy from second-hand clothing

stores in Borås in the future, and only one participant said that he would not buy from second-hand clothing stores in Borås, due personal reasons.

Five out of seven participants mentioned as well that the city should have more numbers of second-hands clothing stores in order to make people to see them and also to compete with the traditional stores. For the other two participants there is enough number of second-hand clothing stores in Borås.

The average grade, based on the simple arithmetic mean, attributed by the participants for those second-hand clothing stores in Borås was 5. When asked for suggestion of improvements the participants pointed advertising, display of clothes and the location as the major factors for improvement.

As was pointed by those participants who have bought or usually buy from second-hand clothing stores, the advertising was also mentioned by the participants who do not buy from second-hand clothing stores as something that second-hand clothing stores in Borås must improve, in order to show themselves and compete with traditional clothes stores in the city.

*“ I think they need to be more professional, organized, better located in the city and have more marketing, advertising about them. They need to see themselves as clothing stores and compete with traditional stores at the same level” (P15, male, age 60). “ I don’t see so much marketing about it, you don’t hear about it. They could use marketing to make them more social acceptable somehow in order to make people feel more comfortable to go and buy” (P7, male, age 27).*

The location of the stores was also pointed as not suitable for the customers, based on the fact that compared with traditional clothes stores, the second-hand clothing stores in Borås are located too far from the main streets, where the traditional stores take place. Moreover, the organization of the merchandise was also mentioned as not good, thus the need for improvements.

*“ They need to be more attractive inside and display the clothes in a good way. Furthermore they need more marketing, they need to show themselves for people. Also the location, they need to be in downtown in the main streets next to traditional stores.” (P11, female, age 65). “ They could separate the clothes better, like based on the*



*quality, size, gender, brands. It would make easier for the customers to find what they are looking for'' (P6, female, age 25).*

The average grade, based on the simple arithmetic mean for second-hand clothing stores in Borås, according to the participants, including those who have bought or usually buy from second-hand clothing stores in the city and those who do not buy was 6.

#### 4.6.1 The influence of Borås on consumer's purchase of second-hand clothes

The fact of Borås be known as the textile city in Sweden, does influence the perception and the purchase intentions of people who live here regarding second-hand clothing stores. This could be measured based on the answers of the participants in the interviews. Eleven out of sixteen participants pointed that they are influenced for the history of the city regarding textile and its legacy. For those people, the main reasons that influence their perception and purchase intentions towards second-hand clothing is the fact that Borås is a city with long tradition on textile and almost everyone has someone in the family who have worked in the textile industry in the past.

Nowadays, even though the factories are no longer concentrated in the city of Borås, the textile industry left its legacy. There are many clothing stores spread around the city and a lot of people still working with clothes, either stitching or importing from abroad and selling in the city. People who live here usually have contacts to buy cheap and good clothes.

Borås is a city where people have a lot of ways to acquire clothes for cheap prices. Moreover, the headquarters of big textile companies as Nelly and Gina Tricot are in Borås and they have big warehouses as well, what allow them make outlets where people go and buy new clothes for cheap price. Seven out of eleven participants that are influenced by the history of the city regarding textile and its legacy pointed that the fact that they have alternative ways to acquire clothes influence their perception and intentions to buy second-hand clothes in a negative way.

Some participants pointed that the fact of the city has so many traditional clothing stores and outlets, make them do not even think about second-hand clothing stores as an alternative option.

*“ Borås has so many clothes stores and outlets that I even don't think about second-hand clothes ”* (P3, female, age 62).

Second-hand clothing stores were viewed for some participants as not so much successful in Borås, since the city offers others alternative options to purchase new and cheap clothes.

*“ Borås is a city where so many people have worked in the textile industry in the past that people have contact and always know where to find new and cheap clothes. There is no need in go to second-hand clothes stores if I can buy new clothes for good price ”* (P5, male, age 63). *“ We have so many ways here in Borås to buy cheap clothes that I think we go less in second-hand clothing stores because of that ”*. (P10, female, age 70).

For the others participants, fashion plays an important role in their decision of buying second-hand clothing.

*“ I don't buy second-hand clothes because Borås is a fashion city, you see the girls always have nice clothes and I want to look like them, so for this reason I don't buy second-hand clothes ”* (P6, female, age 25).

Only one participant seemed to be influenced by the history of the textile industry in the city supporting second-hand clothing stores. The participant stated environmental concerns based on the knowledge about the destruction that textile industries cause to the environment.

*“ I started to have environmental concerns after understand all destruction that the textile industry did here in Borås in the past, mainly in the rivers, so I opened my own second-hand clothing store ”* (P16, female, age 52).

## **4.7 Framework Specific Findings**

### **4.7.1 Motivational factors towards second-hand clothing stores**

The major motivational factors towards second-hand clothing stores according to the participants was price, followed by charity, environmental and ethical concerns, unique pieces (fun and enjoyment and treasure hunting) and curiosity. In addition, quality was pointed as the main feature to take in consideration when decide purchase second-hand clothing.

