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Driving Forces Towards Shopping for Second-Hand Clothing

A qualitative study on motivations, moderating factors and
their linkages conducted in Lund

by

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Abstract

The purpose of this study is to investigate the driving forces towards second-hand shopping for clothing. Though literature on this topic already exists, there is still room for further examination, especially when adding other perspectives to it. Therefore, this project is especially concerned with gaining a deeper understanding of the underlying motivations for shopping second-hand, looking into the moderating factors that affect the shopping behaviour in second-hand stores and finding possible linkages between those motivations and moderating factors and also relating them to the existing life-courses. The paper is based on secondary and primary research, providing firstly a thorough literature review, and secondly insights from eighteen interviews from respondents residing in the city of Lund in Sweden. The main findings not only confirmed the existing theory, but also indicated new aspects of motivations and moderating factors and exposed significant linkages between the driving forces. Moreover, the results did not support the expectation of the motivations being dependant on the life-courses, but instead revealed that the motivations emerge from values and personal ideologies of an individual. On the basis of the results of this research a new framework was developed that illustrated the main findings and provided another angle on how to look upon driving forces and other factors.

Key words: Motivations and moderating factors towards second-hand shopping for clothing

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1. Introduction

The process of reusing and the concept of second-hand is gaining traction across the world, and it is worth taking a closer look at the second-hand environment in Sweden. In general, second-hand represents a circulation of used objects that occurs through selling, gifting or donating. Trading second-hand goods, especially clothing exhibit a long history with its roots from the past (Ginsburg, 1980). Over the years its popularity has been growing. For example, due to the rise of the global environmental issues as in order to lessen the impact on the environment, consumers have gained more willingness to reuse and recycle every possible item like clothing, furniture, household items etcetera (Appelgren & Bohlin, 2014; Peattie, 2010). This development has led to dissemination of second-hand trade all over the world in forms of thrift shops, retro and vintage shops, flea markets, yard sales, antiques boutiques and online second-hand shops (Appelgren & Bohlin, 2014).

All the different kinds of shops have its specialty that distinguishes them among each other. In Sweden there are several types of second-hand stores, both not-for-profit charity shops such as Myrorna, Erikshjälpen, Emmaus and Röda Korset, along with some stores that are for profit. The non-profit stores are given used goods from the community which can either go directly to people in need, or indirectly through the proceeds of selling the used goods (Widegren, 2014). For many organizations, the not-for-profit second-hand stores are a way to finance their humanitarian operations and an outlet to also provide a job to those in need (Wihlborg, n.d). Moreover, for consumers gifting items this is a way to donate to charity (Widegren, 2014) and for those purchasing, it can be a way to contribute both to the organization and to the environment by reusing items.

In order to facilitate the charities' missions, the government in Sweden has exempted non-profit second-hand stores from paying the 25% value-added tax (goods and services tax). However, in 2013 to 2015 this was something that was at risk and caused headlines in the news. In the fall of 2013, a law was enacted stating that those charity shops resembling a for-profit store - by operating more than 24 hours a week - would have to start paying taxes in the beginning of 2015 (Wihlborg, n.d). This was something people viewed critically since charity shops were operating on low margins, often with volunteering staff (Wihlborg, n.d). One argument was that taxing goods a second time was unreasonable since they were already taxed when they first were new and sold (Widegren, 2014). Moreover, the need to report and pay taxes would cause a double cost towards money that could go to charity since it would mean increased administration on top of the 25% tax (Widegren, 2014). After some lobbying and arguing, the law that was enacted in January 2015 was abolished starting January 2016 (Berthelson, 2015).

1.1. Second-hand Clothing and its Environmental Impacts

Furthermore, trading second-hand goods has more than just positive humanitarian effects but also environmental impacts. Looking specifically at clothes, many statistics show that the consumption of apparel is steadily increasing, but even more alarming is the evidence of rising disposal of clothes (Ekström & Salomonson, 2014). In Sweden, 62% of the population simply throw away clothing that are still useable when they do not want them anymore (Gustafsson & Ekström as cited in Ekström & Salomonson, 2014). One study suggests that this is approximately 8 kilograms of textiles per person a year that is thrown away while only 3 kilograms are donated to charity (Carlsson, Hemström, Edborg, Stenmarck, & Sörme, 2011). Instead of just throwing away used clothing they could be given to further reuse or recycling.

Looking specifically at used clothing in Sweden, in 2008, approximately 26 000 tonnes of used clothing and textiles were donated to Swedish charities (Carlsson et al. 2011). Of these, approximately 73% were exported either as charity or for sale, while 11% were sold in Sweden and 15% discarded (Carlsson et al. 2011). In addition, in Sweden many retail stores are working together with charitable organisations and try to encourage customers to engage more in the process of reusing clothes (Ekström & Salomonson, 2014). This may be because in conjunction with second-hand clothing, environmental impacts are one of the biggest issues being discussed. Many studies have been conducted in that area and all reveal the crucial fact that the environmental footprint of clothing is relatively high compared to other products (Chapman, 2010).

1.2. Research Purpose

With the current news coverage about second-hand clothing shops and understanding that there are many benefits to second-hand shopping, the interest for this thesis was generated primarily by personal interest. Being students, we found ourselves in need of cheap clothing and goods in general. Having visited a second-hand store we reflected upon what the motivations and barriers towards second-hand shopping could be. After observing the diverse types of consumers in the store, we also wondered what the driving forces could be among these groups and how they could be connected.

In particular, we decided to focus on second-hand clothing. Stated clearly, the purpose of this paper is to study consumption when it comes to second-hand shopping for clothes. Specifically, this thesis will look at the motivations and moderating factors that appear when consumers are confronted with second-hand clothing. We are certain that a further investigation of the motivations can reveal new aspects towards second-hand shopping for clothes and therefore complement the already existing findings, identify changes and add a deeper perspective.

Though there has been much research done already on the motivations of consumers towards second-hand clothing (see chapter two: theoretical framework), there are still areas that have not received enough attention. One of these areas is concerned with the moderating factors. The existing literature pays little attention to it and provides only scarce resources. So far the factors discussed related to contamination of second-hand clothing through the previous owner (Roux, 2006), utilitarian barriers like size and price (Kristoffersson, 2015), personal values (Roux, 2006) and store characteristics such as location or organization of the store (Darley & Lim, 1999; Mitchell & Montgomery, 2010). We however believe that there is much more to the topic that can be explored.

In addition, there has been little attention to how consumers in different life-stages may perceive second-hand clothing and if their opinions change as they age and experience new needs. With that in mind, for this study another goal is to make a contribution by exploring second-hand clothing attitudes of consumers in different life-stages as there clearly seem to be a gap in that area. The literature shows that shopping behaviour can depend on gender (Campbell, 1997; Parsons, 1999; O'Cross, 2004; Arnold & Reynolds, 2006), life-stages and also the age of the consumer (Wells & Gubar, 1967; Seock & Bailey, 2008; Azvedo, Pereria, Ferreira, & Miguel, 2009). We speculated that there could be differences among different life-stages when it comes to buying second-hand items. More specifically, in the context of second-hand shopping, a study has shown that age is positively correlated to the motivations to shop second-hand (Roux & Giuot, 2008). However, a focus on life-stages seems lacking. Due to this, we believe that studying the differences in driving forces in different life-stages can yield interesting information.

By adding the life-stage perspective to our research we hope to be able to provide new theoretical insights into the topic of second-hand by indicating the development of consumers' attitudes over time. Furthermore, looking at the connection between motivations, moderating factors and life-

stages we aim at adding to the available research by looking at second-hand shopping from another angle.

With this paper more insights will be granted in the field of second-hand shopping which will deliver both academic and practical relevance. It will be academically relevant in terms of picking up on already existing literature, providing more data to support previous research and enriching it with other dimensions and important findings. The practical relevance will be seen in the conclusions that would contribute to a better understanding of consumer behaviour and provide guidelines for marketers that work in the second-hand sector.

1.3. Specific Aims and Objectives

Given the research background and that the purpose of this thesis is to research second-hand shopping, in particular the reasons for shopping second-hand clothing the main research question is formulated as follows:

What are the driving forces towards second-hand shopping for clothes among consumers?

Since there is a big variety of research on motivations already we would also like to bring in another perspective, and investigate what might moderate the consumer's shopping behaviour towards second-hand clothing. As such, our specific interest lies in exploring the motivations and moderating factors of consumers when it comes to shopping for second-hand clothing. Therefore the first sub-question looks as follows:

What are the motivations and moderating factors for buying and wearing second-hand clothing?

In order to add another new angle to the research question the second sub-question will be concerned with life-courses. Here the aim is to find out if they have an influence on the driving forces towards second-hand shopping. Accordingly this question will ask:

How do the motivations and moderating factors differ depending on the consumer life-course which can be seen from two perspectives: career life-stage and family life-cycle?

Finally, to get a complete perspective, we would like to look at how these factors are linked to each other. It has been suggested by researchers that there is a correlation between motivations. However, in our opinion where these linkages might be deserve a deeper qualitative examination. This is why we aim at illustrating further existing connections between motivations as well as moderating factors, by posing the last sub-question as follows:

How are the driving forces linked?

1.4. Delimitations:

Now that the main focus of this paper has been clearly stated we have to briefly mention the implicated limitations of our study. Firstly, due to our location the research will be based upon the existing resources in the Lund area in Sweden. This will account for selected the participants. Secondly, we decided to talk only about second-hand clothing as it has not received as much

attention according to the existing literature. Other second-hand goods will be mentioned as well, but more in a comparative manner.

There are many different types of second-hand outlets that might be explored. However, this research will focus on one explicit type, namely retail outlets because that is where the marketing managers can mostly control the marketing mix and as such benefit from this research. In addition, we will be mostly talking about the thrift or charity shops as they are prevalent in our geographic research area. Furthermore, this paper will exhibit a qualitative research as it was decided to be the most suitable method for answering the research question and providing the required insights. However, as such the sample is not representative and since it is a qualitative study, no statistical conclusions can be drawn.

1.5. Outline of the Thesis

This paper has now defined the problem area, the research background, the research issue and objectives. The following section (chapter two) is dealing with the existing literature concerning consumer behaviour in the context of shopping motivations in general, shopping motivations for clothes, and reasons for shopping second-hand. When talking about shopping motivations in general utilitarian and hedonic motivations are outlined and further segmented by many authors (Tauber, 1972; Hirschman & Holbrook, 1982; Babin, Darden, & Griffin, 1994; Arnold and Reynolds, 2003; Kim, 2004). There is also enough research present when it comes to narrowing down the topic to motivations for buying clothes. Driving factors like physiological, socio-cultural, personal, psychological or rational are presented here (Azvedo et al. 2009; Tiggemann & Lacey, 2009). Moreover, the role of clothing when it comes to how individuals perceive themselves and are perceived by others is explained (Karl, McIntyre Hall & Peluchette, 2013).

The main part of chapter two is concerned with the reasons for second-hand shopping and shopping second-hand clothing. Here the research suggests that economical and utilitarian motivations as well as hedonistic and critical/personal motivations can be present depending on the situation (Williams, 2003; Bardhi & Arnould, 2005; Roux, 2006; Guiot and Roux, 2010; Yan, Bae & Xu, 2015). Furthermore, symbolic and ideological values (Roux, 2006) are described when it comes to shopping for second-hand clothing as well as environmental factors (Yan, Bae & Xu, 2015; Guiot and Roux, 2010; Hiller Connell, 2011). Potential moderating factors are discussed as well (Roux, 2006; Kristofersson, 2015). Finally, the chapter concludes with an excursus into the differences in shopping behaviour depending on life-stages.

Chapter three describes and explains the methodology used for this study. Conducting interviews was identified as the best method to answer the research question. In that chapter the target market will also be presented and the criteria regarding life-courses further explained. Furthermore, the method for the data analysis will be illustrated and finally the chapter will conclude with a discussion of reliability and validity. Chapter four will outline the findings in a very descriptive manner following the theoretical framework while chapter five will discuss the empirical findings and what they actually mean. Here in chapter five the research questions will be truly answered. Finally, the thesis will be concluded by summarizing the study, discussing the implications, and providing suggestions for future research.

2. Theoretical framework

In order to get an initial understanding of the driving forces of second-hand shopping, the existing literature about what guides consumer behaviour must be studied first. Thus, this literature review deals with theories concerning consumption behaviour, in particular, motivations because motivations are the reason for behaviour (Hawkins, Best & Coney, 2004). Motivation is the reason why people do something, so in order to understand why consumers shop, examining underlying motivations is crucial. As early as 1985 - after discussing several quite diverse studies about shopping orientations or shopping typologies - did two authors suggest that investigating motivations underlying shopping behaviour would offer a decent conceptual framework (Westbrook & Black, 1985). Subsequently, we will review the literature concerning shopping motivations.

This chapter is divided into six parts. The first section will offer essential insights into consumer motivations for shopping in general to get an overall understanding to shopping motivations. The second sections discuss why consumers may shop for clothes in general, and the third section specifically discusses motives for shopping for second-hand goods and second-hand clothes in particular. The fourth section outlines moderating factors to shopping second-hand goods and clothing, while the fifth explains how there might be differences depending on age and life-stages. In the end of the chapter (section 6) a summary and a framework will be presented that the following research and methodology will be built upon.

2.1. General Shopping Motivations - Looking at the Utilitarian and Hedonic Values

Since Tauber in 1972 published research arguing that shopping was about more than simply a need to purchase a product, there has been interest in exploring both extrinsic and intrinsic motivations to shopping. Thus, one way to look at shopping motivations is to examine the overarching motivations regarding the hedonic and utilitarian values that a consumer receives from the shopping process.

Consumers may find utilitarian value in shopping, and this is seen as a more functional and tangible motivation (Solomon, Bamossy & Askegaard, 1999; Hirschman & Holbrook, 1982; Babin, Darden, & Griffin, 1994), resulting from a more conscious pursuit of the actual outcome of wanting to get something (Babin, Darden, & Griffin, 1994). When shopping with a more utilitarian view, Miller (1998, as cited in Bardhi & Arnould, 2005) suggests that often many of the individual desires take a second stage. However, consumption can also involve fantasies, feelings and fun (Hirschman & Holbrook, 1982) and can be about the actual experience and process (Tauber, 1972) which is the hedonic value (Babin, Darden, & Griffin, 1994; Sherry, 1990). Both motivations exist and can be found in shopping but it seems to be a question of the specific experience or situation to what degree each value is found (Solomon, Bamossy & Askegaard, 1999; Babin, Darden & Griffin, 1994; Dhar & Wertenbroch, 2000; To, Liao, Lin, 2007; Kim H, 2006,).

Since utilitarian and hedonic motivations are more overarching in nature, there have also been further studies on what exactly is constituted as a utilitarian and hedonic motivation for shopping.

The two motivations can be broken down into more specific motivations and many different scales have been developed to measure them. Babin, Darden and Griffin (1994) developed a scale to measure hedonistic and utilitarian value; Arnold and Reynolds (2003) developed a scale to study the hedonic motivation factors and Kim (2004, as cited in Kim 2006) adapted Babin, Darden and Griffins scale to find utilitarian sub-motivations.

When it comes to the utilitarian values related to the outcome, the sub factors of utilitarian value have also been researched further especially in the field of online shopping (Kim, 2006; To, Liao & Lin, 2007). According to one author, utilitarian value has two factors concerned with efficiency, which is about the motivation to save time and resource, and achievement which is about successfully reaching the goal of finding the planned product (Kim, 2006). However, another study related to online shopping identified six utilitarian values of cost-saving, convenience, selection, information availability, lack of sociality, and customized product or service (To, Liao & Lin, 2007).

On the other hand, when it comes to the hedonic motivations, there seem to be many more possible factors as there has been more research conducted since retailers have recognized the need for entertainment as part of their shopping strategy (Arnold & Reynolds, 2003). One particular study found six hedonistic shopping motivations (Arnold & Reynolds, 2003). The first aspect as suggested by Arnold & Reynolds (2003) was *adventure shopping* which is the experiential motivation of the shopping process, and is about the environment, the stimulation, adventure and excitement. A second aspect was about *gratification shopping* which sees shopping as a way to feel good, using it perhaps as stress relief, or to treat oneself. A third possible reason could be *role shopping* which is about shopping for others and deriving enjoyment by finding perfect gifts (Arnold & Reynolds, 2003). The fourth hedonistic sub motivation proposed by the authors was about *value shopping* which concerns looking for value in the shopping, like sales, discounts and bargains and enjoying that process. The fifth was about *social shopping* which is about socializing with friends and family and others during the shopping process. Last but not least, Arnold and Reynolds (2003) suggested that *idea shopping* was the sixth aspect which was about keeping up with trends, new products and innovations.

Yet some specific motivations can be hard to classify. Looking specifically at the motivation of being thrifty (carefully spend and manage the money), Miller (1998, as cited in Bardhi & Arnould, 2005) suggests it falls under the domain of utilitarian motivation. Being thrifty stems from the idea of making a short-term sacrifice now in order to save and reach a future consumption goal (Miller, 1998, as cited in Bardhi & Arnould, 2005). Although, being thrifty can be an end to itself since it makes the shopping act less guilty and a type of moral sacrificial act (Miller, 1998, as cited in Bardhi & Arnould, 2005). In other words, to some consumers, being thrifty means saving money which is a sacrifice, while to others, being thrifty reduces guilt and allows the shopper to buy more. Interestingly, that makes the aspect of thrift shopping similar to value shopping which is a hedonic motivation according to Arnold and Reynolds (2003).

What can be understood from all these various and possible motivations is that some of the motivations are very similar in nature, yet some are completely different, or only existing in one study but not in the other. This further shows that the exact components of either the hedonistic or utilitarian motivations will depend on the specific situation.

2.2. Why People Shop for Clothes

Since our research question concerns second-hand clothing, it is also worthwhile to examine the theory on why people shop for clothes in general. Here the literature provides us with several different factors that further explain people's motivations for buying clothes. In their editorial Azvedo et al. (2009) divide them into physiological, socio-cultural, personal, psychological and rational factors. Depending on the category those factors can be family and friends, workplace, commodity, location, culture, age, occupation, life-cycle stage, financial capacity, way of life and personality (Azvedo et al. 2009). All these factors influence and motivate consumers to buy certain clothes as clothes publicly represent their identity (Kaiser, Chandler, & Hammidi, 2001 as cited in Tiggemann & Lacey, 2009). Hence, some reasons to buy clothing might be to display status, gender, class, political

or religious views, or to show affection for a brand or company, to express a certain lifestyle or to show how the individual's personalities differ from another (Azvedo et al. 2009).

One specific example of why people shop for clothes is revealed by Tiggemann and Lacey (2009) who suggest that the motivation lies in the close link between clothes and the body image. Furthermore, the authors claim that clothes have many different functions and can provide consumers with self-confidence, comfort and style. 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 & Lacey, 2009). However, Tiggemann and Lacey (2009) also mention that this aspect of shopping for clothes becomes less important with age.