Price was pointed as the major motivation towards second-hand clothes shopping for almost all participants. Cheap and fair price was very often associated with second-hand clothing stores.

*“ It is cheap ”* (P12, female, age 40); (P17, female, age 33); (P9, male, age 29). *“ You can find good quality for good price ”* (P4, male, age 34) and (P16, female, age 52).

Moreover, some interviewees also mentioned price consciousness, as a factor to purchase from second-hand clothing stores instead new clothes.

*“ I go to traditional stores to check the prices, after I talk with people who have knowledge about how to produce clothes, what is not difficult to find here in Borås... and I know how much those clothes cost to be produced and most of the times the price charged is too high..... then, I go to second-hand clothing stores, because I can find the same clothes for a fair price ”* (P9, male, age 29).

Charity was also mentioned many times among the participants as a good reason to go to second-hand stores. The interviewed showed concerns about helping needy people, and, since many second-hand clothing stores use the profits for charity, go to second-hand stores is a way to help people who need.

*“ Second-hand clothing stores help needy people ”* (P2, female, age 66). *“ Charity, because they help poor people ”* (P3, female, age 62).

The participants showed concerns on the environment as well. The reuse of clothes was pointed as a important factor regarding of saving the environment of more destruction.

*“ For me, the second-hand clothes stores are good for the environment because they support the reuse of the clothes, saving the environment from degradation ”* (P5, male, age 63). *“ Second-hand clothing stores saving the environment from pollution because they reuse clothes instead of throw them away or burn ”* (P16, female, age 52).

In addition, ethical concerns related to the way how clothes are produced, were also pointed out by some of the interviewees.

*“ I don't want to support bad work condition and the exploitation of child labor in poor countries that those big textile companies are used to do, so, I prefer to buy clothes from second-hand clothing stores, because this way, I avoid that more clothes are produced under those conditions.....Second-hand clothing stores is an alternative way to avoid traditional stores ”* (P17, female, age 33).

The need of uniqueness was highlighted for the interviewees as a motivation to buy second-hand clothes. Searching for unique pieces was mentioned such a motivational factor towards second-hand clothes purchase.

*“ When I go to second-hand clothing stores I always find some unique clothing that nobody else has ”* (P12, female, age 40). *“ I like to go to second-hand clothing stores because I always find some cool and unique clothes, so I can have my own style ”* (P4, male, age 34).

Furthermore, the feelings of fun and enjoyment and treasure hunting, were described as motivational factors that affect second-hand clothes consumption.

*“ I enjoy so much to go to second-hand clothing stores, it is fun to search for unique pieces ”* (P2, female, age 66). *“ I like the feeling of treasure hunting when you go to second-hand clothing stores, it make me feel like a child..... ”* (P12, female, age 40).

Curiosity was pointed out as a common behavior among the participants when they go or think about second-hand clothing stores.

*“ I go to second-hand clothing stores guided by curiosity ”* (P2, female, age 66) and (P9, male, age 29). *“ I could maybe one day buy from second-hand clothing stores motivated by curiosity to see the clothes I think ”* (P11, female, age 65).

All participants who have bought or usually buy second-hand clothes, that is, six out of sixteen, mentioned that happiness, followed by luck and satisfaction, are the most common feelings experienced while/after buying a piece of second-hand clothing.

Regarding to the role of second-hand clothing stores for the environment and the society, all participants either those who buy second hand clothes and those who do not buy recognized the importance of those stores.

The interviewed highlighted the importance of those stores to the environment by reusing clothes and avoiding more clothes be produced, as well as for the society through charity.

*“ They use the money for charity to help poor people and it is also good for the environment because avoid clothes be burned or end up in the landfills ”* (P7, male, age 27). *“ I think is very good for the environment because you reuse the clothes and don't need to produce more, it save the environment ”* ( P10, female, age 70).

Issues related with the exploitation of child labor force in the textile industry was also pointed among the participants.

*“ It is sustainable and we avoid the big companies exploit child labor force in poor countries ”* (P2, female, age 66).

#### 4.7.2 Moderating factors towards second-hand clothing stores

Among the moderating factors towards second-hand clothing stores, the main factor was associated with risk of contamination such as hygienic and personality aspects, followed by utilitarian barriers as right size and fashionability, and store characteristics, such organization of merchandise.

The risk of contamination was the major factor against purchasing second-hand clothes. The main reason for this behavior is that the participants do not like to wear clothes that someone else has worn before, because they perceive that second-hand clothes are not clean.

*“ I don't like to wear clothes that someone else have worn before, maybe it is not clean ”*(P11, female, age 65) and (P5, male, age 63).

Another reason against the use of second-hand clothes is that some participants believe that the clothes carry the personality aspects of the previous owner, and this seemed to disturb them.

*“ You never know who worn those clothes before, maybe was a nice person but maybe not, so I don't know, I think about the personality of the person and if the previous owner was a bad person I will use her clothes and get her personality aspects in somehow and I don't want that ”* (P3, female, age 62).