On the other hand, according to Azvedo et al. (2009) clothing purchases can also be closely related to fashion as it is a socio-cultural phenomenon that exhibits concrete values of the society. In general, fashion can be defined as a certain style that is popular and prevailing during a specific period of time influencing the consumption behaviour (Midgley & Wills, 1979 as cited in Evans, 1989). Fashion allows the consumers to express their identity, but since fashion resides in a continuous state of changing it also allows the individuals to change their identity or their tastes (Gonzalez, 2007 as cited in Ekström and Salomonson, 2014). What makes fashion so important is that it can express 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 (Azvedo et al. 2009; Evans, 1989). In this context, it can be said that fashion is based on the consumer's emotions and feelings and therefore shopping for fashionable clothes emerges out of pleasure in the first place and not out of need (Azvedo et al. 2009) making the motivation for shopping primarily hedonic.

An earlier article already described the same issues where the author was even able to classify the different kinds of shoppers. In her article Tatzel (1982, p.90) mentions: "In shopping for clothes, people make decisions that directly affect their appearance. The clothes they select become a means for communicating and enhancing personality, attractiveness and social roles". Though being old, this statement still depicts the reality and is the basis for more recent papers that still validate this theory. Furthermore, Tatzel (1982) states that the two factors influencing the buyer behaviour in general are skill and motivation. Those two factors again are dependent on the individual's moods, needs, money resources, environment and etcetera. Based on this, four kinds of shoppers can be defined:

Motivated	The anxious consumer	The fashion-conscious consumer
Not motivated	The apathetic consumer	The independent consumer
	No shopping skill	Skilled

Figure 1: Illustration of the types of consumers as identified by Tatzel (1982)

For the fashion-conscious consumers that possess the skill and the motivation, shopping is a form of spending their leisure time which provide them with hedonic value (Tatzel, 1982). According to Tatzel (1982) those consumers enjoy shopping and do it based on emotions rather than on reason or convenience. The independent consumers are very capable of shopping and know how to dress well but they do not see this activity as very important (Tatzel, 1982). Hence, their motives for shopping are not influenced by emotions, but practicality, where price and quality play big roles (Tatzel, 1982) which is more utilitarian in nature. The next type presented by Tatzel (1982) are the anxious consumers that are quite motivated to shop, but experience difficulties in finding the appropriate clothing for themselves. Therefore, for them shopping comprises positive as well as negative effects (Tatzel, 1982). Finally, Tatzel (1982) names the apathetic consumers that neither like to shop nor have the skill. Those consumers shop only out of convenience, are not interested in fashion, are very price-conscious (Tatzel, 1982) and also seem to find mostly utilitarian value in shopping for clothes.

As mentioned before clothing is a way to express oneself and the choice of certain clothing reflects how individuals perceive themselves. Besides the individual's personal perception, it is a well-known fact that with clothing people can convey a certain impression to others. The studies in that area showed that a certain type of clothing can influence others' impressions of an individual's status, professionalism, credibility, competence, reliability, intelligence and more (Karl, McIntyre Hall & Peluchette, 2013). As such it can be seen that people are very well aware of the self-image they are transmitting (Rucker, Anderson & Kangas, 1999, as cited in Karl, McIntyre Hall & Peluchette, 2013). Thus there are many specific reasons when buying clothing which can help answer the research question of the driving forces of shopping for second-hand clothing.

2.3. Shopping Second-hand

2.3.1. The Concepts

Before delving into the reasons why people shop second-hand, it could first be useful to provide a couple of further definitions of the concepts of second-hand.

The Types of Second-hand Outlets

There are many types of second-hand outlets that include those using a fixed location and act as businesses, and those that are personal, consumer-to-consumer. When it comes to actual second-hand shops, there are also different types such as thrift/ charity shops, retro and vintage shops, children's second-hand shops, antique boutiques and online second-hand shops. These can be both for profit, or not-for-profit. Due to the differences it is worth providing a definition of the type of second-hand shop this paper is specifically concerned with namely thrift shops / charity shops:

"Thrift stores (or, second-hand stores, charity shops) actively seek donated merchandise to be sold in their retail outlets. The proceeds of such sales are then used for mission-specific benevolences (i.e., helping those unable to help themselves)." (Mitchell & Montgomery, 2010, p.94).

The Types of Second-hand Clothing

Second-hand goods (also clothing) can be split into several different groups. In their article Appelgren and Bohlin (2014) state that firstly there is the undesired stuff that is given away for disposal. Furthermore, the authors say that the other side of the spectrum is represented by the antique markets where the used objects possess a very high value. And finally there is the middle ground where objects are bought out of certain circumstances like social status or out of economic necessity (Appelgren & Bohlin, 2014).

In terms of clothing the word second-hand can describe any piece of used clothing no matter its age (Cervellon, Carey, & Harms, 2012). However, depending on the age of the clothing it can be called vintage or antique though it might not necessarily mean for the clothes to be used (Mortara and Ironico, 2011 as cited in Cervellon, Carey, & Harms, 2012). Nevertheless, second-hand clothes can be seen as vintage if they were produced between 1920 and 1980 and every piece produced before that can already be called antique (Cornett, 2010, as cited in Cervellon, Carey, & Harms, 2012). According to Appelgren and Bohlin (2014) another type of second-hand is called retro which has some similarities to vintage but specifically concentrates on forming an identity. Moreover, the authors claim that these described types of second-hand clothing especially carry the value of uniqueness and nostalgia in themselves.

2.3.2. Reasons for Shopping for Second-hand

Now that the concept of second-hand has been further defined, it is also important to look at the theory available regarding motivations for buying goods and clothing second-hand to get an understanding of the possible driving forces for buying second-hand clothing. This section has compiled available theory on motivations towards second-hand shopping for clothing and items in general and has been structured based upon overarching motivations. In particular the organization of this section has been highly influenced by the overall themes of “Economic Motivations”, “Hedonic Motivations” and “Critical Motivations” as presented in the study by Guiot and Roux (2010). Roux and Guiot were interested in learning about the motives and antecedents of buying second-hand and created a scale to measure the psychological and material motives for second-hand shopping (Roux & Guiot, 2008; Guiot & Roux, 2010). Using a full research method from explorative qualitative interviews to quantitative surveys they found and tested motivations and antecedents, and developed a scale to measure this (Roux & Guiot, 2008; Guiot & Roux, 2010). In 2010 they found that there were three overarching motivations to second-hand shopping which were economic motives, hedonic/recreational motives and critical motivations. According to the theory we collected, these motivations also seem to be present when buying second-hand clothing with a few extra dimensions specific to apparel, such as the fact that clothes can represent symbolic values and the fact that there is a potential barrier because someone else used to wear the items.

Economic Motivations & Utilitarian Purposes

For several years, the predominant belief was that the motivations for going second-hand shopping were mostly due to economic factors (Williams, 2003) because clearly, shopping second-hand is cheaper than buying new. Customers can get the used goods at a cheaper price and as such the economical factor has to be tempting, especially to those who are price sensitive. There has been a fair amount of research supporting that the economical factor is very influential when buying second-hand items in general. For example, a very recent study on a master’s level indicated that the construct of price was the most important factor when shopping second-hand (Alam, 2014).

Economic Necessity

A study by Williams and Windebank (2000) showcased that those who were in poor financial conditions purchased second-hand goods out of necessity and economic reasons rather than because shopping second-hand was a first choice. Thus, while not all shoppers are poor, financial struggles might drive the economic necessity motivation for shopping second-hand (Williams, 2003; Alexander, Cryer & Wood, 2008; Mitchell & Montgomery 2008). Williams (2003) suggests that there has been a type of split in the research where some researchers felt that a certain part of the population shopped second-hand primarily for economic reasons while others argued that the more affluent

population went second-hand shopping for the hedonistic value. However, he argues that these two types of motivations are not mutually exclusive and co-exist, though he admits that the primary motives will still be either one or the other depending on the economic situation of the consumer (Williams, 2003).

Further corroborating this is a study by Alexander, Cryer and Wood (2008) that confirms that second-hand customers are diverse and that those with lower economic ability shop second-hand for the price. However, they show that (at least in the UK) there are target markets with higher wealth factors that visit second-hand shops. Much in line with Williams (2003), Mitchell and Montgomery (2008) suggest that these are the ones that are motivated to shop second-hand for hedonic values. In addition, Roux and Guiot note that the hedonic motivation is correlated with income levels (2008).

Fair Price and Gratificative Role of Price

In 2010, Guiot and Roux suggested that the desire to get items for a fair price, or the desire to get more for less (gratificative role of price) were two economic motivations. In 2008 they also suggested that frugality - price concern and being frugal - were positively correlated to economic and critical motivations to shop second-hand, while though in 2010, Guiot and Roux could only show that frugality was correlated to critical motivations to shop second-hand.

There has also been research supporting that the economic factor is either a prime motivator when buying second-hand clothing in particular (Björling, 2014; Kristoffersson, 2015), or at least a significant motivator (Yan, Bae & Xu, 2015; Cervellon, Harms, & Carey, 2012; Roux & Guiot 2008; Guiot & Roux, 2010). Somewhat similar to Guiot and Roux, Cervellon, Harms, and Carey (2012) compare antecedents towards vintage clothing shopping versus second-hand shopping, and suggest that the strongest antecedent to shopping for second-hand fashion lies in how frugal the consumer is. According to the authors, frugality impacts the concept of bargain hunting, which in turn significantly influence the intention to purchase second-hand clothing. Yan, Bae and Xu (2015) also suggest that price sensitivity is one of three factors that influence how often a young adult would shop at second-hand clothing stores (Yan, Bae & Xu, 2015).

Bargain Hunting

Some consumers also specifically want to look for bargains and Cervellon, Harms, and Carey (2012) stated that the aspect of bargain hunting was a motivator to shop second-hand. In general, looking for bargains is an economic motivation as it is related to the price of the item. In a study by Guiot and Roux (2010), the aspect of looking for bargains was classified as an economic motivation in their exploratory qualitative research. However, this motivation was very closely linked to the wish to pay less, and did not actually make it to their scale and was considered a more marginal motivation (Guiot & Roux, 2010). Nevertheless, it can still be considered a specific motivator. Moreover, through these studies, it becomes clear that economic motivations should be a driver to buy second-hand clothing.

Utilitarian Purpose: Specific Purpose

In addition, from a more utilitarian perspective, a study by Mitchell and Montgomery (2010) suggests that if we see the consumer as a rational decision maker, then two utilitarian reasons for consumers are to seek value/ save money, or because they needed a specific item for a specific event. Moreover, the actual function of the clothing, for example, if it is for a special event, is also an influential factor (Roux, 2006).

Hedonic Motivations

However, just as motivations for shopping in general have both utilitarian and hedonic aspects, there has likewise been research suggesting that hedonic motivations are also present in regards to second-hand shopping. As early as 1990 did one author attempt to explain the sociocultural significance of the American flea market and showcased that there were both hedonic and utilitarian because flea-market visitors enjoyed searching, bargaining and socializing (Sherry, 1990). Another study using car boot sales as a case study also supported the fact that second-hand shopping motives can be both hedonic and utilitarian (Stone, Horne & Hibbert, 1996).

Treasure Hunting

Interestingly, in the context of shopping in second-hand stores, the study by Bardhi and Arnould (2005) suggests that being economically motivated to be thrifty and treating oneself is not mutually exclusive. However, it should be noted that in their methodology they targeted representative thrift shoppers. Their study, much like Williams' (2003), supports that thrift-shoppers can derive hedonic pleasure out of shopping in second-hand stores; it is fun and exciting to them, a sort of hobby and finding items fulfils their desires (rather than needs) for luxury items and collectibles (Bardhi & Arnould, 2005). Moreover, shopping in second-hand stores helps consumers to be thrifty which makes them feel more moral / less guilty about indulging and treating themselves (Bardhi & Arnould, 2005). According to Bardhi and Arnould (2005), this is because they are making a sacrifice by saving money now for the future and because the goods they buy are rated as second-level quality.

However, in the sense of value shopping and looking for bargains, or a good deal, this process can become like a treasure hunt which is a hedonic motivation for shopping second-hand (Roux & Guiot, 2008, Guiot & Roux, 2010). This is where the second-hand shopper likes looking in second-hand outlets hoping to come across a real find (Roux & Guiot, 2008, Guiot & Roux, 2010). However, it should also be noted that the motivation of treasure hunting can provide both hedonic value and utilitarian value when thrift-shopping. The hedonic value comes from enjoying the actual process of the treasure hunt to find unexpected goods at a bargain price and the utilitarian value comes from shopping for a purpose, finding the right piece and deriving value and a sense of achievement from their success (Bardhi & Arnould, 2005). However, following Guiot and Roux (2010), we have left it as a primarily hedonic motivation. On the other hand, one study by Cervellon, Harms and Carey (2012) suggests that the aspect of treasure hunting does not have an impact on second-hand shopping for clothes.

Nostalgia

Another possible hedonic motivation to shop second-hand is related to the previous owner. Roux (2006) points out that the clothing in particular can take on symbolic meanings and be an extension of the self. The first case where this can happen is when the consumers know who the previous owner of the clothing was, especially when they were friends or family, and so these new clothes take on special meaning (Roux, 2006). However, this does not work when it comes to actually shopping for clothes in a second-hand store since the new customer does not know the previous owner and has no attachment to the previous owners' old clothes.

In this case, receiving memories out of the clothing is also possible in a sense that when buying particular used clothing, perhaps from a certain era, the consumer can derive nostalgic value out of the clothing and find meaning in the clothing from when it was produced or for whom it was

produced (Roux, 2006). This is a motivation that Roux and Guiot in 2008 and 2010 also found; respondents could find the hedonic value by being attracted to older things rather than new, either because they were old and had a history, evoked the past, or were authentic. In addition, Roux and Guiot also confirmed that nostalgia is an antecedent to the hedonic/recreational motives for second-hand shopping (Roux & Guiot, 2008; Guiot & Roux, 2010). On the other hand, Cervellon, Harms and Carey (2012) argue against this and suggest that nostalgic proneness does not have a significant impact on second-hand shopping for clothes.

Social Contact

The study by Roux and Guiot (2008) and Guiot and Roux (2010) also found that the hedonic motivation of social shopping (shopping is about socializing with friends, family and others during the process by Arnold & Reynolds, 2003) is also present when shopping second-hand. However, based upon their scale, this seemed more related to meeting and talking to new people rather than the social network a respondent brought with him/her. In addition, they also suggested that this motive was more present when buying adult second-hand clothing rather than children's clothing (Roux & Guiot, 2008).

Originality

Furthermore, Roux and Guiot (2008) and Guiot and Roux (2010) suggested that the desire to buy original or unique items that others do not have or that cannot be found in regular stores is also a hedonic motivation. Based on their description, these objects may be attractive because they can express the consumer's identity (Guiot & Roux, 2010) which has similar aspects to Roux's (2006) motivation of social comparison shopping.

Critical Motivations / Personal Ideologies

While we have talked a lot about the economic, utilitarian and hedonic motivations, there are other types of motivations present that relate to personal ideologies. For example, according to Yan, Bae and Xu (2015) college students in the United States wear second-hand clothing because both price and personal factors are influential. They found that college students who bought second-hand clothing were more environmentally conscious and were motivated to wear used clothing to be green and express a 'vintage look' (Yan, Bae & Xu, 2015).

These are types of personal values that partly concern general reasons for shopping for clothing, but are also reasons to specifically buy previously owned clothing. These ideologies we can connect to the ideal self as mentioned by Roux (2006) where he argues that when consumers wear second-hand clothing, the clothing can take on symbolic meanings and extend the self in a positive way. As stated above, it can do so via the contamination factor and the nostalgia. However, when the consumer essentially sees clothing as objects free of associations with the previous owners and memories, the motivation connected to the ideal self comes from the current value the clothing gives (Roux, 2006). This value can come from two types of motivations, one that is related to the social comparison shopping and the other to how the clothing is connected to the ideologies (Roux, 2006). The latter, we have related to critical motivations as suggested by Guiot and Roux (2010). Critical motivations they say lay in an attitude of being critical towards the conventional market system and is another dimension of motivations to shop second-hand.

Ideal Self: Social Comparison Shopping

There are two types of orientations related to social comparison shopping which relates to the social image that is connected to clothes and enacting smart shopping. The former factor is about the aspiration to not just have unique items, but to be unique and showcase their identity, and as such second-hand clothing is a way of standing out (Roux, 2006). This relates to the reasons why people shop for clothes in general. To them it is about “differentiation, personal style, and originality more than the pursuit of standards of ‘good taste’ and social norms” (Roux, 2006, p.32). However Cervellon, Harms, and Carey (2012) suggest that the need for uniqueness, and fashion involvement does not have a significant impact on second-hand shopping for clothes. On the other hand, Yan, Bae and Yu found that the self-expression factor attached to the perception that second-hand clothing is vintage was one of the three factors that influence how often a young adult would shop at second-hand clothing stores (Yan, Bae & Xu, 2015). In addition, in the qualitative phase of Guiot and Roux’s (2010) study, they also showed that the concept of “congruence” - that items matched the consumer's personality - was a motivation to buy second-hand. Moreover, to further substantiate that, Guiot and Roux also validated the hypothesis that consumers with the antecedent of a “need for uniqueness” were more motivated overall to second-hand shop. Second-hand goods were a way for them to differentiate themselves and enhance their social image by obtaining characteristics of the unique item (Guiot & Roux, 2010).

The second factor related to comparison shopping is the smart shopping behaviour (Roux, 2006). In this context, Roux (2006) further builds upon the economic motivation of the affordability to get clothing of high social value and relate it to the consumer projecting a certain image to the society. When consumers are motivated by smart shopping, they buy luxurious and branded items at a low price because they want to reflect a certain standard of living, or “status” (Roux, 2006). This may be because they are sensitive to what others may read into their appearance and how they are being judged by society (Roux, 2006). In a slightly different orientation, Roux also points out that there seems to be a paradoxical feeling towards this. There are some consumers who would not buy branded products in general because they find less value in brands. However, according to the authors, these consumers are pleased that they are smart enough to buy brands at a lower price and in a sense deceive others making it a type of social ruse (2006).

Ideal Self: Critical Motivations: The Environmental Motivation

Certain consumers also purchase second-hand clothing due to ideological considerations; they are concerned about the scarcity of resources and as such want to reject waste and consumption (Roux, 2006). This is a motivation that Guiot and Roux (2010) termed critical motivations as by buying second-hand, they avoid throwing away usable things and fight waste. To them, purchasing second-hand clothing is in line with their personal values since it contributes to the reduction of waste and as such they are saving resources (Roux, 2006).

In the study by Guiot and Roux (2010) the aspect of environmental concern was first found in the qualitative explorative survey and themed into ‘Ethics and Ecology’ which was coded as a ‘critical motivation’. They explained that the finding was related to ethical and ecological concerns that had to do with reusing still usable items, and being sustainable. However, in our opinion once it was brought into the quantitative research and moved into a scale, the emphasis on the environment was lost and this dimension of ethics and ecology covered solely two aspects that only implicitly related to the environment (Guiot & Roux, 2010). The two variables were 1) “I enjoy buying second-hand because I don’t like objects being thrown away that can still be of use,” and 2) “by buying second-hand, I feel I’m helping to fight against waste” (Guiot & Roux, 2010, p.361). This does not adequately cover the possible environmental motivations, and in the motivation of distancing oneself from the system, the environment is not directly correlated either (see below).

This is something we feel can be further linked with environmental motivations and there has been some research on how the motivations specific to the concern of the environment affect second-hand shopping for clothes. Overall, there is evidence that there is a rise of an environmental concern regarding fashion which in turn impacts consumers' purchases for clothing (Beard, 2008). The question is if this environmental awareness and green concern are a motivator for buying second-hand. There has been suggestions already from 1985 that environmentally conscious consumers can try to decrease waste by purchasing second-hand clothing (Stephens, 1985 as cited in Hiller Connell, 2011). In addition, there has also been some brief suggestions in 1987, 1988 and 1985 that the concern for the environment has increased the motivation to buy second-hand items (Yan, Bae & Xu, 2015). However, since then the environmental concern trend has grown considerably.

Beard (2008) implies that with the rising interest in eco-fashion there has been a rise in the second-hand and vintage clothing market. On the other hand, he seems to suggest this also has to do with buying vintage and unique items, along with the feelings of superiority that a consumer can get when buying something both vintage and eco-friendly (Beard, 2008). More recently a qualitative study by Hiller Connell (2011) proposed that consumers who are environmentally concerned and already engage in eco-conscious apparel acquisition behaviour are very likely to shop at second-hand stores for clothing. Yan, Bae and Xu (2015) also suggest that young adults who buy second-hand clothing are more environmentalists than non-shoppers. On the other hand, they mention that environmentalism does not seem indicative of how often a shopper would buy second-hand clothing. Moreover, they also suggest that just because a student is concerned with the environment it does not necessarily mean that the student is very informed about environmental-related issues nor will act upon their attitude (Yan, Bae & Xu, 2015).

Critical Motivations: Distance from the System

In the finalized scale by Guiot and Roux (2010), they also show that motivations for buying second-hand in general can be linked to the critical motivations of consumers wanting to distance themselves from the system. They avoid the conventional channels, and either escape the consumption system, enact a sense of revenge on the consumption system, or distance themselves from the consumer society (Guiot & Roux, 2010). This is because they have a critical attitude towards the current market system (Guiot & Roux, 2010).

Second-hand Shopping for Children's Clothing

Second-hand shopping for children's clothing represents another dimension of second-hand shopping. Research suggests it is due to the certain specifics of the children's clothing market that the attitudes and motivations can differ in comparison to adult second-hand clothing (Gregson & Crewe, 1998). The most important fact named by Gregson and Crewe (1998) is that children's clothing have a very short life span within one household as children grow out of their clothing very fast and the younger the child is, the faster this growth happens. Hence, this clothing, though already used, can still be almost new. That contributes to an active recycling of children's clothing which was already present in the 19th century and which still is an ongoing procedure (Gregson & Crewe, 1998). The garments are either passed on from one child to another within the family or exchanged among children whose parents are friends with each other (Gregson & Crewe, 1998). Furthermore, Gregson and Crewe (1998) state that car boot sales, second-hand and charity shops offer even a greater variety of children's clothing. Moreover, when it comes to branded apparel and keeping in mind the fact that the second-hand garments for children are almost new, parents are able to make a great deal out of it buying a bunch of good quality and fashionable clothes for their children for a good price (Gregson & Crewe, 1998) In addition, Roux and Guiot (2008) also mention that buying used

children's clothing is motivated by economic motives, by personal ideologies of fighting throwing away still useful things, and engaging in anti-consumption (Roux & Guiot, 2008). However, Gregson and Crewe (1998) also mentioned that parents are more critical towards the quality and the first cycle of consumption when buying garments for their children.

2.3.3. Moderating Factors to Shopping Second-hand

Now that we have reviewed a plethora of literature concerning the possible motivations to shop second-hand, along with overall reasons for shopping in general and shopping for clothes, it is time to look at the theory concerning moderating factors in order to be able to fully answer our research question regarding driving forces.

The Factor of Contamination by the Previous Owner

Roux (2006) points out that the feeling of contamination of the previous owner can be both positive and negative, but it seems to be a question on how the consumers view clothing. For instance, for some consumers, used clothes are associated with being too "contaminated" by the previous owner (Roux, 2006). To those consumers, clothing is an extended part of the self where the clothing truly symbolizes the owner, so even when discarded the "contamination" of the old owner cannot be washed away (Roux, 2006). However, contamination can also have a sense of the hygienic aspect. The more the previous consumer has touched a product the less likely consumers are to purchase it, and as such the contamination factor is a reason to avoid second-hand clothing (Yan, Bae & Xu, 2015). In addition, according to Yan, Bae and Xu (2015), it is also a factor that influences how often a young adult would shop at second-hand clothing stores: the more contaminated second-hand clothing seem to be, the less students will shop at second-hand stores. This is also supported through findings from a bachelors' paper by Kristoffersson (2015) who found that a barrier to buying second-hand clothing was the concept that second-hand clothing was unhygienic.

Utilitarian Moderating Factors

In addition, while the economic motivations were discussed quite thoroughly in the literature and then by us, when it comes to clothing, O'Reilly, Rucker, Hugest, Gorand and Hand (1984) suggest that price alone is not enough of a factor to make a consumer buy a piece of second-hand clothing. Moreover, for a few respondents the prices at second-hand stores are actually too high in comparison to some new clothing in regular stores (Kristoffersson, 2015). Therefore consumers may look at the value (cost / benefit) of merchandise (Mitchell & Montgomery, 2010). The selection available in terms of finding something the respondent likes that both is nice and the right size are also factors that can act as barriers (Kristoffersson, 2015).

Consumers also look at the quality of the merchandise (Mitchell & Montgomery, 2010). Therefore the perception that there is quality merchandise at the second-hand store should increase the frequency of visits (Darley & Lim, 1999). In clothing this can mean that the saleability of used clothing is moderated by the condition of the clothes, along with its level of fashion (Winakor & Martin, 1963, as cited in Roux, 2005; O'Reilly, 1984).

Store Characteristics

Store specific attitudes such as the store image also influence a customer's frequency of visits to a second-hand store (Darley & Lim, 1999). Moreover, the visibility of the store and the past experiences as a shopper also work as information sources for the prospective shopper (Mitchell & Montgomery, 2010). As such, store characteristics seem to be a moderating factor. In particular

when it comes to evaluating the shops, the consumers look at things such as the store location (Alam, 2015), if it is convenient, and the cleanliness of the store and surroundings which also includes how well organized the displays are (Mitchell & Montgomery, 2010). Furthermore, consumers also value friendly store staff that are attentive to the customers' needs (Mitchell & Montgomery, 2010).

Personal Values

Taking another perspective than contamination, utilitarian moderating factors or store characteristics, there are also consumers who feel that the concept of thrift through second-hand clothing is a negative thing. To them, buying second-hand does not represent thrift and saving money, but it represents a failure in the ability to buy new items (Roux, 2006). In addition, there are also consumers who do not feel that second-hand clothing adds uniqueness, but the exact opposite where wearing someone else's clothes make them feel less unique (Roux, 2006).

Guiot & Roux (2010) also suggested that those who are less concerned about physically owning material goods are more critically motivated overall to second-hand shop. As such, we assume that it works in reverse: those who are more concerned about physically owning material goods are less critically motivated overall to second-hand shop and that they are less critical of the conventional system.

2.3.4. Possible Correlations of Driving Forces

In sum, just as suggested with reasons for shopping in general, it can be seen that there are a lot of different motives for buying second-hand clothing. It depends on the people being asked and the specific situation the consumers find themselves in. For example, as part of the purpose for creating a scale to measure second-hand motivations, Guiot and Roux (2010) were also able to identify four second-hand customer segments depending on the level of motivation found in each segment. This then would be indicative of the types of products bought, channels frequented and types of behaviour exhibited (Guiot & Roux, 2010).

Moreover, some consumers are more motivated to second-hand shop than others and there has been research conducted to understand thrift mavens (Christiansen & Snepenger, 2005). These so called thrift-mavens are consumers who second-hand shop quite frequently and have a lot of information about the second-hand market (Christiansen & Snepenger, 2005). Moreover, they also like to share this information and promote second-hand (Christiansen & Snepenger, 2005) which is quite important as recommendations from family and friends is an important source of information for second-hand shoppers (Mitchell & Montgomery, 2010).

As noted, for some the economic reasons may play a bigger roles, and those with poorer economic situations may buy second-hand clothing primarily for economic reasons (Williams, 2003). It can be said that the study by Yan, Bae and Xu (2015) was regarding college students, and the study by Kristoffersson (2015) suggested that the cheap price was the primary motive for young adults buying second-hand clothing. Furthermore, even when it comes to moderating factors, there can be differences. It was found that young college students in the US were also less likely to have negative perceptions about the clothes being contaminated by the previous owners (Yan, Bae & Xu, 2015).

While the economic, utilitarian, hedonic and personal values / critical motivations may exist in different degrees and some motivations may play a stronger role depending on the specific second-hand shopping outlet, there exist strong correlations across the utilitarian, hedonic and critical motivations (Guiot & Roux, 2010). For example, when it comes to second-hand stores, the hedonic motive and the critical motivations seem to be bigger drivers for visiting second-hand stores (Roux & Guiot, 2008; Guiot & Roux, 2010). It is also suggested that the three motives work in tandem to

strengthen the motivation to shop second-hand due to the dissatisfaction of the traditional retail outlets (Guiot & Roux, 2010).

Furthermore, the studies by Roux and Guiot (2010) also examined the motives effect towards certain behaviours such as recycling, browsing and impulse shopping and found that some of these motivations were related to these behaviours. For instance, they found that critical motivations were positively related to recycling behaviour, but economical motivations was negatively related. On the other hand recreational motivations was positively related to browsing behaviour and economic and recreational motivations was positively correlated with behaviour of impulsivity (Guiot & Roux, 2010).

2.4. Life-course Changes

As the literature on motivations suggests, the driving forces can vary depending on the person and as such, it is now time to look at the theory regarding life-courses. This is so we can gather understanding about the possible life-course changes so we can answer one of our sub-questions.

It is been a common practice to segment the consumers by age in order to try to understand the differing needs and attitudes of consumers. This is because age is a way to numerically understand, organize and label individual lives and experiences and general expectations about the life-course (Settersten Jr., 2003). "Age is also often linked to personality attributes and behavioural dispositions, conceptions of the self, and processes of self-regulation, coping, and goal setting" (Settersten Jr., 2003, p.81). However, age is not always an indicator of behaviour, attitudes, needs and life-stages as what happens in life is not a set recipe, nor linear. As such, there can be a lot of variation of lifestyles, attitudes and needs within a particular age group.

Life-changing events affecting a personality and needs may have happened at different ages to different people (Moschis, 2003; Elder, Johnson & Crosnoe, 2003) and family life-cycles in particular can be cyclical like for example when someone remarries (Schewe & Meredith, 1994). Due to this, segmenting the market by age can be quite ineffective since needs can be caused by life-changing events and circumstances (Moschis, 2003) so it is also important to understand that people have different attitudes and behaviour and driving forces depending on the life-stage that a person is in (Wells & Gubar, 1967). For example, certain needs are related more to age than the life-cycle like those related to the physical changes that come with aging, however it is equally clear that other needs such as children's related products have to do with life-cycles rather than the age of the parent (Wells & Gubar, 1967).

Because age is not always related to needs, it is important to look at life-stages. To define life-stages, we can start by looking at the definition of "life-course" by Elder, Johnson and Crosnoe (2003) as that is how we in this paper think of life-stages. Elder, Johnson and Crosnoe (2003) define the life-course as "consisting of age-graded patterns that are embedded in social institutions and history. This view... emphasizes the implications of social pathways in historical time and place for human development and aging" (p.4). In this definition they also specify that "social pathways are the trajectories of education and work, family and residences that are followed by individuals and groups through society" (2003, p.8) and that "trajectories, or sequences of roles and experiences, are themselves made up of transitions, or changes in state or role" and "involve a change in status or identity" (2003, p.8).

Taking their definition and simplifying it, we see life-course as a period in an individual's' life which is primarily shaped by the experiences the person has gone through including things such as education, work, family and the social life which often, but not always, is connected with age.

Considering the research question of motivations, and moderating factors towards second-hand shopping, it is first important to see if and how the needs, attitudes and motivations and behaviour changes in the shopping context in general. Hawks and Ackerman (1990) for instance, showed that the shopping behaviour differed depending on age and that for example, the younger adults (under 35) were more brand conscious when it came to their shopping styles compared to respondents in two-parent family households. In addition, Hawks and Ackerman also showed that when it came to the way that respondents used information when purchasing also differed depending on which life-stages they were in. Moreover, in their article, they also discussed who the respondent would involve when making purchase decisions and how that changed by existing life-stages as well.

Furthermore, age differences also exist in fashion clothing involvement and this was something O’Cass (2004) discussed along with the effect of materialism and gender. According to O’Cass’ (2004) study, females and younger respondents are more engaged in fashion clothing which supposedly leads to a perception of having more knowledge which positively affects consumer confidence when making decisions. Azevedo et al. (2009), also mention that the age and life-cycle contribute to consumers having special needs that affect their clothing purchasing behaviour such as children needing suitable clothes for their age and physical activities and the fact that the type of work may affect the causality or formality of the clothing. In addition, there was recently an explorative study indicating that the consumer behaviour of women related to clothes shopping also varies with age (Shchudro, 2011). The study suggests that older women shop less for the sexual attraction factor, because of recreational reasons, or out-of-need reasons and instead seem to value comfort, and care for the material (Shchudro, 2011). On the other hand, younger women tend to shop more often, care about brands yet are more price conscious (Shchudro, 2011).

In addition, the study shows indications that influences towards clothes shopping in the form of information sources also change in women depending on their age (Shchudro, 2011). Moreover, another study by Roux and Guiot (2008) corroborates that age is also positively correlated to the motivations to shop second-hand. From these examples it can be clearly seen that the life-course can affect shopping behaviour and as such it is worthwhile to see if it does affect second-hand shopping behaviour for clothes as well.

2.4.1. The Life-stages

While it is conceptually easy to understand that the life-course can affect motivation and behaviour, the question of how to categorize lifecycles uniformly across all research is quite difficult and has been since the life-cycle concept was introduced to marketing (Wells & Gubar, 1967, Hawks & Ackerman, 1990). From that we can see how categorization by age makes it possible to under-evaluate important personal characteristics. Following Settersen Jr. (2003) this paper takes the stance that, life-course can essentially be divided into two types of transitions, one which is related to the career stages and the other which is related to the family life-cycle. Based upon these stages, there are existing age norms (Settersen Jr. 2003); however, in our opinion, this needs to come secondary to the transition due to the fact that life is not linear.

When it comes to the life-stages related to work, one modern view has it divided into three essential stages of education and training for work, continuous work activity, and then finally exiting the work (Settersten Jr., 2003). These life-stages are also quite related to age as people have to go through a certain amount of school at certain ages. In Sweden, for example, primary school (grades 1-9) is mandatory and generally starts at the age of 7, and three years of “high school” is also considered normal. However, there is the time-period where a young adult can decide between full-time work and secondary school, or other options such as traveling. This is when the age structure can become

looser, and people can also take a break in their works and go back to school. Moreover, while the common accepted retirement age is 65, this is also becoming flexible.

Without considering age, when just looking at the transitions that an adult can go through in the work related life-stages, Settersen Jr. (2003) has identified 5 types of educational / work transitions: 1) Exit full-time schooling, 2) Enter full-time work, 3) Settle on career/job, 4) Peak of work career, 5) Reach retirement.

The family life-cycles are even less age-structured especially in modern times as people can marry whenever, divorce, re-marry, have children in later stages, or even choose to never have kids at all. With that said, there are transitions in the family life-cycle. For the family-lifecycle, Settersen Jr. (2003) has also identified six types of family transitions in adulthood: 1) Leave home, 2) Return home, 3) Marry, 4) Enter parenthood, 5) Complete childbearing and 6) Enter grandparenthood.

2.5. A Whole Perspective - The Framework

2.5.1. Motivations

As can be seen in the previous sections, there are a plenty of possible motivations, and moderating factors and these are speculated to vary by life-course. However, before delving into the method to research the driving forces, it is important to summarize the theory so that it is more manageable.

Given the indication of connectivity and that none of listed motivations above seem to contradict each other we can summarize all these motivations in a framework. We will do this strongly following and adapting Guiot and Roux' model (2010) as nearly all of the motivations are listed and are to begin with neatly organized in a hierarchal model (See figure 2 for their model).

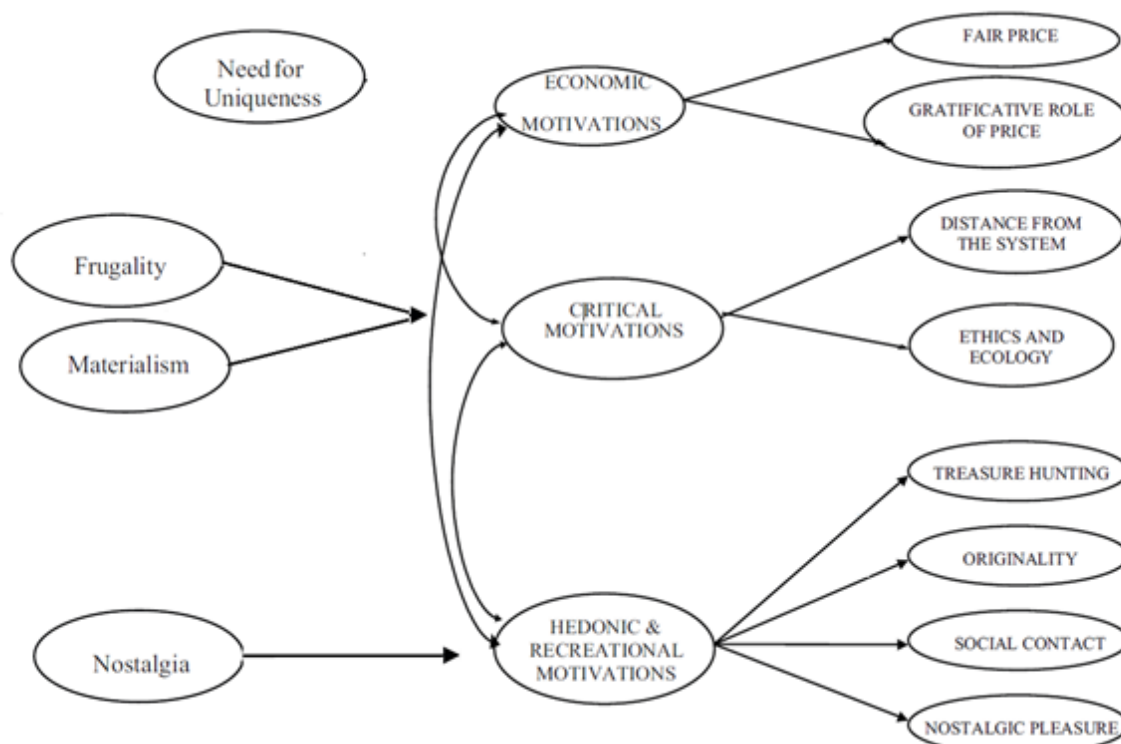


Figure 2: Guiot and Roux' hierarchical motivations to second-hand shopping, as adapted from Guiot and Roux (2010, p.360).