Utilitarian barriers as right size, was also mentioned as an obstacle towards second-hand clothes purchase. The interviewed pointed that when it comes to buy clothes in second-hand stores, it is more difficult to find the right size of clothes that fits on you, in comparison with traditional clothes stores where you can find clothes from different sizes and colors.

*“ I think in second-hand clothing stores is more difficult to find clothes that fits on you, because it is not like traditional stores where you find different colors and sizes. In*

*second-hand clothing stores maybe you find one clothing only in one size and one color'' (P15, male, age 60).*

Fashion was also highlighted as a moderating factor towards second-hand clothes purchase. The participants perceive second-hand clothing stores as not having fashion clothes.

*'' If you buy second-hand clothing is old fashion. I don't think I will find the new fashion clothes there'' (P8, female, age 26).*

The disposition of the clothes was among the moderating factors towards second-hand clothes purchase too. The participants made mentions about the way how the clothes are displayed in those stores, in a very unattractive way.

*'' The way how the clothes are displayed is not nice. It is not attractive and organized, you just see a lot of clothes so close to each other that you get tired just by looking them'' (P13, male, age 26).*

When questioned about what would make those participants overcome this barrier against purchasing second-hand clothes the vast majority, that is, six out of ten, stated that second-hand clothes are not part of their buying culture and very hardly something could change their perceptions about it. Some participants (P3, female, age 62); (P10, female, age 70) and (P11, female, age 65), even mentioned that they would only buy second hand clothes if they lost all their money and had no other choice.

It could be observed that those specific participants show a strong aversion to the idea of buying second-hand clothes, since was stated in their speeches that buy second-hand clothes would be the last option available for them. This might rises some issues concerning that behavior, since all of them are elderly people. Such behavior could be associated to the fact that they perhaps hold strong beliefs and values deeply rooted against consumption of second-hand clothes for personal reasons. P3 and P11 have mentioned before that do not like the idea of wear clothes that someone else have worn before and P10 have pointed that second-hand clothing stores are intended places for poor people. Moreover, it can be assumed that those three participants enjoy a good financial condition as well, a fact that perhaps associated with their personal values and beliefs contribute to their aversion to buy second-hand clothes.

For two of the participants it could be possible buy second-hand clothes, in the case that the stores make improvements mainly in the way how the display the clothes in order to become attractive. The other two participants mentioned that after the interview, they became more curious and conscious about second-hand clothes, and pointed that they will probably take a look in the second-hand clothing stores next time when they need to buy clothes.

In general, it could be observed that among those participants who have bought or usually buy from second-hand clothing stores, that is, six out of sixteen, were mostly adults, between 29 and 40 years old, with only two exception of one participant who was elderly with 66 years old and another who was middle age with 52 years old and owner a second-hand clothing store.

Among those participants who do not buy from second-hand clothing stores, ten out of sixteen, were mainly elderly people over 60 years old and young, in the age range between 25 to 27 years old.

Furthermore, among six males participants interviewed, only two buy from second-hand clothing, both adult. Taking into consideration the women sampling, that is, ten, among four of them who have bought or usually buy from second-hand clothing stores, two were adult, one middle age and the other one elderly. The others six participants who do not buy from second-hand clothing stores, two were young and the other four participants were elderly.

The composition of the sampling is shown in table 1 below.

Participants who purchase second-hand clothes			Participants who do not purchase second-hand clothes		
Participant	Gender	Age	Participant	Gender	Age
P9	Male	29	P6	Female	25
P17	Female	33	P8	Female	26
P4	Male	34	P13	Male	26
P12	Female	40	P7	Male	27
P16	Female	52	P15	Male	60
P2	Female	66	P14	Female	61
			P3	Female	62
			P5	Male	63
			P11	Female	65
			P10	Female	70

Table 1 Sampling of the research.

Source: Developed by the author.

## 5 Analysis and Interpretation

*In this section, analysis and interpretation of the findings in this study will be presented. First, an analysis and interpretation of the general findings. Second, the analysis is structured by following the categories of motivational and moderating drivers framework towards second-hand shopping. Finally, the section ends with the analysis and interpretation of the new findings.*

### 5.1 General Findings

People in Borås are used to buy many clothes, it could be measured from the interviews with the sixteen participants on the sampling, where all of them have bought new clothes in a period between one and two months. Such behavior can be explained by the fact that Borås is considered the textile and fashion city of Sweden.

The textile industry has left its legacy in the city in somehow. As was mentioned in the chapter of findings, Borås has many clothes stores, which influence people to buy clothes. The fact that many people have worked in the textile industry in the past and



have knowledge of how to handle clothes, also contributes as a motivator to produce and sell clothes.

As some international and famous brands have been born in Borås, as Ginna Tricot, Nelly and Ellos, and those companies still have their headquarters in the city, as well as, warehouses, many outlets are promoted during the year, which represents an attractive opportunity for people to buy new clothes for cheap price. Furthermore, people who live in Borås are very influenced for the concept of fashion, what is perhaps associated with the fact that the city holds the best Textile School in Sweden, being also very representative worldwide.

The fact of living in Borås does influence mostly negatively consumer's perception and their purchase intentions towards second-hand clothing stores, since was mentioned by many interviewees that there are many alternative ways to acquire new clothes for good prices in the city, as stated above. In this context, second-hand clothing stores face huge competition and based on the participant's statements, when it comes to buy clothes, second-hand clothing stores are the last option. Moreover, the participants also pointed fashion as a reason to do not buy second-hand clothes, since they do not perceive such clothes as fashion clothes.

However, most of people who live in Borås, usually go to second-hand stores to buy mostly furniture and kitchen stuff, but not to buy second-hand clothes. The greatest reasons for such behavior was highlighted above, but, it could be said also that the city does not have enough number of second-hand clothing stores for its size and population, as pointed by many of the participants.

Although the fact that second-hand clothing stores in Borås, was evaluated as good for most of those participants who have bought or usually buy from second-hand clothing stores, the evaluation for second-hand clothing stores for those who do not buy from them, the vast majority of the participants, ten out of sixteen, was mostly on average and bad. This could also partly explain why so few people use to buy from second-hand clothing stores in the city.

Second-hand clothing stores were perceived for all participants as positive for the environment. The interviewed made mentions on the importance of the reusing of clothes, in order to prevent the environment from more destruction. However, most of the participants who mentioned concerns towards the environment do not purchase second-hand clothes.

The perception of second-hand clothes seemed to vary a lot of among the participants, fact that confirms the statement from Kotler and Armstrong (2011), when they argue that each individual receives and interprets the environmental stimulus in different ways, due to the high subjectivity inherent to each one's perception. Moreover, age was also confirmed as being an important factor that influence consumer's perception towards second-hand clothes.

Taking in consideration the sampling of the participants who do not buy from second-hand clothing stores, it was identified two specific groups: young and elderly people. It could be pointed that regarding young people, second-hand clothes are not attractive. This can be explained due to the fact that people who live in Borås are very influenced by the concept of fashion. Thus, young people do not see second-hand clothes as fashion clothes. Quite the opposite was said in the chapter of findings when was highlighted by a female participant that when you buy from second-hand clothing, you buy old fashion. Another participant also mentioned that Borås is a fashion city and people always dress nice clothes, and for this reason, she does not buy second-hand clothes. It can be assumed that there is a social convention among young people in the city regarding the way how to dress and what is considered fashion.

These findings support the theory on why people shop for clothes by Azevedo et al. (2009), when it was stated that fashion plays an important role regarding to consumer's intention to buy clothes, as it is a socio-cultural phenomenon that express concrete values of the society, which influences consumer behavior.

In regard to the elderly people, the underlying reasons for such behavior appear to be more related to their personal beliefs and values, which is in line with Daghfous et al. (1999), when it was stated that values are permanent belief of a person about desirables behaviors and guide selection and evaluation of behaviors and events.

Most of those participants have mentioned concerns about the uncomfortable feeling of wear clothes that someone else have worn before, either associated of hygienic aspects of the clothes or personality. Some of them pointed that second-hand clothes are not part of their buying culture and it is difficult that something could change their minds, unless, as said for three of them, they come to lose all their money.

It could be argued that these participants have a conservative mindset regarding clothes, perhaps because they have been buying new clothes their entire life and do not have fully awareness about the importance of reusing clothes, despite the fact that they show to have. Moreover, it can be understood that for some of them second-hand stores are intended places for people with less financial condition, based on the statement said by three of them that they could go to second-hand stores just in the case they couldn't afford to buy new clothes in traditional stores. The aspect of poverty, was reinforced by those participants when it was mentioned for many of them that the stereotype of people who buy second-hand clothes are mostly poor people.

Among those participants who have bought or usually buy from second-hand clothing stores, price and need for uniqueness were aspects commonly associated with their perception and influencers in their intention to purchase second-hand clothes. The sampling of those participants were composed by mostly adults, with only two exceptions of one middle age participant who owner a second-hand clothing stores and an elderly.

The price was deemed important for the adult's perception and influence positively their purchase decision towards second-hand clothes, since it was mentioned for all of them in the chapter of findings, along to the need for uniqueness pointed by almost all of them. It could be identified from the interviews that those specific participants are not affect negatively by the concept of fashion. One participant even mentioned that go to second-hand clothing stores is a trend now, so it is fashion somehow. Furthermore, those participants used to go to second-hand clothing stores searching for unique pieces. It can be assumed that for them, fashion is understood as personal style, uniqueness, not necessarily the purchase of new clothes from the current fashion.

In addition, all of them have their own family, therefore, it could be argued that they might have other priorities at the moment and have chosen to buy second-hand clothes as a way to saving money, at the same time, motivating their children to do the same, since it was unanimity in the sampling the importance of those stores for the environment.