Moreover, the scale to measure motives to second-hand shopping as developed by Roux and Guiot in 2010, give a nice guideline on where the motivations belong. (The particular scale can be found in appendix A). Combining their model and scale, and all the available theory, we can summarize the motivations as follows and also illustrate them in a framework as seen in figure 3:

Overarching Motivation #1: Economic Motivations

The *economic motives* concern price considerations and values from buying second-hand and reflect four dimensions of economic necessity, fair price, gratification role of price, and bargain hunt.

Economic necessity is about the need to buy second-hand due to the economic situation the respondent is in (Williams & Windebank, 2000; Williams, 2003; Alexander, Cryer & Wood, 2008) while *fair price* concerns the desire to pay the right price or a better price (Guiot & Roux, 2010; Alam, 2014; Björling, 2014; Kristoffersson, 2015; Yan, Bae & Xu, 2015; Cervellon, Harms & Carey, 2012).

Gratificative role of price is about the ability and desire to get more for less when buying second-hand (Guiot & Roux, 2010). Finally, looking at Guiot and Roux (2010) division of looking for bargains, the *bargain hunt* concept is particularly about bargains, findings at great prices and not just 'fair' prices.

Overarching Motivation #2: Utilitarian Motivations

In the *Utilitarian purpose* there is one motivational aspect of looking for *a specific purpose* when going second-hand shopping for a specific reason such as an event (Mitchell & Montgomery, 2010; Roux, 2006).

Overarching Motivation #3: Hedonic Motivations

The underlying motivation of *hedonic value* is about being motivated to shop-second-hand due to the pleasure derived from the process (Roux & Guiot, 2008; Guiot & Roux, 2010) and has four components, treasure hunting, nostalgia, social contact and originality.

Treasure Hunting is about enjoying the process and finding something new and exciting that is good deal (Roux & Guiot, 2008; Guiot & Roux, 2010; Bardhi & Arnould, 2005) while the motive of *social contact* stems from the concept that second-hand shopping provides an outlet where the consumer can to talk to other people (Roux & Guiot, 2008; Guiot & Roux, 2010) or socialize with friends and family (Arnold & Reynolds, 2003).

On the other hand, consumers can be motivated by *originality* and these people hope and love to find objects not everyone has or that are not in normal shops (Guiot & Roux, 2010) while those motivated by *nostalgia* prefer to buy old things because they have a past and are more authentic (Roux, 2006; Roux & Guiot, 2010).

Overarching Motivation #4: Critical Motivations and Personal Ideologies

Critical motivations / Personal Ideologies are about the motivation that buying second-hand represents a way to allow the consumer to shop following their ideologies and personalities. These motivations cover the concepts of distance from the system, ethics and ecology, environmental concerns, and social comparison shopping which consists of social image and smart shopping.

Distance from the system is about the attitudes that second-hand shopping is a way to anti-consume and distance oneself from the system /escape the system of consumption (Guiot & Roux, 2010) while the motive of *ethics and ecology* concerns the personal ideologies of not throwing away things that are still useful (Guiot & Roux, 2010; Roux, 2006). More specifically, consumers may have *environmental concerns* if they mention environmentalism specifically (Roux, 2006; Hiller Connell, 2011; Yan, Bae & Xu, 2015).

From another perspective, there is the motive of *social comparison shopping* which has two components as proposed by Roux (2006). The author suggested that a *social image* is connected to clothes because clothing express identity and consumers want to be unique (Roux, 2006; Guiot & Roux, 2010; Yan, Bae & Xu, 2015). However, consumers may also like to enjoy engaging in *smart shopping* where they are motivated to buy 'luxury' second-hands goods to project a certain status to society (Roux, 2006).

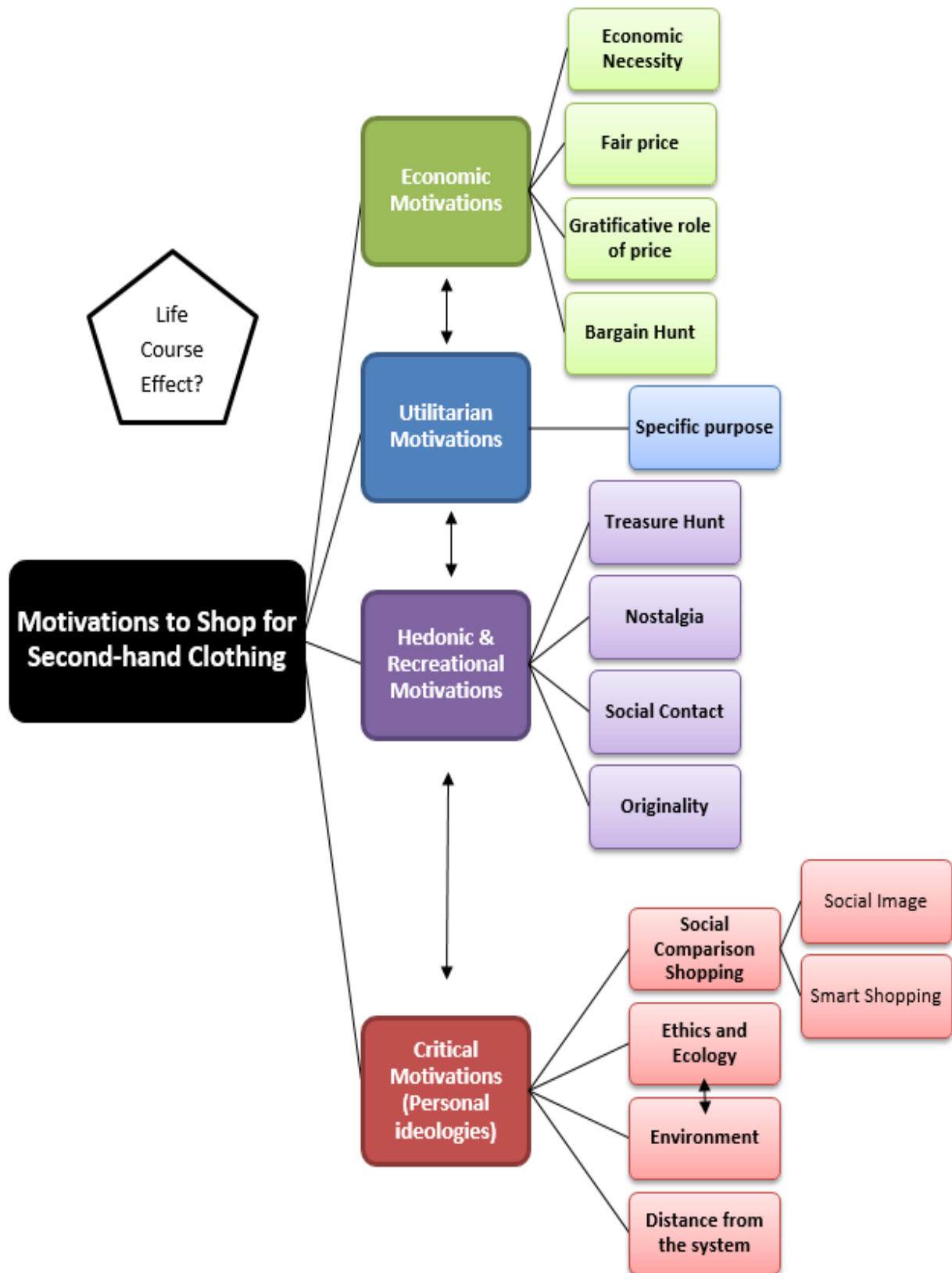


Figure 3: Framework summarizing the theoretical motivations stemming from the literature

2.5.2. Moderating Factors

Overall, there seems to be a focus on the reasons why consumers buy second-hand and a little less focus on moderating factors. However, the existing possible reasons for not buying second-hand clothing can be summed up as follows and can be seen in figure 4:

Moderating Factor Type #1: The Contamination Factor

The moderating factor of *contamination* is when consumers see that the clothing has been contaminated by the previous owner and cannot be washed out (Roux, 2006). This factor has two sides, which is the personality aspect and (un)hygienic aspect.

If consumers see that clothing extends the self and that personality is still in the clothing this is the *personality aspect* (Roux, 2006) but if consumers feel that even though washed, it is less fresh, this is the *unhygienic* concern (Roux, 2006; Yan, Bae & Xu, 2015; Kristoffersson, 2015).

Moderating Factor Type #2: Utilitarian Moderating Factors

These factors relate to the outcome of buying clothing such as the fact that the clothes need to be the *right size* and in a *good condition* (Kristoffersson, 2015) and preferably *fashionable* as the less fashionable clothing is, the less saleable it might be (Winakor & Martin, 1963, as cited in Roux, 2006).

Moderating Factor Type #3: Store Characteristics

The previously mentioned *store characteristics* that influence shoppers can be divided as follows: *store location* where consumers look for the convenience of location, the *cleanliness of stores and surroundings*, well *organized merchandise*, and *friendly staff*, who are attentive to needs (Mitchell & Montgomery, 2010).

Moderating Factor Type #4: Personal Values

Personal Values are related to the personality aspect of what used-clothing can mean to the consumer or how the consumer is as a person. This has three aspects to it which are: a failure to buy new, unoriginality and materialism.

To some consumers, buying used clothing can represent a feeling / an image of a *failure* in the consumer's ability to *buy new* clothing, while for some buying someone else's clothes can also mean the consumer is *less original* and unique (Roux, 2006).

Finally, a consumer concerned about *materialism* and owning more might be less motivated to buy second-hand (Guiot & Roux, 2010).

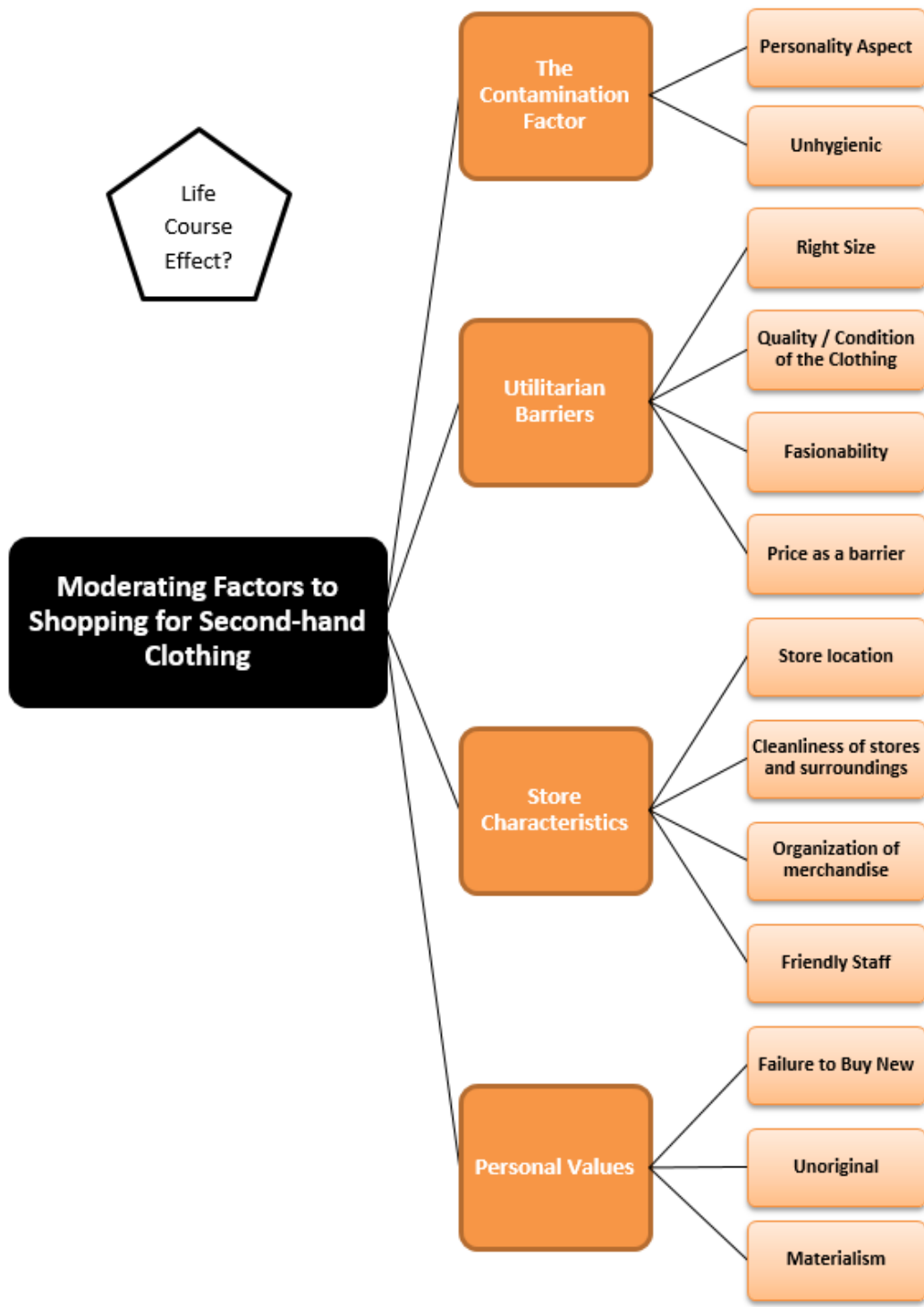


Figure 4: Framework summarizing the theoretical moderating factors stemming from the literature

3. Methodology

In order to answer the research question “*What are the driving forces towards second-hand shopping for clothes among consumers?*” and its sub-components, market research had to be conducted.

Based upon the research question the objects of the study were motivations, attitudes, beliefs, barriers and behaviour. Given the predominantly intangible nature of the objects of study, the best way to gather empirical data was by listening to the words as given by the target market describing and explaining their motivations, attitudes, beliefs and behaviour. This chapter will first present the research approach and explain why semi-structured interviews was the chosen method. The chapter will also discuss the sampling method, how participants were recruited and how the interviews were executed. Furthermore, the target group will be defined and explained, followed by an overview of the actual respondents. The chapter will also outline the data analysis process and then conclude with a discussion of the reliability and validity of the method.

3.1. Research Approach

Method itself is an important part of the path from the asked research question to the actual answer. It represents the different ways of collecting the needed data and producing knowledge (Svensson, 2016). Though there are already many instructions on how and what to do, method is still about creativity and reflexivity (Svensson, 2016) as each research question requires its unique method that consists of already existing strategies as well as modifications or combinations of them.

When choosing the approach to method, we made the decision to neither go fully inductive nor completely deductive, but to combine a mix of the two. In the deductive approach the hypothesis is based on theory and results in the confirmation or rejection of this theory while the inductive approach starts directly with observations and aims at developing a theory in the end (Bryman & Bell, 2011). Since the study started by gathering and reviewing existing literature to guide the research, the study utilized a deductive method. However, the research was also inductive in nature due to the goal of generating new insights and theory in this relatively new research field of second-hand shopping.

Furthermore, in deciding which specific form to use for the research both the qualitative and quantitative approach were considered. In general, qualitative methods involve asking “How” and “Why” and have the ability to further uncover things that were not known, while quantitative methods are more about counting and measuring the variables. Bryman and Bell (2010) also suggest that the qualitative method is more inductive in nature, while quantitative is more deductive as hypotheses have to be created and tested. While both methods have their strengths, based on the research question, and the objects of study, we decided to use the qualitative method to truly uncover and delve deeply into the potential perceptions, attitudes, motivations, barriers and reported behaviour of the target groups.

3.2. Research Design

There are three main ways of collecting qualitative data, through language, such as interviews, focus groups and diaries, through observation (ethnography) and through interaction with the individuals or groups (Easterby-Smith, Thorpe & Jackson, 2008). However, the method chosen was to use one-on-one in-depth interviews as they are probably the most popular form of qualitative method (Bryman & Bell, 2011) but more importantly because it is a method to “uncover underlying motivations, beliefs, attitudes and feelings on a topic,” (Malhotra, 2010, p.185). As the research

question is concerned with driving forces, this was a natural fit. This decision was made based upon the ability of going further in depth and uncover non-verbal clues (Easterby-Smith, Thorpe & Jackson, 2008) if conducted face-to-face. Furthermore, it also allowed for more flexibility on time and the place to conduct the interview based upon our time and budget limitations, compared for example to a focus group.

3.3. Interviews

When choosing which type of interview to use, we looked at the advantages and disadvantages of the three different types of research interviews: the structured interviews, the semi-structured interviews and the unstructured interviews. According to Bryman and Bell (2011) the structured interviews have very strict borders in terms of questions, order of questions and answers as they aim at providing the same interview stimulus to each interviewee and aggregating the interviewees' replies. This can easily take upon the more quantitative approach (Easterby-Smith, Thorpe & Jackson, 2008). Moreover, the standardized procedure of the structured interviews ensures a proper execution that contributes to less error and higher validity (Bryman & Bell, 2011). In comparison to the structured interviews the qualitative interviews (semi-structured and unstructured) show a completely different approach as they are more flexible. The unstructured interviews on the one hand, resemble more a conversation as the respondent can answer freely and the interviewer can ask follow-up questions if it seems important (Bryman & Bell, 2011). The semi-structured interviews, on the other hand, are a combination of the two previously described types. Though the interviewer has a list with questions - the interview guide -, the interviewee is basically free in the way of responding. Further exceptions can be made here, for example, changing the order of questions or adding new questions during the interview that are not in the list (Bryman & Bell, 2011; Easterby-Smith, Thorpe & Jackson, 2008).

Given the three different types of interviews, it was decided that utilizing the semi-structured interview was the right approach since it contained advantages from both of the other two. The semi-structured interview provided a certain structure and ensured that all the topics of interest were covered, but allowed for flexibility to explore new topics and perspectives, along with the ability to ask follow-up questions to lead to deeper insights and ask questions to understand the context.

3.4. Data Collection Method

3.4.1. Recruiting Participants

The participants were recruited via a non-probability sampling technique where they were chosen based upon the personal judgement of the researchers rather than by chance (Malhotra, 2010). While a probability sample using a random sampling technique would allow for better generalizations of the target market, a non-probability sample can still allow one to make inferences (Malhotra, 2010) and theoretical generalizations.

In the non-probability sampling method there are four types of sampling methods: convenience sampling, judgmental sampling, quota sampling, and snowball sampling. All four techniques were considered and two methods were used: a modified method of the snowball sampling technique and the judgmental sampling. A snowball sample uses the method where the first few respondents normally are selected randomly, and where the researchers then ask the participating respondents to refer other respondents who would be suitable for the study until enough participants have been reached (Malhotra, 2010). In this case, however, the respondents were first found by the use of the author's personal network for convenience.

For the purpose of this study this provided many advantages. First the use of the personal network improved the ability to convince potential respondents to participate in the time-consuming interviews, and it provided greater openness of the respondents towards the interviewer and willingness to share personal information. However, potential consequences of using the personal network is that it can become less representative and might introduce bias on the answers since only people in the network have the possibility of being chosen to participate in the interviews (Easterby-Smith, Thorpe & Jackson, 2008). However, one of the primary objectives and advantages with using this technique is to find respondents with similar characteristics (Malhotra, 2010) and in this case this was respondents who second-hand shopped for clothes.

In order to boost the sample, and to reduce the chance of bias introduced by only using the personal network and allow more people to participate, the judgmental sampling was used as well. In this procedure, we visited second-hand stores in Lund and selected participants based on who was visiting the store and looked suitable. This had the advantages of being low cost, convenient and rather quick. However, this method also introduced bias in the sense that criteria in who was asked to participate was arbitrary and based upon personal judgment depending on the looks of the customers in the store. Mostly we asked consumers to participate who we thought might say yes, which was based on the criteria if they were shopping alone, looked to be in our target group, and overall looked like they were friendly and not in a hurry. In addition, while we did not use quota sampling per say - as that involves first determining the proportion of the characteristics needed in the population and then often determining quotas based on the proportions (Malhotra, 2010) - we had a general minimum quota of how many respondents per target group would be needed. This was in order to have an even amount of respondents in each life-stage.

3.4.2. Execution of the Interviews

Interviews can be executed in person or by telephone and both have their advantages and disadvantages. Face-to-face interviews make the interview more personal and let both interviewer and interviewee develop a better connection. This allows the researcher to easier ask sensitive questions and furthermore, it allows for observation which makes it possible to notice the interviewees' mood and decide how to handle them (Bryman & Bell, 2011). However, telephone interviews are in general cheaper and faster to execute (Malhotra, 2010) and the absence of the interviewer's personal presence can be an advantage because during face-to-face interviews this might be a disturbing factor for the interviewee and might influence the answers (Bryman & Bell, 2011). Moreover, the telephone interview does not have limitation where both interviewee and interviewer need to physically be in the same location.

However, based upon the sampling method, and the fact that all respondents lived in the Malmö or Lund area, we asked all respondents for a personal interview. To make it as convenient and comfortable for the respondents as possible, the specific location was flexible. For us it was much more natural to have face-to-face conversations, especially since the participants were people we had just established a connection with. As such, the focus was on furthering that connection and managing the interview. Personal interviews gave us the ability to have the most amount of control of the conversation by allowing for more flexibility and the improved ability to read the situation and respond to it. As time and cost was not an influential factor, the benefits of a telephone interview did not come in. In addition, personal interviews also had the advantage of an almost unlimited time frame (Bryman & Bell, 2011), though this was not something we needed.

3.5. The Interview Guide

In order to conduct the semi-structured interviews, an interview guide had to be designed and the questions and topics written. We decided to have an interview guide that covered the three different topics of personal motivations, general attitudes towards second-hand shopping and the barriers. General questions that we would ask were written and more specific probing questions were prepared (see appendix B). The research design was based on open questions where interviewees could answer freely how they wanted (Bryman & Bell, 2011). Avoiding putting the respondents into fixed boundaries would contribute to unusual responses, exploring of the salience of issues for interviewees as well as gaining knowledge in an unknown area for researchers (Bryman & Bell, 2011). As such, we would learn what they actually thought was important based upon initial responses without being guided in a specific direction.

To improve the research we placed emphasis on our personal demeanour towards the respondent (Yin, 2011). To remain ethical and increase the respondents comfort, the interview used non-leading questions, and language relevant to the responses. Furthermore we gave them time to answer the questions, never judged, were attentive to what they were saying and stayed conscious of their comfort level to avoid stressing them.

3.6. The Target Group

To determine the target groups four several aspects were considered: 1) Country of residence, 2) Life-stages, 3) Gender, and 4) Second-hand shopping habits.

First of all, since the research is based in Sweden the target group consisted of Swedes or people residing in Sweden. Secondly, and perhaps more importantly, based upon the theory findings supporting differences in life-stages and noting that second-hand shopping can be of interest to various types of demographics and psychographics, the profiles of the target groups had to be determined. At this point we looked primarily at the life-courses, but also considered gender and second-hand shopping habits.

3.6.1. Life-courses

Since different life-stages have an influence on the consumer buying behaviour, it was decided to segregate the respondents into different life-course groups. In the life-course section we followed Settersen Jr's model (2003) for transitions and used his research on normative structuring of the life-course to help determine the life-stages. In his research Settersen Jr. (2003) offers two different types of life-stages: the career-related life-stages and family-related life-stages. We decided to look into both of them as they could provide different perspectives and uncover relevant connections and relations to the motivations and moderating factors.

Career-related Life-stages

Using Settersen Jr's research (2003) of life-course transitions as inspiration by combining and modifying certain stages, we have come up with four adult career related life-stages: students, young professionals, professionals in their prime and retirees. These stages follow a semi-ordered progression with suggested ages as guidelines. It should be mentioned here that we chose to exclude the primary education section, as they are not legal adults yet and may be influenced by their guardians. At this point age was considered since in the career life-stage there are more formal age norms and expectations.

Students:

This life-stage represents the phase when the respondent is studying full-time. The student may have a part-time job, or not, but their education is their main occupation. This life-stage generally begins in Sweden earliest at the age of 17. According to Settersen Jr. (2003) the average deadline to exit this stage is around 26. Noting however, this is very flexible in modern society as people may take a break from the traditional school trajectory, and go back to school whenever they want, we have not placed a ceiling on the age.

Young professionals

In this paper, we have loosely defined young professionals as those who currently are in the workforce full-time, and are in the first early stages of their career. They have not reached the peak of their career yet. Using Settersen Jr.'s (2003) guidelines, we have chosen to make average deadline for both men and women around 40 years of age.

Professionals in their prime:

Professionals in their prime are those who are in the later stages of their careers but have not chosen to exit the workforce yet. Continuing from the young professionals, this group starts around 40, but has no formal ending age as this depends on when the individual chooses to retire.

Retirees

In this life-stage the individuals have chosen to exit the workforce. In Sweden the traditional age to collect pension is 65, however, individuals may choose to retire earlier without collecting pension, or later as well.

Family Life-cycle

For the family-lifecycle, based upon Settersen Jr.'s (2003) six types of family transitions in adulthood, we have identified five types of adult family-life-stages once the adult has moved into his/her own home. These are the stages of being unmarried, living together as common-law or married, parenthood, empty nesters and grandparents.

To further explain, in the life-cycle of being *unmarried*, this is when an adult has moved out from home the first time, but not yet moved in with a partner. Once a respondents lives with a significant other, but do not have children they are living together as *common-law or married*. However, once consumers have children living at home they are in the *parenthood* life-cycle. This course could actually be further specified into more life-stages by, for example age of the children, or a question if it is a two-parent household or only one (Hawks & Ackerman, 1990) but for the sake of this study, this was not done. On the other hand, *empty nesters* are those where a parent has had children, but the children do not live at home anymore and neither do the children have any children on their own. Finally, consumers can also be *grandparents* where they have grand-children.

However, since there exists less of a formal age structuring when it comes to family life-cycles, we chose to not include age norms, even though they in some degree still exist (Settersen Jr., 2003). Though we included the family life-cycle in our research we did not attach any quotas to consumers with or without children. The argumentation behind it was that we intended to ask the respondents about their shopping habits when it comes to buying clothes for themselves and not for their children. Nonetheless, respondents who had children were asked about their attitudes towards

shopping for their children and if those motivations differed in order to find useful results in the area of second-hand shopping for children's clothing which was also part of our theory.

3.6.2. Gender

At this point a decision had to be made concerning the inclusion and division of gender. Gender is not just given through physiology, but represents a sociocultural construct that contains ideologies and norms for masculine and feminine behaviour (Otnes & McGrath, 2001). We believe there are many stereotypes describing female and male shopping activities and shopping is perceived to be more of a female rather than male activity. Confirming this stereotypical view, there have been several studies over the years, indicating that there are gender differences regarding shopping (Campbell, 1997; O'Cross, 2004; Arnold & Reynolds, 2006; Seock & Bailey, 2008).

According to Campbell (1997) shopping desire for men evolves only from a certain need where rationality and efficiency play an important role while women are not only guided by a need but also find recreational value like pleasure in the process (Arnold & Reynolds, 2006). In 1999, Dholakia, confirmed that gender has a strong effect on clothing shopping and that women shop more often than men and that women even play a role in shopping for clothing for men, though it is the men who play the primary role when shopping for their own clothes. This may be because female shoppers also tend to be more involved in fashion clothing (O'Cross, 2004).

The differences in gender also occur throughout different life-stages as well since people are all bound by certain sociocultural standards. A study on college students shopping orientation provides the evidence for the gender differences in that particular life-stage (Seock & Bailey, 2008). Seock and Bailey (2008) found that female students have higher shopping enjoyment and more shopping confidence than male students, while the latter showed a higher concern with convenience and being time conscious. Another study even suggests that in second-hand shopping gender difference exists and that more women than men visited charity shops and purchased more goods (Parsons, 1999).

Though there have been a lot of studies indicating fixed gender roles and their specific impact on shopping behaviour, those male and female roles still fluctuate and change. This happens in particular in the Western cultures through different changes in the society over time, like the increase of women in the workforce, changing division of household labour, urbanization and shift from physical to mental competency (Otnes & McGrath, 2001). This finding made us wonder how prevalent the stereotypes were and if this should guide our methodology. A recent study also showed that over the years there has been a rise of a new male identity that added some feminization to masculinity (Gupta & Gentry, 2015). It revealed that nowadays men are more interested in fashion and actively engage in consumption of clothing and shopping (Gupta & Gentry, 2015; Otnes and McGrath 2001) and beauty products moving away from more typical masculine stereotypes (Gupta & Gentry, 2015). As such, the decision was made to not blindly follow stereotypes and exclude males in our target market. Instead we decided to let the respondents be chosen naturally by who was available. Furthermore, in the context of second-hand shopping, a study by Christiansen and Snepenger (2005) suggests that there is no gender difference among thrift mavens (those who are thrift-shop experts).

3.6.3. Second-hand Shopping Habits

Finally, one more criteria was included into the description of the target group - a range of people who frequently buy second-hand clothing to people who never buy second-hand clothing. We

considered it necessary to look at different typologies, as the former would provide us with a whole range of driving forces for second-hand shopping behaviour while the latter would particularly be able to grant insights into the moderating factors towards buying second-hand. In the end it was decided that both categories of respondents would be asked about second-hand shopping with a slight change in wording for the group of people who do not buy second-hand. However, the respondents were heavily skewed towards those who either identified themselves as shopping for second-hand clothes, or who had recently visited a second-hand shop.

3.6.4. Target-group Summary

Our target market can be summarized as people from the four following groups of frequency of buying second-hand clothing, gender, family life-cycle stage and career life-stage.

Table 1: The target group

<p>Frequency of buying second-hand clothing</p> <p>Do not buy second-hand – Buy second-hand</p>	<p>Gender</p> <p>Female / Male</p>	
<p>Family Life-cycle Stage</p> <p>Single</p> <p>Common-law / Married</p> <p>Parents</p> <p>Grandparents</p>	<p>Age</p> <p>Not limited</p> <p>Not limited - 40</p> <p>40 - Not limited</p> <p>Not limited</p>	<p>Career Life-stage</p> <p>Students</p> <p>Young professionals</p> <p>Professionals in their prime</p> <p>Retirees</p>

3.7. An Overview of the Respondents:

Overall, 18 respondents participated in the interviews which were on average approximately 35 minutes in length. The interviews occurred during the dates of April 5th - 21th in Lund and Malmö. Most of the interviews took place in Lund, and nearly all were in public locations. Some interviews were conducted outside, one in the respondent's home and several were in a cafe. In addition, the interviews were conducted in English where possible; however, a few respondents were more comfortable with Swedish and this was accommodated.

While we had no pre-determined targets of male or female, the participants were heavily skewed towards women as there were a lot more women present at the second-hand stores and all respondents that were referred to us were female. The only males that were interviewed were in our immediate network.

The distribution of the life-stages was even by design. However, it should be noted that one respondent has been placed in the young professional life-stage as she currently was in a middle place of having been in the workforce full-time for several years, but was back to school though not actively studying.

In total we have interviewed 14 females and 4 males. The ages ranged from 24 to 72 years of age. Among those participants, when looking at their career life-stage four were students, five were young professionals, five were in their late career and four were retired. However, when looking at it from the family life-cycle perspective, five of them were single, four were living with their partners, five were parents, and four were grandparents. For the complete details of the respondents, please see appendix C.

3.8. Method of Data Analysis

Once the data has been collected, the next key components of any research is the analysis of the data as it reveals the findings and allows us to make comparisons to the theory and to draw conclusions. As we were conducting interviews in the form of audio material we first needed to transcribe them in order to properly analyse the information. This led to the result of having text-based data for the analysis (Guerin, 2015).

When deciding how to structure our analysis, we were guided by the definition provided by Miles and Huberman (1994) as it was brief and very clear. The authors divided the procedure into three major sections: data reduction, data display, and conclusion drawing and verification. Thus the steps for us were to sort out, organize, simplify, transform and summarize our data into useful patterns so that we would be able to draw conclusions in the later stages (Miles and Huberman, 1994). Furthermore, we followed a step-by-step guide for the thematic analysis developed by Braun and Clarke (2006) consisting of six phases that help researchers to identify themes. We adopted their approach and followed the steps in a free manner, adapting it as suggested by the authors to our own research question and data. As a result, we familiarized ourselves with the data first (as suggested in step 1), generated initial codes by coding relevant features in a systematic way (step 2), searched for themes by putting the codes into appropriate themes (step 3) and finally united phase four “reviewing themes” and phase five “defining and naming themes” as we were doing it simultaneously. While the first five steps were done during the analysis of the findings the sixth step that was concerned with relating back to the research question and the literature was completed during the discussion of the findings. The guide is displayed in the appendix D.

However, in order to create themes, we first used the concept of coding as it is the way to combine and differentiate the data and relate parts of it to each other (Miles and Huberman, 1994). In their book, Miles and Huberman (1994, p.56) provide a good definition of coding that explains its essence: “Codes are tags or labels for assigning units of meaning to the descriptive or inferential information compiled during a study. Codes are usually attached to ‘chunks’ of varying size – words, phrases, sentences or whole paragraphs.” During the process of data reduction we have assigned codes to different references from the collected material according to the given definition and in compliance with the specifics of our research.

According to Guerin (2015) the approach when analysing data can either be deductive or inductive. The inductive approach is concerned with assigning the themes due to interpretation of the collected data (Guerin, 2015). In our analysis we however, decided to predominantly go with the deductive approach that allows us to determine themes according to the previously gathered theory (Guerin, 2015). Since our literature review already provided us with most of necessary themes and codes it was a logical conclusion to stick to the theory where possible and use the inductive approach where

it was not. It can also be said that we have used the template method for our analysis that by definition from Robson (2002 as cited in Guerin, 2015) implies developing codes in advance that are then applied to the data gathered. It can be said that in this step we moved from the first level of coding to the second one which is called pattern coding as stated by Miles and Huberman (1994) where first level codes are summarized into bigger, overarching constructs or themes.

In order to find this pattern and structure our data when going through it, we applied the thematic analysis as it appeared to be the most suitable for our purposes and for how we were planning to structure our results. Mainly, the thematic analysis helps with identifying themes as well as with organizing and describing the data (Braun & Clarke, 2006). At this point the most important concept of the thematic analysis - namely the theme - should be explained some more. In their article Braun and Clarke (2006, p.82) define it as follows: "A theme captures something important about the data in relation to the research question, and represents some level of patterned response or meaning within the data set."

To simplify the analytics process, especially the process of data reduction, we used the software NVIVO. This is an analysing software that basically allows users to import data, for example in the form of text documents, code different parts of it and structure it (Welsh, 2002). Due to the great variety of tools provided by the program, we were able to create useful coding, sort out the references, build hierarchies and generate graphs and tables. Though it might seem very quantifying, it depends on how the program is used. For us NVIVO was a way to structure and manage our data to create easy accessible and well organized results. With 18 interviews that we had to analyse it would have been almost impossible to structure it the way we could in NVIVO and the software essentially helped us with following the thematic analysis guide.

After importing all the transcribed interviews into the software, naming them after the participants and assigning them a certain career-related and family-related life-stage, we manually went through each interview and coded important parts according to the existing framework from the literature review where possible (see appendix E for an example of a screenshot). Then we sorted our findings, created themes and were able to have a better visual presentation of it. For identifying the differences among life-stages we also used NVIVO graphics that were able to summarize the amount of quotes that mentioned a certain topic (see appendix F). This allowed us to draw comparisons and important conclusions.

3.9. Reliability and Validity

Now that the method of data collection and analysing has been outlined, it is important to look at the integrity of the study that the methodology brings. In qualitative research the concepts of reliability and validity are especially concerned with the quality and the trustworthiness of the study (Golafshani, 2003; Bryman & Bell, 2011). In addition, the replication ability of the study can also be evaluated; however, reliability and replication are two relatively similar criteria as they deal with the question if the study, the measures, and the results can be repeated (Bryman & Bell, 2011).

According to Bryman and Bell (2011) validity is the most important criteria to measure the integrity of the results and conclusions of the research. It asks if questions actually measure the right things, if the findings are credible, transferable to other contexts, and other times, and if there is objectivity (Bryman & Bell, 2011). "A valid study is one that has properly collected and interpreted its data, so that the conclusions accurately reflect and represent the real world ... that was studied" (Yin, 2011, p.78). Furthermore, it is explained that higher validity can be ensured through the generalizability of findings as it enhances quality in qualitative research (Patton, 2001 as cited in Golafshani, 2003).

In addition, according to Yin (2011), there are also three objectives to building trustworthiness and credibility in a qualitative study. The first is to keep the research transparent by clearly documenting procedures, so that reviewers can clearly understand what have happened and how the researchers made decisions and came to conclusions (Yin, 2011). Moreover, this is also a way to increase the replicability of the study. Yin (2003) also suggests that the research should be executed methodologically which primarily means following research procedures, not being careless and having sound reasoning for making decisions which we always considered during our research. In addition, when presenting the work, a final objective for trustworthiness and credibility lies in adhering to evidence (Yin, 2011). In other words, we as researchers need to be honest in reporting findings and only draw fair conclusions based on that data.