In sum, it was concluded that few participants have bought or usually buy from second-hand clothing stores, only six out of sixteen, being mostly adults. The participants who do not buy from second-hand clothing stores ten, out of sixteen, were young and elderly people. In regard to gender, it could be observed that among the males, the adults buy from second-hand clothing stores. On the other hand, the young and old males do not buy from them. The same pattern occurred on the female sample and the possible explanations for such behavior were detailed above.

## **5.2 Framework Specific Findings**

### **5.2.1 Motivational factors towards second-hand shopping**

As shown in the findings, price was the main motivational factor towards second-hand shopping pointed by the participants. Economic motivations seems to be very important for the participants when it comes to purchase second-hand clothes. Aspects related with fair price was highlighted for the participants, when they mentioned second-hand clothes as good quality clothing for good price. Furthermore, price consciousness was also pointed as a influencer towards second-hand clothes purchase, when they assumed that they check prices of the clothes in traditional stores, and evaluate the cost-benefit of those clothes before make the decision to purchase.

However, bargain hunting, did not seem to be a motivational factor towards second-hand shopping, as none of the participants expressed any concerns regarding this aspect. It could be argued, that the fact of the sampling of this research been chosen in Borås, a city with long tradition on textiles, influenced somehow the results on motivational factors towards second-hand shopping regarding the price aspect. Fair price and price consciousness, were highlighted for the participants most of the times linked with their understanding and knowledge about the clothing industry.

In regard to critical motivations towards second-hand shopping, environmental and ethical concerns were mentioned as important motivations to purchase second-hand clothes. The participants considered second-hand clothing stores very important to the environment, due to the fact that they promote the reusing of the clothes and is also a solution to discard clothes that people do not want anymore, avoiding that clothes end up in landfills or burned. Moreover, second-hand clothing stores play a very important role regarding to ethical aspects, as the interviewees also mentioned issues regarding bad work conditions and exploitation of child labour in developing countries. In this context, second-hand clothing stores represent a form of escaping of the traditional channels, or an alternative way to buy clothes as cited by the interviewees.

It could be observed that all participants manifested concerns on environmental and ethical issues. This can be explained by the fact that second-hand stores are a trend in the current society and people are aware of the role that those stores represent for the environment and the society, overall. However, I would also say that the fact that most of the participants have born in Borås and have been in contact with the textile industry somehow, contribute to their awareness about the importance of reusing clothes.

Under hedonic motivations, the aspects of uniqueness, fun and enjoyment, and treasure hunting, were pointed as the major motivations towards second-hand shopping. The participants emphasized the aspect of uniqueness when they mentioned that in second-hand clothing stores it can find unique pieces that nobody else has. In addition, aspects of own style were perceived as being important, associated with uniqueness. The feeling of treasure hunting was related with the emotion when searching for unique pieces, as well as, fun and enjoyment. However, aspects of fashionability, nostalgia and social interaction, did not seem to be motivational factors towards second-hand shopping, since such aspects were not mentioned by the participants.

The need for uniqueness could be interpreted as a consequence of living in a fashion city as Borås, where people seems to have concerns about fashion and personal style. Second-hand clothing stores in this context, are seen as places where people go to searching for exclusive clothing pieces in order to have their own style.

### 5.2.2. Moderating factors towards second-hand shopping

Risk of contamination either related to personality aspects or hygienic, was cited as the main moderating factor towards second-hand shopping. Second-hand clothes were perceived as unhygienic by the participants. Issues regarding to personality aspects were also pointed as an inhibitor for the purchase of second-hand clothes.

From the analyze of the general findings, it could be observed that those specifics participants were elderly people, who have conservative mindset about second-hand clothes, based in their personal beliefs and values. For many of them clothes carry the personality of the previous owner and they usually perceive second-hand clothes as dirty clothes.

Based on utilitarian aspects, right size of the clothes and fashion, were highlighted by the interviewees as relevant issues against second-hand clothes purchase. Issues concerning of the size of the clothes seemed to be very important in their perception, since many of them pointed that second-hand clothing stores do not have different sizes of the same item, which makes difficult to find clothes that fits on the body. Fashion was mentioned by the participants as a barrier towards their intention to purchase second-hand clothes, due to the fact, that they perceive that second-hand clothing stores do not have clothes from the current fashion, as was stated by one participant that those kind of stores have the old fashion. Nevertheless, price cost-benefit and quality were not pointed as moderating factors towards second-hand shopping.

It could be assumed that concerns on fashion, are explained to the fact that the participants live in a fashion city, and as previously mentioned in the interpretation of the general findings, those participants concerned about fashion are mostly young people. Moreover, the city has many traditional clothes stores, which make it easier for people find the current fashion, as well as clothes from different sizes and styles.

In regard to store characteristics, the organization of the merchandise was pointed as an obstacle when it comes to buy from second-hand clothing stores. The display of the clothes was considered unattractive and disorganized in the opinion of the participants. It could be observed that the interviewees value organization and beauty regarding to

the disposition of the clothes, probably influence by of those many traditional clothes stores in the city that are usually well organized.