Considering all the criteria of reliability, replicability, validity, transparency, methodological adherence and adhering to evidence, we have done our best to ensure a methodological approach that follows these concepts to have a sound and ethical research approach. To begin, we undertook a very comprehensive, methodological and thorough literature review which also helped with the reliability aspect of providing theory to support the construct of the interview guide. Then to execute the method rigorously and completely, all life-stages and life-courses were chosen to fully answer the research question. Moreover, we did our best to behave with integrity, to not be biased or dishonest with picking respondents and utilized two methods to recruit a wider array of participants.

When interviewing respondents, we clearly told them they would be anonymous, asked them for their permission to record the interview, and moreover, we never pressured them to answer questions if they felt uncomfortable. Furthermore, to ensure the reliability and validity of the answers as a confirmatory method, we also asked a projective question about what they thought of others who second-hand shopped for clothing. Here we heard answers that were in line with the rest of the statements and where respondents sometimes perceived other second-hand shoppers to be like themselves. Moreover, as interviewers we also tried to be as neutral as possible, and not bias the questions, nor introduce bias when recording the answers (Malhotra, 2010).

When we got to the point of analysing, we were guided by the checklist for the criteria of a good thematic analysis of Braun and Clarke (2006) as much as possible which was recommended by Guerin (2015) (see appendix G). First we transcribed the interviews thoroughly at a high detail level. Then we went through each transcription and coded the data thoroughly, inclusively and completely where themes were generated, checked against each other and the original material several times to ensure they were coherent, consistent and distinctive. When we analysed the data, we interpreted it carefully ensuring it made sense, was convincing and well-organized and this we did without rushing the process. Moreover, we have been careful in not being biased with previous theory when interpreting the answers (Easterby-Smith, Thorpe & Jackson, 2008) or when drawing conclusions.

Finally, to be transparent and increase the possibility of replicability, we have clearly documented our reasoning and methods. The interview guide is available in the appendix, and the recordings, transcriptions and NVIVO file are available on request.

4. Findings

This chapter will present the findings of our research in a rather factual manner. All the gathered material was sorted, organized and analysed, and now the results will be exposed in an analytical order following the literature review where possible. The gathered information from the interviews opened up the whole spectrum of all the different existing motivations and moderating factors provided by the theory. The participants have touched upon almost every aspect presented in the theoretical framework and they have also essentially added to it. First, we will reveal the results found on motivations going through each one of them and their subcategories showing both the already existing ones as well as the new ones that came out after the analysis. The same procedure will be followed when presenting the moderating factors.

4.1. Motivations

4.1.1. Economic Motivations - a Deeper Understanding of Fair Price and Gratificative Role of Price

The economic motivations seemed to be important among almost all the respondents although only three respondents mentioned economic motivation as their primary motivation. In addition, only two others firstly associated second-hand clothing with the word 'cheap'. However, 16 out of 18 respondents mentioned at least one of the economic motivations while 14 out of 18 respondents were especially concerned with the *fair price* aspect. The *gratificative role of price* and the *bargain hunt* were equally mentioned by almost half of the respondents. The *economic necessity* was present as well, but was only directly expressed by four people.

"Sometimes I find clothes that are very cheap in second-hand shops but it's very expensive in ordinary shops."

"I think buying second-hand is also like, hunting and feeling of like, buying a bargain, finding a bargain."

"If you buy something cheaper you can buy more things."

"I haven't got much money."

There were two angles on how the respondents looked upon fair pricing. First of all, as already mentioned above it was about the clothing being "*cheap*". A new angle that we discovered was brought in through the connection that the consumers made between *quality and price*.

"Like really good quality stuff for less than I could find at H&M."

"If you can pay less and get the same quality."

Moreover, when talking about the *gratificative role of price* the participants pointed out three factors as well. One was concerned with getting *more for less*. The other revealed that there is *less justification* needed when buying second-hand. The consumers did not feel the need to legitimize their purchase because not a lot of money was spent on the items. Finally, people were careless with buying clothing that might not fit or match at the end, but the economic aspect and the fact that the money spent went to charity seemed to be strong enough to outweigh every possible problem with

the clothing. We identified this finding as a separate part of gratificative role of price and coded it as *an unnecessary purchase due to a good cause*.

“If you like something you can afford it. I don’t have to think of like ‘the shoes do I really need them, do I really want them?’”

“I don’t feel like I have to overthink it that much because it’s not that much money.”

“And then also that the money you pay if you don’t like the thing that you buy ok it goes to charity organization. I prefer that.”

Table 2: Economic motivation - findings

Economic Motivations			
	Fair price	Gratificative role of price	
Economic Necessity	<ul style="list-style-type: none"> • <i>Cheap Price</i> • <i>Quality and Price</i> 	<ul style="list-style-type: none"> • <i>More for less</i> • <i>Less justification is needed</i> • <i>Unnecessary purchase due to a good cause</i> 	Bargain Hunt

4.1.2. Hedonic Motivations and its New Aspects

Under hedonic motivations the most mentioned aspect was the *treasure hunt* followed by *originality*, *social shopping* and *nostalgia*. The consumers explained that they did not expect to find something in particular, but when they went to a second-hand store, they experienced different feelings like for example the feeling of suddenly finding something they really liked, or seeing clothes that were not mainstream but something special, or discover a piece of garment that reminded them of the past.

“You’re not looking for anything but then you just find like gold sometimes.”

“You can find like more interesting stuff not mainstream.”

“I’m even enjoying myself because you can see “oh that’s the one thing I used to wear 20 years ago” and so on, so it’s a bit of amusement too.”

When analysing this part we realized that the participants who were talking about their hedonic motivations also spoke about their expectations of shopping second-hand. It resulted for us in a logical connection of those two. It can be seen in the following quotes how they closely relate to the previously mentioned hedonic motivations.

“Second-hand shopping is more like opportunities and you can’t really plan it so much, as much as I could in other stores. It’s more oh you happen to find something that you like and you buy it.”

Another aspect that added to the enjoyment of the process of shopping was found in having social contact and sharing the experience with friends or family.

“Going with somebody who likes second-hand stores is a pleasure. It’s sharing some interest that we’re both in.”

A new finding for us however was that the consumers also went to second-hand stores as *inspiration for work*. We have found that people whose jobs require creativity like architects or designers look for inspiration at second-hand stores because there they can see and discover a lot of different things that they have never seen before.

“So with second-hand stores it’s a lot all at once and I find that would be creatively stimulating for my work. So there are many times when I see something in a second-hand shop and I’m able to apply that to what I do in my studio.”

Furthermore, 7 participants pointed out the aspect of *adventure shopping* when going to second-hand stores. For those consumers it was enough to just go there and look and not specifically buy anything as it already increased their satisfaction in total.

“I kind of feel little satisfied anyway just by looking because it’s been fun to look.”

Table 3: Hedonic motivation - findings

Hedonic Motivations					
Treasure Hunt	Nostalgia	Social Contact	Originality	Shopping as Inspiration for work	Adventure shopping

4.1.3. Utilitarian Motivations Beyond the Specific Purpose

The only utilitarian motivation described in the literature that has no economical factor to it is concerned with the *specific purpose* that clothing can be bought for. We, however, have found several other motivations that in our opinion also belong under the major topic of utilitarian motivations. In that context, we can say that all participants showed some kind of utilitarian purposes when shopping for second-hand clothing. However, still more than half of the respondents mentioned the specific purpose exactly matching the theory as they expressed the need for a specific item for a specific event (Mitchell and Montgomery, 2010).

“And then I go into a second-hand store if I’m going to a party, and it has a theme.”

As already mentioned, we were able to identify more utilitarian motivations than just a specific purpose. Another one that appeared among the replies relates to the *question of need* in general. 13 participants spoke about going to second-hand stores to buy clothing only when they felt like they needed something.

“Most of the time it’s “ok, so I need pants” or I need a jacket, I’m cold, I need a hat. It’s need.”

Moreover, we classified two other types of quotations in their own category of utilitarian motivations namely *items not found in a regular store* and *older trends*. Since the respondents specifically mentioned those aspects we decided that it was important to separate them from the rest. While the first category is pretty clear, the second one needs more explanation. The consumers who brought up the fashion from the past were labelled as seekers for older trends.

“I think it’s started with me being interested in clothes I couldn’t get from the chains.”

“It’s really nice to find it because now there is like if you go to H&M there is one trend but there [a specific second-hand store] you can find some older trends from back in the days.”

We have realised that the people not only shop for a specific purpose, but also when they are looking for a *specific item* and some of them say that when they are looking for this one particular item they go to second-hand stores.

“Sometimes I get in my head I want this thing, I want this colour, I want something that goes with that skirt...”

Additionally, the participants provided us with another interesting fact. Some of them appeared to *care less* about the garments they bought in a second-hand store. This was justified with the following argument. The cheap price of the clothing allowed the consumers not to think that much about what was going to happen to the clothing after the purchase as they could bear with the loss due to the price aspect.

“I didn’t care what was going to be done with the clothes.”

The other factor mentioned by several respondents that added a whole new perspective to it was about chemicals in the clothing. The respondents expressed a very positive opinion about second-hand clothing in terms of having less chemicals in them because the *chemicals were washed out* since the clothes have been washed many times already. This aspect appeared to be another motivation that made them buy second-hand apparel. This was one of the most meaningful findings for us as we did not detect any even slight hints to it during our literature review.

“You know in some clothes there are much colours and chemicals when they are new when you buy second-hand clothes it’s already washed out.”

Table 4: Utilitarian motivation - findings

Utilitarian Motivations					
Question of need	Specific item	Variety of Selection	Specific purpose	Care less	Chemicals washed out
		<ul style="list-style-type: none"> • <i>Items not found in a regular store</i> • <i>Older trends</i> 			

4.1.4. Critical Motivations - Uncovering the Environmental Motivations and New Personal Ideologies

In the course of the interviews the participants have touched upon certain points that we were able to identify as critical motivations or personal ideologies. Many of them expressed the desire of not following the typical consumption patterns present in our society and wanted to *distance themselves from the system*. They also *disliked like throwing away* things that could still be reused and were very concerned about the *environment* in general and *sustainability*. Moreover, for half of the respondents the *environment and reusing* were closely connected as they were named together in the same context.

“Because it is horrible, the culture of consumption, use and throwaway, that’s what I want to avoid.”

“The reason why I choose to buy a lot of second-hand is because I think it’s good for the environment or better than to buy new things.”

“I don’t like to you know, throw things away, when they can be used for something else, so always, I never put things into the trash if I can donate or give away.”

“I mean to produce any kind of goods it involves raw material, the whole process, bleach, I mean a lot of products and that gets an impact on the environment. If you buy something that has already been used before that process has already been made. You don’t have to make the whole process of creating something new again.”

Another critical motivation that the consumers were concerned with is part of *social comparison shopping*. Only one person said something that indicated *smart shopping* behaviour when mentioning the possibility of getting second-hand designer clothes cheaper. However, the *social image* aspect appeared among the respondents several times. In this context, we could conclude that the participants were aware of clothing being an attribute they would be judged upon in the society and therefore valued the opportunity of expressing their personality through second-hand clothing.

“I mean a person’s relationship to their clothing it’s an expression of themselves... so it’s something that someone has used to say this is who I am and this is what I like... one part of my personality. Of course it’s what you first see with the person. It’s what kind of clothes is he wearing or how does he look or whatever.”

When talking about second-hand in general the shoppers announced that it was important for them to know that the money they spent in second-hand stores went to *charity*. Knowing that, it made them feel good about spending money as they could allow themselves more and could also feel like they are contributing to charity.

“That’s also the thing with when I buy clothes from them I do some charity. Yeah because I know the money from there goes to people that need them more than I need them.”

The new findings in critical motivations for us were the two ideologies that some of the participants seemed to strongly comply with. One is about the concept of *living cheaply*, which represents a whole lifestyle and influences the people in every part of their lives.

“It is a sport to live cheaply, to consume cheaply without consuming. The best things in life are free. That’s my motto.”

On the other hand the consumers spoke about having *other priorities* over clothing. Garments were not that important for them so they chose to buy it second-hand in order to save money and instead enjoy other things in life.

“For example why I buy my clothes second-hand is because I put my money [elsewhere], I want to be well dressed but I don’t want to lay so much money on my clothes. I prioritize other things in life e.g. horses. And that’s an expensive hobby.”

Critical Motivations / Personal ideologies						
Social Comparison Shopping	Distance from the system	Ethics and Ecology		Other Priorities	Charity is Important	Living cheaply
<ul style="list-style-type: none"> • Social Image • Smart Shopping 		Not Throwing Away / Reusing	Environment <ul style="list-style-type: none"> • Environment & Reusing • Sustainability 			

Table 5: Critical Motivations/Personal Ideologies - findings

4.1.5. Second-hand Shopping for Children’s Clothing - a Life-course Perspective

Since in our literature review we have found sources describing the attitudes towards second-hand shopping for children’s clothing we have also asked our respondents that currently were parents or had been parents about it as soon as the topic came up during the interview as children’s clothing is

related to the marital life-cycle. The respondents were asked if they perceive a difference in buying second-hand clothing for themselves or for their children. Here we were able to collect findings affirming the opinions provided in the existing literature as well as gather new insights. Certain aspects were mentioned here several times. First of all, the respondents mentioned the children's clothing being in a better shape and secondly the fact of children growing up quickly that logically also had an influence on the first aspect.

"Yes in one matter because she grows so fast so she uses only clothes for a few months and then they are too small."

"I don't feel like buying expensive clothes for her because it feels like unnecessary because she is just gonna use them for a little while... And it was quite affordable. You got a lot more for the money."

Nonetheless we were able to gather some more interesting answers that touched upon topics that did not appear in the theory so far. One of those was the fact that with second-hand clothing for children, parents would not care that much if it would get broken fast.

"With three kids and grandchildren, it was so nice to say, 'here's a nice dress for you, you are welcome to climb this tree in it, I will not get angry if it is dirty or torn apart or anything, just enjoy it. And that was a good feeling because I paid ten bucks maybe, 20, something like that, and instead of going pay 300 or something like that, it's just, go ahead and play in this one."

In the discussion about children's clothing the parents and grandparents have again touched upon the aspect of second-hand clothing being less poisoned due to the fact that they have been already washed many times. In this context, the consumers expressed concern about dressing their children in new clothing. Instead, buying second-hand garments appeared much safer to them.

"So I mean I would never put new clothes on my baby, if I have a baby today because we know that there is so much poison in the clothing. You have to wash it 10-15 times to get it out. So they recommend that if you have baby it's good to buy second-hand because it's been washed so many times."

4.2. Moderating Factors

The theory we have found on moderating factors towards second-hand shopping offered some insights, but after our analysis we felt that previous researchers did not look deeply enough into that area due to the fact that we have come at numerous different factors not found in the theoretical framework. These factors can be barriers that consumers intrinsically have, but most are moderating factors that can work as a barrier but also be turned around into the positive if managed well.

In the beginning, it would be interesting to mention that we have collected some attitudes and perceptions towards second-hand clothing in general. We have asked the shoppers about the advantages and disadvantages to buying or wearing second-hand clothing. Interestingly some of the respondents did not see any disadvantages in second-hand clothing at all. Others agreed that as long it looked nice they would not have anything against second-hand garments.

“I don't know if there is any [disadvantage], because those items that you actually buy, those are items that you like...”

“I think if you can do and you can look good, then fantastic.”

Nonetheless, in the following sections we will present the versatility of moderating factors that we were able to acquire through the analysis of the data.

4.2.1. Utilitarian Moderating Factors - What Consumers are Judging

One of the moderating utilitarian factors involved quality of the clothing. In general, quality appeared to be very important when shopping for second-hand clothing. On the one hand, there seemed to be a common *questioning of how good the quality* of second-hand clothing actually was. Furthermore, the consumers mentioned following specific dimensions of it: *level of wear and tear, smell, material, future durability, design and fit*. From our research it has appeared to be an important aspect since 17 out of 18 respondents talked about quality and its dimensions.

“Yeah, you cannot be sure that it's quite okay when you come home with it. Perhaps sometimes it's this zipper that's not functioning, or there is something wrong with the pocket. That's how it is, I mean, it's often so cheap that you can fix it. But perhaps it's broken, in a way, and then you can't use it the way you wanted.”

“Yeah sometimes you buy something that you didn't see that it was already broke. I bought a very nice dress once and I didn't see that there was a hole in it from a cigarette. So it was a shame because I liked it very much so sometimes you just have stuff like that.”

Alternatively, the respondents also gave some other statements about quality that can be assigned to the positive side of this moderating factor. Several consumers were convinced that they could find good quality in second-hand stores. Two times the respondents even said that some clothing is better off being already worn as it acquires some kind of character and becomes nicer with time.

“The positive thing is that you often can get high quality.”

“I mean some things I would like not to be like worn out but some things I would like them to be worn out. For example ... I have like a leather jacket that is really worn out and it's really nice because leather goods are really nice if they're worn out and like a little bit yeah... not new.”

While we have already presented how price is related to economic motivation, price also occurred to be another moderating factor. Price as a barrier was mentioned from two different perspectives. On the one hand, there were people complaining about *high prices* in second-hand stores saying that there is no logical reasoning to the charged prices for already worn clothing and that sometimes it is possible to get new things almost for the same price. On the other hand, there was one person who mentioned the *budget* itself as a barrier to buying (more) second-hand clothing.

“Sometimes I think it's a little bit too expensive to buy like a worn out t-shirt for 200 kronas.”

“Ehm, if I had more money I would probably buy more.”

We have already shown the *question of need* from the motivational perspective, but our results also provided evidence that it can be seen as a moderating factor. The main thought the consumers expressed to illustrate how need could be a barrier was the fact that they already had enough garments in their closets and simply did not need any more. This fact made them actually purchase clothing less often.

“I have everything I need so it's rare that I buy something.”

“I don't need more clothes.”

From the conducted interviews we were able to extract several other barriers that we summarized under *selection*. The most significant barrier here was concerned with the *uncertainty of selection*. 14 participants indicated that the selection at the second-hand stores was rather limited and that they would experience difficulties with finding what they like or want.

“There's only one thing of each, then it's pure coincidence if you find something both your size and colour.”

“Often the selection is limited.”

On the other hand, the participants also talked about their expectations when going for shopping second-hand that provided evidence for the selection to be a moderating factor. It came out that most of them had rather *low expectations* of finding something they like. However, this perception did not stop them from going into second-hand stores and keep on looking for things as they were not disappointed when not finding anything.

“I think, I'm very open-minded when I go into second-hand stores... I can search for an item but when I'm in a second-hand store I look around for most of the items and I'm even enjoying myself.”

Another negative aspect as shortly mentioned in one of the previous quotes is the *size*. In this context the respondents talk about not being able to find the right sizes at second-hand stores again due to the limited selection when it is only one piece of clothing in a particular size and not hundreds of them. Together with this disadvantage they also underline that size is vital when buying clothes.

“Maybe you find something nice and it doesn't come in your size because there is only one.”

There were other moderating factors that were quoted less often but also yielded interesting insights into the topic of selection. These were the mentions of *brands*, *lack of current trends*, prevalence of *unwanted items* and a *competition for the good items*. On the one hand people who rarely bought second-hand clothing argued that they do not find the current trends in second-hand stores and therefore would prefer to purchase new items. Some of them also said that there are lots of stuff at second-hand stores that nobody would want or at least they themselves would not want. For another person buying clothes from the favourite brand was a very important aspect that stopped him from going to second-hand stores. On the other hand, consumers who bought second-hand clothing more often mentioned that there is a great competition for the good items as everyone who goes to second-hand stores look for nice and well-priced goods/clothes.

“I even don't want to admit it, maybe I think I'm more sensible for what's trendy now, maybe.”

“However at the same time when you browsing one of these stores there is a lot of terrible stuff that I don't think anybody would ever buy.”

“I mean, first of all for me to purchase a second-hand I mean used clothing it would have to be from one of my favourite brands.”

“I think that the competition for like, something that is nice and a good price, is like harder competition maybe to get it.”

Table 6: Utilitarian Moderating Factors - findings

Utilitarian Moderating Factors			
	Question of Quality	Price	Selection
Question of need	<ul style="list-style-type: none"> • Level of wear and tear • Smell • Material • Future Durability • Design and fit 	<ul style="list-style-type: none"> • Price as barrier • Budget as barrier 	<ul style="list-style-type: none"> • Competition for the good items • Low expectations • Size • Unwanted items • Lack of current trends • Uncertainty of Selection • Brands

4.2.2. Contamination Factor

According to the theory the *contamination* factor can be divided into two different aspects: the *personality aspect* and the *unhygienic aspect*. In our data we have found evidence for both of them where the unhygienic factor was mentioned by 14 respondents while the personality aspect came up only twice.

When speaking about the hygiene the consumers mostly argued that the clothing is too personal and intimate and that it gets too close to the body. In this context some garments were more acceptable than the other. People were more willing to wear shirts, sweaters, jackets or pants. What seemed to be completely intolerable though, were underwear, socks and bathing suits.

“In some ways I think that clothing is more personal. Ehm, you know it's like an intimate thing because it's been wrapped around someone else's body.”

“And sometimes it's also a factor of, like, if something feels like if the person who wore this before, looks like they damaged it in some kind of way, if it feels like sweaty and unfresh.”

The personal aspect of contamination named in the interviews complied with the theory as the respondents were disturbed by the fact that second-hand clothing was already worn by somebody else. Moreover, some second-hand items made the consumers more judgmental about the previous

owner as by looking at a certain piece negative associations were produced that affected their buying decision and lead to not purchasing the product.

Disregarding the previous finding there were also interviewees who did not see any contamination in already worn clothes.

“Yeah I don’t care about that.”

Table 7: Contamination Factor - findings

Contamination Factor	
Personality aspect	Unhygienic

4.2.3. Store Characteristics Reorganized

Another moderating factor to buying second-hand clothing was found in different characteristics of the store. As the topic emerged more and more often during the interviews we realised that the appearance of the store could represent a relevant barrier that should be taken into account as a separate category of moderating factors.

When talking about second-hand stores the consumers touched upon various features which influenced their perception and willingness to visit the second-hand store. Among those factors we were able to filter out *location, employees, organization, reputation, policies* and *smell*. The factors organization (1) and policies (2) could be further divided into sub-factors like (1) *amount of goods, organization inside the store, size of store, store atmosphere*, (2) *pricing strategy, screening process and the ability to return already bought goods*. 17 participants commented on organization while 13 commented on policies followed by 10 consumers who mentioned location.

Most dissatisfaction with the second-hand store appeared through the bad *organization inside* of it. The consumers complained that there was only a limited selection of goods in the store and that it would be nice to have more different things that are well organized as well. It was important to the consumers for the store not to look messy, but instead better put together like it is in regular stores. The clothing should preferably be on hangers, other goods should be laid out nicely so that the presentation and design of the store would look more attractive and the atmosphere would be more welcoming. In this context, the respondents also spoke about the *size of the store*. In particular bigger stores were preferred and the wish for smaller stores having more space, or using their space better was expressed. Furthermore, for those who cared about brands it was important to have second-hand stores selling only branded goods, while those who did not care about brands just showed a positive attitude towards second-hand stores having different niches.

“I don’t like the one down here. It doesn’t have that much stuff.”
 “It’s very unorganized, it changes my "drift" to buy something there.”
 “If it is bigger and you can see more clothes exposed I could buy more.”

There was also one positive factor about the organization mentioned by one of the respondents. We considered this finding important since it showed a new, advantageous perspective of the store and also provided proof for the store characteristics to be a moderating factor. The comment was concerned with the *store atmosphere* saying how it differed from regular stores in a positive way.

"I like it. You go there and there's another kind of people, it's not the rush it's not full of teenagers. There is no such hysterical feelings in the stores."

As one more moderating factor we chose to put together store characteristics concerned with *policies*. Here on the one hand, the shoppers discussed the disadvantage of *not being able to return* already bought items back to second-hand stores as it is possible with new products. However, this did not seem to be a very big disadvantage. On the other hand, the *screening process* was also examined. Some shops were perceived as having a good sorting out process while others were criticized upon not looking properly through the stuff they were getting from people. Finally, the consumers pointed out the *pricing strategies* of the second-hand stores saying that some of them are still overpricing their products. In this aspect respondents made comparisons between different second-hand stores, different locations of the second-hand stores as well as the comparison to regular stores.

"Disadvantages well maybe it could be like... if you need to return something. Like if I buy something brand new and something's wrong with it I can give it back."

"If they, instead of maybe taking just everything in...So, maybe if there is like a better screening process, involved..."

"A lot of smaller second-hand stores ... are often better priced than in the city."

Another moderating factor that could be both a motivation and a barrier to going into second-hand stores is the *location*. Since for many of the consumers shopping is not necessarily a planned event they tend to go into second-hand stores when passing by which is possible due to the convenient location of the store close to their workplace or home. That is additionally a reason for choosing one store over another. Some of the consumers also claimed that they would go into second-hand stores more often if they would be located somewhere close to where they usually are.

"I just passed by it and I had some extra time... so I thought it could be nice to go in."

The three last aspects of store characteristics that were not mentioned very often but seemed to be still relevant will be further explained. One was the *smell* in the store. It is clear that old objects have their own smell, but the consumers were more concerned with the location being cheap and therefore smelly. There were comments regarding the *employees* as well. When going into a store consumers were also affected by the appearance of the employees. According to the quotes for some of the respondents, the people working at second-hand stores did not happen to look professional or knowing. Suggestions were made that the employees should be somewhat younger and better dressed in order to improve their appearance and show competence in the business. On the other hand, consumers stated that employees wearing the same clothing as the selection at the second-hand store made them more appealing. The last aspect discussed by the shoppers was about the *reputation* of the second-hand stores. In general the opinions were twofold where some stated that the shops did not have a very good reputation while the others said the opposite. Concluding

from that however, it can be said that reputation is also a moderating factor that can be either motivating or discouraging.

“Sometimes I’ve been to second-hand stores and I don’t like the smell. It’s not the thing that it’s dirty, it often smells because the store itself is a cheap location. So that brings my motivation a bit down.”

“Usually, ehm, like sale assistants or clothes store managers they kind of wear rather fashionable clothes in general but I think in second-hand stores it’s mostly like middle aged women and older and they’re wearing maybe baggie clothes... ehm, that might affect your buying appetite”

“One, they have already got this image of being a place where things have been thrown away, so to speak.”

Table 8: Store Characteristics - findings

Store Characteristics				
Employees	Location	Reputation	Organization	Policies
			<ul style="list-style-type: none"> • Amount of goods • Organization inside store • Size of store • Store atmosphere • Fitting rooms 	<ul style="list-style-type: none"> • Return policy • Pricing strategy • Screening process

4.2.4. Personal Values

Unfortunately, we have barely come across the factors mentioned in the theory under personal values. None of our participants mentioned anything about being less original or unique when buying second-hand clothing. Also the materialistic aspect was not mentioned even once. There was no relation between second-hand clothing and owning more in the collected data, which let us conclude that the opinions of our participants about second-hand were not affected by that.

However, there was one consumer who told us that he felt like not being able to buy his own new clothing when shopping second-hand. The shopping at second-hand stores produced an association in his head with passing down clothes in the family from one generation to the other where the younger kids get the clothing from the older and therefore do not get new clothing at all.

“Cause it’s got that connotation that you can’t... it’s got that almost like relationship to like you’re a kid and you’re being handed you know clothes from your older siblings so you are getting hand-me downs and that’s I suppose... you can’t buy your own clothes so therefore you go to these stores where you just get hand me downs...”

Table 9: Personal Values - findings

Personal Values
Failure to buy new

4.3. How Moderating Factors May Affect Motivations

Looking at the moderating factors, we were also able to distinguish how some specific factors might affect certain motivations and therefore at a higher level, which category of moderating factor affected which overarching motivation. This we have summarized in the following table (table 10) which provides a detailed view of the linkages that are indicated by arrows. It can be noted that in this table the moderating factor can affect the motivation if it is valued by the consumer. To illustrate the first example, if the consumer looks for fair price or price & quality, the moderating factor of the question of quality will be influential. This can be both in a negative or positive way depending on the perception and strength of the moderating factor.

Table 10: Moderating Factors affecting Motivations

Utilitarian Moderating Factors affect:	
Economic Motivation	Question of quality → fair price, price & quality Price and Selection → fair price, gratificative role of price
Utilitarian Motivations	Selection → specific item, variety of selection, specific purpose Question of need → question of need
Hedonic Motivations	Selection → treasure hunt, adventure shopping, originality
Critical Motivations / Personal Ideologies	Price → living cheaply
Store Characteristics affect:	
Utilitarian Motivations	Organization → Specific item, variety of selection, specific purpose
Hedonic Motivations	Organization & smell → treasure hunt, adventure shopping Employees → social contact
Contamination Factor affect:	
Utilitarian Motivation	Unhygienic → specific item, specific purpose
Critical Motivations / Personal Ideologies	Personality Aspect → social image
Personal values affect:	
Critical Motivations / Personal Ideologies	Failure to buy new → social image

4.4. Life-Stage Differences - a New Perspective

In this section we will summarize the findings on differences between life-stages that revealed a certain pattern that we thought might be of interest. For all that, we did not find a lot of differences. The results we did find we will present by topic divided into career life-stages and marital life-cycles. The discussion on what these differences might mean and how they are linked to each other as well as to the motivations and moderating factors will proceed in the next chapter. However, it should be noted that not all differences might actually be discussed, rather again, this section simply outlines differences.

4.4.1. Economic Motivations

First of all, when it comes to the career life-stages we have noticed some intriguing differences in economical motivations concerning gratificative role of price and fair price. When speaking about fair price and in particular about quality and price there were three students and one young professional who named it. Two of those people were single while the other two were married or common-law. Even more interesting though was the fact that among seven respondents who addressed the topic of gratificative role of price there were no students at all but three young professionals, three persons in their late career and one retiree. However, the marital life-cycle in this group were all present while the parents appeared three times and everyone else once.

4.4.2. Utilitarian Motivations

The motivations did not show any big differences among the marital life-cycle, but we have noted three patterns among the career life-stages. The motivations concerning less chemicals in clothing, specific items and items not found in a regular store were all not mentioned by students. Two young professionals, two professionals and one retiree spoke about less chemicals in apparel. One young professional, three professionals and two retirees mentioned the specific item as a motivation for shopping second-hand clothing. Finally, the motivation of not finding the items in a regular store was discussed by two young professional, two professionals and one retiree.

4.4.3. Hedonic Motivations

What we have noticed under hedonic motivations was the fact that adventure shopping did not seem to be a motivation for retired people. Since there were no retirees in this group there were also no grandparents. Precisely, adventure shopping was mentioned by two students, four young professionals and one person in his/her late career as well, which in marital life-cycle was translated into two singles, two parents and three people living with their significant other.

4.4.4. Critical Motivations

Critical motivations revealed several interesting differences in life-courses to us as well. The ideology of living cheaply was only mentioned by three people, where two were retirees and one person in his/her late career, which also correlated with the family life-cycle as those people were parents and grandparents. Moreover, out of six people who had other priorities over clothing there were no students while all the other stages were evenly distributed. Regarding the difference in other priorities by marital life-stages we have found that none of those people belonged to the married/common law life-stage, but instead we had one single, three parents and two grandparents. We also did not have any students who mentioned the social image. Among the four people who did mention it there were two young professionals, one professional and one retiree. Additionally, there were six people who spoke about the importance of charity. In this group we have counted three

retirees, one student, one young professional and one professional. Moreover, there were no singles in this group, but two parents, three grandparents and one married person.

4.4.5. Moderating Factors

We were not able to identify many differences in life-courses among the moderating factors. However, we still found some that we believe are worth to mention. First of all, when introducing the moderating factors we talked about consumers who stated that as long the second-hand apparel looked nice they would not have a problem with it. Those people were neither retirees nor grandparents. Instead this group consisted of two students, three young professionals, and two persons in their late career, which was translated into three singles, two parents and two individuals living with their partners.

When it came to store characteristics and more precisely to the policies and the screening process, it was two students and two young professionals who seemed to be concerned about the screening process. Under marital life-cycle however, there were two other moderating factors that exposed a certain trend. Among the four participants who talked about the price being a barrier as well as among the five respondents who spoke about the availability of good quality there were no singles. The other consumers in those two groups were almost equally present.

5. Discussion

In this section the findings will be further discussed and elevated to a more abstract level in order for the reader to understand what the findings mean and grasp a whole perspective on them. The results will be examined from different angles and related to the selected and relevant literature providing possible theoretical generalizations. Moreover, the existing connections between the different motivations as well as between motivations and moderating factors will be revealed. A new framework showing those relations will be provided in order to make it easier for the reader to understand and follow the argumentation. In addition, the differences between life-stages will also be further discussed at certain points when considered important.

5.1. Motivations

In the findings we have outlined several aspects of possible motivations which were organized by the underlying motivations as discussed and illustrated in the theoretical framework. However, based on the findings we have edited the provided theoretical framework and added our new findings to it by each overarching motivation or moderating factor. Before entering into a thorough discussion of the motivations we have summarized our findings into a new framework in figure 5. It should be noted that the order of the findings and the order of the motivations do not indicate importance. Rather this simply showcases the motivations and into what type of underlying motivation they fit.

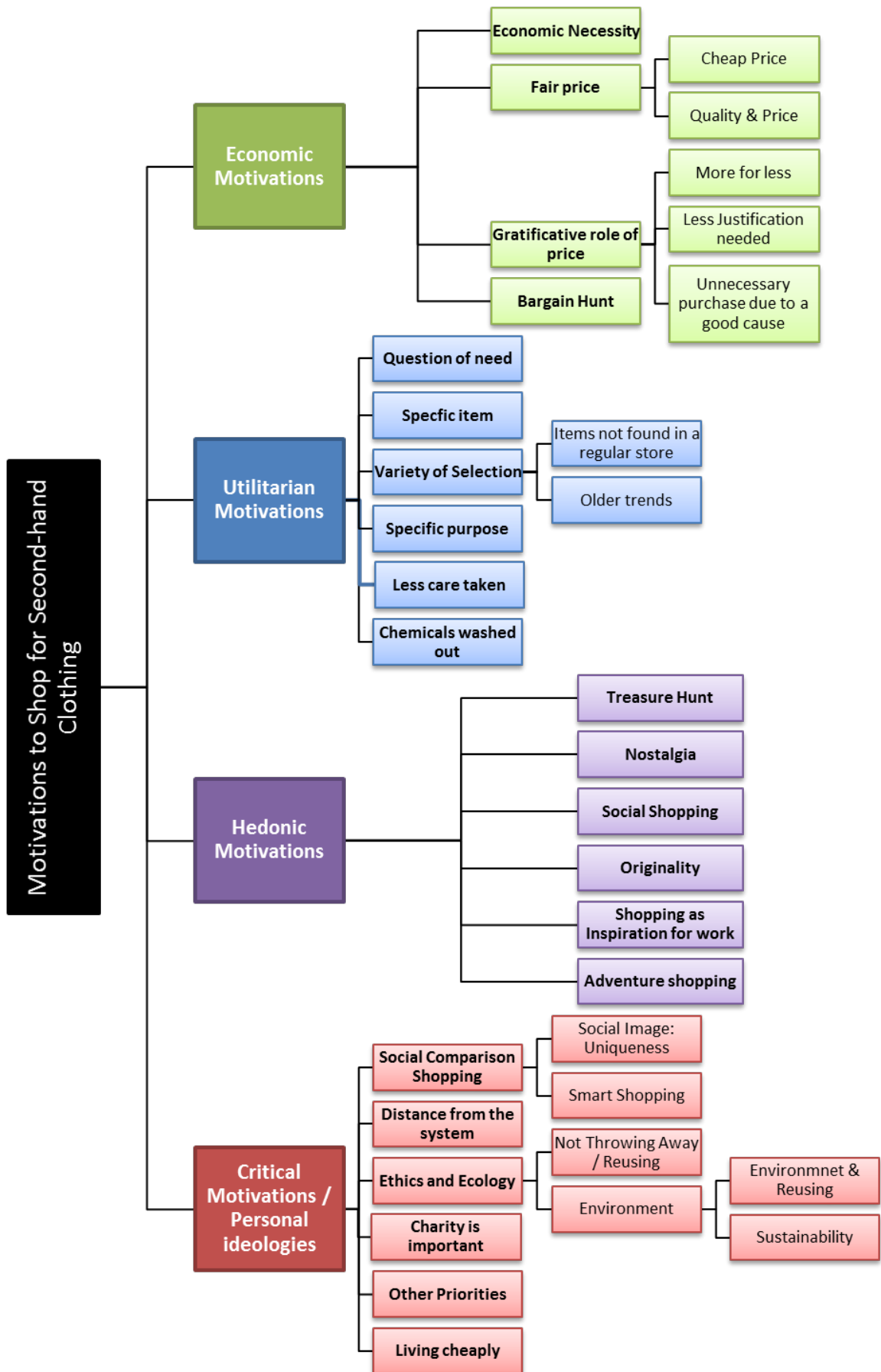


Figure 5: Modified framework of motivations stemming from the findings

5.1.1. Economic Motivations

When talking to the shoppers of second-hand clothing, the aspect of the economic motivation was still an important motivator as the literature suggested it would be. All the four sub-factors of economical motivations - economic necessity, fair price, gratificative role of price and bargain hunting - were present.