However, image and visibility, store location, cleanliness of the stores and surroundings and friendly staff, did not seem deemed important moderating factors towards second-hand shopping, as none of the participants expressed any concerns regarding this.

Issues associated with personal values, such unoriginal and failure in the ability to buy new, were not even mentioned by the participants as moderating factors towards second-hand clothes consumption.

### **5.3 New Findings**

The purpose of this study was to explore consumer's perception and their purchase intentions towards second-hand clothing stores. The study has not only been able to confirm motivational and moderating factors associated to second-hand shopping from the existing framework, but also been able to contribute with new findings.

Charity and curiosity were among of the motivational factors pointed by the participants, which might leads to a modification on the existing framework of Guiot and Roux (2010) on motivational factors towards second-hand shopping, by adding those two factors.

Eleven out of sixteen participants including those who have bought or usually buy from second-hand clothing stores and those who do not buy, mentioned at some point of the interview, charity as a motivation to purchase second-hand clothes. The participants seemed to have big concerns on helping needy people. Many of the participants stated that they perceive second-hand clothing stores as a charity institution, where the money does not goes to private businesses, but instead, for people who need financial help.

It could be argued that such concern might be related to the values and the culture of Swedish people aimed at helping others.

Second-hand clothing stores in this context could be seen as a way of social inclusion, by offering opportunities for marginalized people to work, and in somehow including them in the society, as well as, using the money from the sales for charity purposes.

Curiosity was also a motivation driver pointed by nine out of sixteen participants, including those who have bought or commonly buy second-hand clothes and those who do not buy. It could be observed that people perceive second-hand clothing stores as a special place with some differential compared with traditional stores, a place where you are able to find different and unique clothing pieces. The feeling of unexpected findings when going to those stores looking for clothes is something that seems to make people more interested and a bit excited.

Since the sampling of this study was composed by people who live in the city of Borås, it could be said that curiosity might be associated with the desire to find fashion clothes for a cheap price in second-hand clothing stores, considering the fact that Borås is known as the textile city of Sweden and for many people, considered the fashion city in the country.

Both motivational factors, charity and curiosity, may be used in future researches on the topic of second-hand clothing stores, as a way to test if they could appear again applied into different contexts as a motivation for people to buy second-hand clothes.

## **6. Discussion**

*This section discusses the findings of the study, including the modified research framework and the managerial implications.*

Second-hand markets are a trend in the current society. It has been seen in recent years, an increasing shifting on consumption patterns, from mass consumption to second-hand culture. Second-hand clothing stores play an important role towards the environment and the society, overall, through the recycling of clothes.



The purpose of this study was to explore consumer's perception and their purchase intentions towards second-hand clothing stores. Throughout the research, it was found that perception influence the intention to purchase among the participants in different ways. Different age ranges between participants revealed differences regarding to clothing consumption patterns, as well as, differences on how those people are affected by the environment in which they live in relation to the purchase of second-hand clothes.

Price was revealed the main motivational factor towards second-hand shopping. Price consciousnesses and fair price were the aspects regarding price, cited by the participants. Environmental and ethical concerns were mentioned on critical motivations towards second-hand clothes consumption. Moreover, second-hand clothing stores were viewed as an alternative way to buy clothes, in order to escape of the traditional channels.

The need for uniqueness, was perceived as the main motivational factor in regard second-hand clothing purchase under hedonic motivations. In addition, treasure hunting, and fun and enjoyment, were highlighted as common feelings that motivates second-hand shopping.

On the other hand, risk of contamination either related to personality aspects or unhygienic, was found as the main moderating factor towards second-hand shopping. Aspects regarding to right size of the clothes and fashionability, were pointed as the main utilitarian barriers in regard to the purchase of second-hand clothes. In relation to the store characteristics, organization of the merchandise was perceived as a moderating factor towards second-hand shopping.

The study has been able to confirm the main motivational factors towards second-hand shopping: critical, economic and hedonic motivations. Under critical motivations, all subcategories within this main factor were confirmed. Moreover, charity was revealed as a new subcategory to be added within this motivation. In regard to economic motivations, the subcategory of bargain hunting was not confirmed in this study. In relation to hedonic motivations, nostalgia, social interaction and fashionability were not

confirmed in this research. However, curiosity was found as a new subcategory related to this motivation.

In relation to the moderating factors towards second-hand shopping, the study was able to confirm all moderator categories, with one exception of the personal values category, which was not confirmed through this research. Under risk of contamination, all subcategories related to this driver were confirmed. Regarding to utilitarian barriers, the subcategories of price cost-benefit and quality were not confirmed in the results of this study. Among the subcategories on stores characteristics, image and visibility; store location; cleanliness of the store and surroundings, and friendly staff, were not confirmed by this research. Thus, within this category only organization of the merchandise were confirmed as a moderating factor towards second-hand shopping. The current framework of this research after the analyze and interpretation of the empirical material is illustrated below.

### MOTIVATIONAL FACTORS TOWARDS SECOND-HAND SHOPPING

Critical Motivations	Environmental Concerns
	Escaping of the Conventional Channels
	Ethical Consciouness
	Charity
Ecomonic Motivations	Fair Price
	Price Consciouness
Hedonic Motivations	Search for Unique Pieces
	Fun and Enjoyment
	Treasure Hunting
	Curiosity

## MODERATING FACTORS TOWARDS SECOND-HAND SHOPPING

Risk of Contamination	Personality Aspects
	Unhygienic
Utilitarian Barriers	Right Size
	Fashionability
Store Characteristics	Organization of Merchandise

Figure 5 Current research framework.

Source: Developed by the Author.

### 6.1 Managerial Implications

The research contributes with the academia in both ways, by adding scientific material, enriching the existing body of research on second-hand clothing stores, and filling the existing gap in the literature related to consumer's perceptions and their purchase intentions towards second-hand clothing stores.

In terms of managerial implications, it can be argued that knowledge of motivational and mainly, moderating factors towards second-hand shopping can be very useful for managers of second-hand clothing stores to guide their decisions. The results of this research pointed out risk of contamination as the main moderating factor towards second-hand clothes purchase. In relation to that, managers can allocate their efforts in order to try to make people overcome this barrier, by giving special attention to the cleanliness of the clothes. The organization of the merchandise was another moderating factor mentioned by the participants, that can be handled by the managers of the second-hand clothing stores. As the main complaint was about the display of the clothes, managers of those stores should try to make it more attractive and organized, in order to avoid this moderating factor.

Regarding to second-hand clothing stores in Borås, as the findings indicate, I suggest improvements on the organization of the merchandise, in order to become more attractive to consumers. First at all, as pointed by many of the participants, the stores should give more attention to the way how they display the clothes. It could be more categorized to make it easy for the consumers to find them. The clothes could be separated by following some criteria as quality, type of clothes, size and colors for instance. Moreover, the clothes should be displayed not so close to each other, in order to facilitate to looking through of them without touch, which can increase the probability to the clothes get dirty and less desirable. Moreover, as mentioned by some interviewees, the stores should be located close to the traditional clothes stores, in order to make them more visible to people. The location of those stores could be an important aspect as well, to be thought by the managers of second-hand clothing stores and the municipality of Borås.

Lack of advertising of second-hand clothing stores was also an aspect very highlighted among the participants. Following the suggestions gave from the interviewees, I propose to the managers of second-hand clothing stores in the city to develop a marketing strategy focused on promoting the clothes to the audience, by using different online and offline communication channels to reach as many people as possible. Furthermore, it could be reinforced by advertising campaigns, the importance of second-hand clothing stores to the environment and the society, overall. This can be a way of raising people's awareness and influence their intentions to purchase second-hand clothes instead of new clothes, at the same time as contributes to dismantling prejudices against the use of second-hand clothing.

## 7. Conclusion

*In this section the conclusions of this study are presented through the answering of the research questions.*

The purpose of this research was to explore consumer's perceptions and their purchase intentions towards second-hand clothing stores. To fulfill this purpose, it was answered the two initial research questions.

In answer to the first research question *“how consumer's perception towards second-hand clothing influence their purchase decisions?”*, the findings show that perception on second-hand clothes seems to vary according to age of the participants, as well as their intention to purchase in second-hand clothing stores. It appears to be that elderly people are more likely to avoid the idea of buying second-hand clothes. Those people are very affected by their values and beliefs against second-hand clothes due to hygienic and personality aspects. Moreover, it could be concluded that for those people, second-hand clothing stores are intended places for people with less financial condition and perhaps it is not attractive to them. On the other hand, for young people, second-hand clothes are not attractive because they are not fashion. For those people the perception of fashion is very important when decide to purchase clothes, most likely associated with the fact that they live in a textile and fashion city. In regard to adults, second-hand clothes appear to be more acceptable. Those people showed to be influenced by price and the need for uniqueness, and they consider second-hand clothing stores as a suitable place to find unique clothes for good price. For those people, the understanding of fashion is more associating on having personal style and wear exclusive clothing pieces, than buying the current and popular fashion.

The findings from research question two *“which are the main (s) motivational and moderating factors (s), that affect second-hand clothes consumption?”*, pointed, price, charity, environmental and ethical concerns, unique pieces and curiosity, as being the main motivational factors towards second-hand clothes consumption. Moreover, fun and enjoyment, and treasure hunting, were described as the motivational feelings that also affect the purchasing of second-hand clothes. Regarding moderating factors towards second-hand clothes consumption, risk of contamination, right size of the

clothes, fashion and organization of the merchandise, were mentioned as the major moderating factors.

## **8. Future Research**

*This section presents suggestions for future studies on second-hand clothing stores.*

The findings of this research showed differences on consumer's perceptions and their purchase intentions towards second-hand clothes consumption, based on different age groups. Moreover, the sampling for this study was chosen within an specific city in Sweden, well known for its textile tradition. One field for future research that would be interesting to investigate, would be how consumer's previously experiences towards second-hand clothing stores, influence their current intention to purchase second-hand clothes.

The sampling of this thesis was restrict to one city. Further studies could make use of a broader sampling, in order to explore differences and similarities on perceptions and intentions of people from different cities towards second-hand clothes consumption. Furthermore, this research only focused in the clothing sector regarding second-hand markets. Considering the fact that second-hand markets are widely diversified, further researches could study other segments within second-hand markets.

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## **Appendices**

### **Appendix 1 Guideline for Interviews**

#### **Introduction**

Hello, firstly I would like to thank you for participating in this interview. My name is Camila and I am student at Jönköping University taking a Masters' degree in International Marketing. I really appreciate you dedicate your time to help me to complete my thesis and I hope you will get interesting information as well as.

The purpose of my study is analyze consumer's perception and their purchase intentions towards second-hand clothing stores.

I would like to ask your permission to record this interview for future transcriptions if it is not a problem for you. In addition, I would like to point that you will remain anonymous, and if at any point you feel uncomfortable with the questions, please just let me know and I will continue with another question

#### **Breaking Ice**

- How long have you been living in Borås?
- Do you know the history of the city regarding textiles?
- What is the first association that appears in your mind when you hear - second-hand clothing? (if the person do not answer after 20 seconds) This could be a word, an image, a sentence etc.
- When was the last time you went shopping for clothes?
- Have you ever bought something in a second-hand store? (probe if clothes were purchased if the answer for the question is yes)
- Do you remember in which store you bought the clothes? (probe if is the second-hand store was in Borås)
- When was the last time you visited a second-hand shopping? (probe if is the second-hand store was in Borås)
- Which type of items were there?

#### **Perception and Purchase Intentions**

- What is your personal perception about second-hand products, especially clothes?
- What kind of people do you think buy second-hand clothes?
- What image does a person send when wearing second-hand clothing?
- In your opinion what are the advantages of wearing second-hand clothing?
- In your opinion what are the disadvantages of wearing second-hand clothing?
- What is the difference in your intention to purchase, towards second-hand clothing and new clothing?
- What is the difference in your perception towards second-hand clothing and other types of second-hand goods? Please give me an example.
- What do you think about second-hand clothes stores in Borås?
- Do you buy/would buy from second-hand clothes stores in Borås? (if the answer is no, why not?)
- Do you think there are enough number of second-hand clothes stores in Borås?
- How do you evaluate the quality of second-hand clothes stores in Borås?
- On a scale of 1 to 10 what note would you give to the second hand clothing stores in Borås?
- What do you think needs to be improved in second hand clothing stores in Borås, in order to make them more attractive in your perception?
- Does the fact that you live in a city like Borås with long tradition on textile influence your perception and your purchase decision towards second-hand clothes? (if yes, ask for an explanation of the reasons behind).

### **Motivational factors towards second-hand shopping**

- What motivates you/would motivate you to buy second-hand clothes in a second-hand store?
- What do you take in consideration when you decide to purchase second-hand clothes? (for those people who buy second-hand clothes).
- How do you feel while/after buying a piece of second-hand clothing? (for those people who buy second-hand clothes).

- How do you perceive the role of second-hand stores for the environment and society?

### **Moderating factors towards second-hand shopping**

- Why do you not buy second-hand clothing? (for those who do not buy second-hand clothes)
- What would it take to make you overcome this barrier?

**Age:**

**Gender:**

**Occupation:**

Before I finish the interview, is there anything else you would like to add or mention about second-hand clothing stores. Or do you have anything to add about your perception towards second-hand stores and second-hand clothing?

### **Conclusion**

If you do not have anything else you would like to add, I will finish the interview. Thank you again for your time. Would you be interesting in receiving a version of my findings by mail later on?

## Appendix 2 The Participants

<b>Participant Number</b>	<b>Participant Occupation</b>	<b>Participant Gender</b>	<b>Participant Age</b>	<b>Date of the Interview</b>	<b>Interview Length</b>
1	Coordinator of the Textile Museum in Borås	Female	32	2018-02-02	01:11:23
2	Retiree	Female	66	2018-03-28	00:46:09
3	Retiree	Female	62	2018-04-02	00:48:23
4	Student	Male	34	2018-04-04	00:45:09
5	Retiree	Male	63	2018-04-05	00:45:00
6	Employed	Female	25	2018-04-06	00:47:23
7	Employed	Male	27	2018-04-07	00:44:50
8	Employed	Female	26	2018-04-07	00:46:50
9	Employed	Male	29	2018-04-08	00:48:19
10	Retiree	Female	70	2018-04-09	00:40:05
11	Retiree	Female	65	2018-04-10	00:43:02
12	Employed	Female	40	2018-04-11	00:49:55
13	Student	Male	26	2018-04-12	00:46:25
14	Employed	Female	61	2018-04-13	00:44:48
15	Employed	Male	60	2018-04-15	00:47:07
16	Owner of a second-hand clothes store	Female	52	2018-04-16	00:54:38
17	Employed of a second-hand store	Female	33	2018-04-18	00:48:15