However, when it comes to using the phrase economic necessity, it is important to clarify what is meant with the word necessity. Four respondents mentioned that their economic situation was a motivator for buying second-hand clothing, yet only one of these four said that the price was the most important motivation due to her being a student. On the other hand, as compared to Williams and Windebank's study (2003), this study was not conducted in a deprived neighbourhood but rather primarily in a University town, Lund. In addition, the respondents indicated that it was not economics that stopped them from buying more second-hand clothing, but rather the fact that they did not need more.

However, when taking a more longitudinal perspective, when we asked respondents who had second-hand shopped clothing for a long time about how their motivations had changed over the years, several mentioned that when they were younger and had less money, the economic factor was more important. So, while we did not see a pattern depending on the life-courses as we have defined them, this is where the possibilities of differing motivations of life-stages can come in the most. What we can say is that none of the respondents who mentioned necessity were currently working full-time, although there were several others who did not work full-time either who did not mention this aspect. Based upon the current and the previous economic status of some respondents, we tentatively posit that the aspect of economic necessity is a motivator that differs depending on the life-course but specifically in the financial life-stage the consumer is in rather than the career related life-stage or family life-cycle. In addition, several respondents also made the link that students bought second-hand clothing, who are by common association 'poor'. At the same time, this link of economic necessity to financial situation seems logical from the point of view that second-hand clothing mostly is cheaper and that link was also suggested by several authors (Williams, 2003; Williams & Windebank, 2003; Alexander, Cryer & Wood, 2008; Mitchell & Montgomery, 2008).

As part of economic motivation, what is quite interesting is the aspect of fair price and the gratificative role of price. Most respondents mentioned fair price as a motivator; three said this was their primary motivation, and two respondents firstly associated the word 'cheap' to second-hand clothing. As such, even though there might not be an economic necessity per se, respondents buying second-hand do so because it is cheaper than buying new or because a cheaper price means they can get more. This corroborated the findings by Björling (2014), Kristoffersson (2015), Yan, Bae & Xu, (2015) Cervellon, Harms, and Carey (2012), Roux & Guiot (2008), Guiot & Roux, 2010. However, the economic motivation of wanting to pay less can also be linked to other motivations because paying less decreases the amount of pain upon payment when making a decision to purchase (Prelec & Loewenstein, 1998). Paying less therefore must be more fun.

Theory provided by Prelec and Loewenstein (1998) argue that pain upon payment decreases the hedonic value shoppers feel when consuming. Hence, the economic motivation to purchase second-hand clothing can also be linked to hedonic motivation. We postulate that since the consumer parts with less money when purchasing second-hand clothing, their hedonic pleasure found in consumption is less affected.

Moreover, learning about the three aspects of the gratificative role of price that enable second-hand shoppers to have more also allowed us to see the linkage between economic and hedonic motivations more strongly. The gratificative role of price, more specifically that 'less justification is

needed' or that they buy more because the money goes to a good cause (like charity) is connected to the hedonic motivation that being thrifty allows them to feel less guilty about buying more, or treating themselves (Bardhi & Arnould, 2005). In addition, we believe that the gratificative role of price is connected to what we classified as a utilitarian motivation that they were able to care less about what happened to the clothing they bought. Looking at the life-course, people in the career life-stages of being a young professional or professional in their prime seemed more interested than students or retirees in the gratificative role of price. Perhaps this has to do with the fact that their clothing needs for work are different than students or retirees (Azevedo et al. 2009) indicating they might need more different clothing and therefore be concerned about getting more for less.

Continuing, trying to understand the reasoning behind economic motivations, the desire to pay less can also be explained by microeconomic theory, or behavioural economics stating that a purchase decision is made by economic analysis comparing product and the price (Knutson, Wimmer, Rick, Loewenstein, & Prelec, 2007). Consumers consider the trade-off between immediate consumption and future consumption (Prelec & Loewenstein, 1998) noting that future consumption can simply mean the very next purchase. Therefore, our understanding is that when the respondents can spend less money now, but still get the clothing they want, they worry less about where the money could have been spent instead. In addition, for some of our participants, the economic motivation of price was strongly linked to their personal ideologies of living cheaply or having other priorities on what they would spend their money on.

When it comes to the bargain hunt, we have kept it as an economic motivation as it is so closely linked to the desire to pay a fair price. While hedonic motivation can be found in this, we have tried separating bargain hunting and treasure hunting. Here bargain hunting is linked towards the utilitarian motivation that is found with a sense of achievement, which according to Kim (2006) is about the motivation to successfully achieve a goal. To the respondents, they were satisfied with finding a bargain, a piece of clothing at a good deal. As such, we still think that it is fair that it gets its own mention rather than being combined with the desire of wanting to pay less – as Guiot and Roux did (2010) - or being combined with finding a 'treasure'.

We can also further say that when it comes to the aspect of quality and price, we found that the four respondents that made this direct linkage of 'being able to get the same quality for cheaper' were primarily students, and one respondent who could fit into both the student and young professional category. This finding that it was primarily students interested in the price/quality aspect is further underscored by the fact that it were the students who were most concerned about the moderating factor of a good screening process policy. Overall though, several respondents thought good quality clothing could be found in second-hand stores. However, this finding indicates that second-hand clothing shoppers are not necessarily making a 'sacrifice' by buying second-rate quality. Rather they are not making a sacrifice at all, nor are they necessarily buying poor quality. This finding then is rather counter to Bardhi and Arnould's (2005) suggestion that second-hand consumers are making a sacrifice because they are buying goods rated as second-level quality.

Overall, based upon the linkage of economic motivation to a desire to pay less, rather than a need to pay less, and with only a few findings indicating connections to the life-stages, economic motivation seems not to be dependent on what life-course the consumers are in. On its own economic motivation can be based upon the individual's differences in things such as spending habits, and how and when they think about payments in relation to their consumption (Prelec & Loewenstein, 1998). However, we feel that the economic motivations can also be linked to utilitarian motivations, hedonic motivations or to the critical motivations.

5.1.2. Hedonic Motivations

As just discussed in the previous section, hedonic value can be found through economic motivation. All the same, our findings show and collaborate the literature stating that hedonic motivation can be found on its own, in other aspects as well. Nearly all respondents (16 out of 18) mentioned that they could find some hedonic motivation in shopping for second-hand clothing and we learned about two more aspects.

First, they may find pleasure in just looking at the items and enjoying the environment which is the adventure shopping aspect of hedonic motivations as explained by Arnold and Reynolds (2003). More specifically, most consumers also find pleasure in looking and finding those original and unique items and/or finding a treasure. What is interesting to mention here is the fact that the hedonic motivation of originality and enjoying finding treasures are closely linked to the moderating factors of selection as it is the fact that the selection is never the same and perhaps uncertain that allows consumers to find original items or treasures. What is also worth to note is that consumers from all life-courses were motivated by the concepts of originality and treasure hunting. At the same time, the hedonic factors of originality and treasure hunting are not linked to needs. This leads us to believe that the pleasure in looking in a second-hand store for clothing is related to the personality of the consumer. For example, while retirees/grandparents were happy to treasure hunt, no retiree mentioned the aspect of adventure shopping. Then it is also worthwhile to ask if the consumer first of all enjoy the process of shopping for clothing. For instance, one non-consumer hated shopping for clothes to begin with and was only looking for the utilitarian motivations of efficiency and convenience when shopping for clothing. As such, it is not unreasonable to believe that hedonic motivations are linked to the personality of the consumer.

Looking at the other aspects of hedonic motivations, according to the theory some consumers are also motivated by nostalgia when it comes to shopping for second-hand items in general and they enjoy the memories evoked (Roux, 2006; Roux & Guiot, 2010). However, our findings were that only two consumers mentioned this which lends credence to Cervellon, Harms and Carey's (2012) suggestion that nostalgic proneness does not have a significant impact on second-hand shopping for clothes. At the same time, this was not a conclusive study. In addition, while the two respondents were both older (50+) this was not connected to a person's life-course either.

In our conversations with the participants of the study, we learned that some of them also enjoyed the social shopping aspect (Arnold & Reynolds, 2003) of shopping for second-hand clothing. Social shopping included both the aspect of going with friends or with a partner or enjoying seeing other people. However, in the context of Guiot and Roux' scale (2010), the aspect of social interaction and meeting and talking to people that was not in their network particularly came across as a difference between shopping at a store versus going to a flea-market. As such, the previous term of social contact in the theoretical framework was changed to social shopping in the modified framework to combine the two aspects.

Finally, we learned about a new aspect of shopping for second-hand clothing that was related to inspiration and creativity. To a few of our respondents, second-hand shopping and second-hand clothing was a way to get inspired or be creative. These consumers were creative to begin with and worked in a sector that utilized this, such as architecture, design, or dance. Though they made a connection to work, we cannot say that this truly indicates a life-stage or life-cycle difference because they were in the minority. Rather, the motivation of going shopping for second-hand clothing to be inspired for work seemed again more related to the values of the consumer.

Taking all of the hedonic motivations into account and how they seem to be related to the nature of second-hand clothing stores, and the basic enjoyment of shopping, what is interesting to mention is

the fact that only two respondents were primarily motivated by the hedonic motivation when shopping for second-hand clothing. As such, there seems to be something else that comes into play as the primary motivator, which is either the utilitarian purpose, or the personal ideologies.

5.1.3. Utilitarian Motivations

Contrary to what we found in the literature review, the utilitarian purpose seemed to be a very prevalent motivation when we asked consumers why they shopped for second-hand clothing. As stated in the findings, all participants saw utilitarian value in shopping in second-hand stores for clothes. Moreover, four of the respondents mentioned a factor that fell under the utilitarian motivation as their primary motivator. Several also stated that it was a question if they needed anything. On the other hand, the question of need could also be seen as a barrier to purchase if need is not existent. Most of them said that they had enough clothing already and did not need any more. Consequently, the motivation of 'need' is both a utilitarian motivation and a moderating factor as well.

Moving away from the actual meaning of the word need, consumers also found utilitarian motivation stemming from the selection available which was also a moderating factor. When it comes to the selection, the very nature of a second-hand store makes the selection unique and quite varied. As such, it seems logical that when respondents said that if they were looking for something specific they might not go to a second-hand store. On the other hand, since second-hand stores can offer items not found in general stores such as older trends, it also made sense that consumers said they might go second-hand shopping when looking for those types of items. This type of conscious and tangible pursuit is a utilitarian motivation (Hirschman & Holbrook, 1982; Babin, Darden, & Griffin, 1994). The motivation of looking for a specific item was somewhat indicated in the already existing literature (Mitchell and Montgomery, 2010) but combined into one aspect of looking for a specific item for a specific event. However, we found they deserved their own mention because the motivations of a specific purpose and a specific item came up quite frequently and in their own context.

What is a truly interesting finding is the notion about chemicals in clothing and it's relation to health. This was nothing we had expected to find and was something that came out of the inductive approach. Nevertheless, several consumers seemed to be aware of the fact that some clothing can have dangerous chemicals in them. As students ourselves, we were baffled by this and wondered if it was life-course related; however, while there were no students in this group there seemed to be no clear division nor explanation for life-stage differences making us believe this is a more spurious connection.

Instead, we speculate that the motivation concerning chemicals that have already been washed out is connected to consumers being more aware and educated about things like ecology and chemicals found in clothing. For instance, when it comes to the knowledge, Yan, Bae & Xu (2015) seem to imply that knowledge of environmental issues will influence how often a consumer will visit a second-hand store. In addition, we suggest that the concern with chemicals in clothing for health reasons is also related to the overall desire to live healthy and chemical free which for example can be seen in the increasing trend towards buying things like organic food. For instance, it has been said that the concern about healthy organic food that has not been treated by chemicals drove an increase in sales of ecological products in Sweden (Ljunggren, 2014). In 2014 there was an increase by 38% which was unique in the entire world (Sveriges Kommunikatörer, 2015) and an increase of 39% in 2015 (Ekoweb, 2016). In the end, we consider this an essential finding overall as there was no referring to it so far in any literature and because it opens a whole new perspective on how to look upon second-

hand clothing in general. This might be an issue to pay more attention to and to research more deeply in the future.

5.1.4. Critical Motivations

Last but not least in the findings regarding motivations, we have identified motivators that have to do with personal values and ideologies into this section which relates to critical motivations and personal ideologies. While the study by Guiot and Roux (2010) used the denotation critical motivations in terms of being critical towards the system, we have kept the name because we have associated it with the word 'important'. The type of motivations that we classified here actually seemed to be the most important to the consumers. 17 out of 18 respondents mentioned some kind of critical / personal ideology motivation and seven second-hand clothing shoppers stated it as their primary motivation.

The most important motivation was related to the critical motivation regarding ethics and ecology and environment. Nearly all respondents mentioned this type of motivation, naming different aspects of it and talking about it several times as well. Based upon the findings, but also the theory, we decided that instead of having environment as a separate motivation it was better as a component of ethics and ecology. However, this needed to be more clearly stated as compared to Guiot & Roux (2010). The "ethics and ecology" motivation was related to two sub-components where the first was when respondents mentioned being supportive of reusing or not throwing away - or as it was commonly put in Swedish, being against "Slit och släng"- without linking it to the environment. However, when second-hand clothing consumers made the clear connection to the environment, this was put in the second category. First, they might have made a general mention about the environment being a motivation, then mentioned sustainability or the future, or they could have been more specific linking the 'reuse' / 'recycle' / 'not throwing away still useful things' to the environment.

In a similar manner, and not straying too far from the literature, several (seven) respondents from different life-stages also mentioned the critical aspect of wanting to distance themselves from the system in the sense that they did not want to support the clothing industry or culture of consumption. However, much like Guiot and Roux (2010) this was something we separated out. None of the comments classified here have a direct link to the environment, rather they were related to the social aspect of the system and again, the personal values of the consumers.

While as mentioned, ethics and ecology was quite important to many consumers, we could again not find any clear patterns as it was important to everyone. Granted when it came to the sustainability aspect, out of the five respondents who mentioned sustainability, three were singles and two were grandparents. However, the overall findings regarding the critical motivations lead us to think that this is something bigger than just students wanting a sustainable earth for their future, or grandparents wanting to leave a healthy earth for their family. Rather, given the movement towards environmentally friendly products and discussions such as global warming, ethics and ecology is a critical motivation / personal ideology that anyone can have no matter the life-course. After all, the environment affects everyone.

On the other hand, when looking at the personal ideologies of finding charity important this motivation seemed to have a life-course pattern. While at least one consumer from all career life-stages found charity important, more retirees thought so. Moreover, when we looked at the marital life-cycle it was clearer that it were grandparents and parents who enjoyed that second-hand profits went to charity.

Related to personal ideologies, but in a very different manner, a few respondents mentioned the social comparison aspect. Of our respondents who mentioned this factor what came out strongly was the social image factor which was tightly linked with the originality factor from hedonic motivations. Here consumers wanted unique clothing because they themselves did not want to appear the same as everyone else which was similar to what Roux (2006) suggested. At the same time we might also point out that none of the respondents who mentioned this factor had clothing that could be considered extreme. Instead, just like when consumers buy new clothing, the reasons why they bought second-hand was because it related to fashion and expressing some of their style and personality (Azvedo et al. 2009).

While the findings regarding social comparison shopping fit very well with the theoretical framework we proposed, we also saw another possible motivation given by a few respondents that we had not predicted from the theory. These motivations were about living cheaply or having other priorities over clothing which is strongly related to the economic motivation and the price aspect of second-hand clothing. However, what makes these motivations different from just wanting a cheaper price is because the underlying motivations are central to the personality of the respondent. For instance, the lifestyle of living cheaply permeates more areas than shopping for clothing, and as Guiot and Roux (2010) concluded, frugality is an antecedent correlated to critical motivations to shop second-hand but not necessarily to the economic motivations.

The other underlying motivation related to economical motivation was the fact that they had other priorities where to spend their money on rather than on clothing. At the same time what is interesting to mention is the time and money aspect. While they prioritized their money, they were still willing to spend time in a second-hand store and look for clothing. On the other hand, one of the consumers who was not a second-hand clothing consumer bought new clothing because he would rather spend his time on something else than shopping for clothes. Here these personal values make second-hand shopping congruent with who they are, and so the ideal self is expressed in the method of purchase and what that means to them (Roux, 2006).

When it comes to the life-stage differences in these two categories, some tenuous patterns could be seen. We cannot draw any conclusions, but they might be worth further studying. When it comes to the aspect of living cheaply, we only had three respondents in this category but they were older respondents. Two were retirees and grandparents and one was in her late career and a parent of older children. However, what is more interesting is the ideology of having other priorities over clothing. In this category of six respondents there was an even mix across all life-stages except for students. Moreover, the group was also primarily in the parental or grandparental life-cycle. Students instead seemed more interested in the fact that the looks of second-hand clothing should still be nice. This to us then suggests that there may be a loose connection between a person's life-course and their priorities.

5.1.5. Second-hand Shopping for Children's Clothing

Overall, a logical life-course difference that could be found was that of shopping for children's second-hand clothing as this was related to the marital life-stage the consumers were in. As such, we asked parents and grandparents about differences when buying clothing for their children or grandchildren. In the area of second-hand shopping for children's clothing we were able to identify several different findings that on the one hand confirmed the existing theory and on the other added some new perspectives to it that did not appear in the literature before. The statements made by Gregson and Crewe (1998) about the children growing fast out of their clothes and therefore the clothes being almost new as well as the great deal the parents make when buying that clothing for a good price were confirmed by respondents belonging to the "parenthood" and "grandparent" family

life-cycle stages. However, the aspect of parents being more critical towards the quality and the first cycle of consumption as mentioned by Gregson and Crewe (1998) did not appear in the answers at all which we assume happened because of the already mentioned advantages that overshadowed this particular comment. More important is the fact that we were able to get new insights on the topic.

One facet that came out as a motivation both for adult and children's clothing was that some respondents did not care what will happen to the children's clothing as they did not put much value in it and knew that they got it for much cheaper and if necessary would be able to easily replace it. Another more important fact was the mention of chemicals as discussed above and that the respondents agreed that buying second-hand clothing for their children would be less risky due to the fact of it being already washed so many times. As mentioned above, this is overall an important new finding, both for adult's clothing and children's clothing.

5.2. Moderating Factors

To answer the second half of our research question regarding the driving forces towards second-hand shopping, we asked questions such as "What stops you from buying more?". We tried to avoid using specific terms such as "motivations", "attitudes" and "barriers" as to not restrict the consumers. Due to this approach we learned about a lot of moderating factors that often worked as barriers to consumer, but if done well, would not be a barrier anymore. While some respondents mentioned that there were no disadvantages to second-hand clothing, we learned about many potential moderating factors, a lot more compared to what we saw in the literature. In order to categorize it, we tried to follow a similar structure to our motivations. We found moderating factors related to utilitarian factors, the contamination factor, store characteristics and personal values. What we found was shown quite thoroughly in the findings, and therefore we will not go into as much detail as with the motivations but primarily discuss the interesting results. To expand upon our theoretical framework, we have summarized the findings in figure 6.

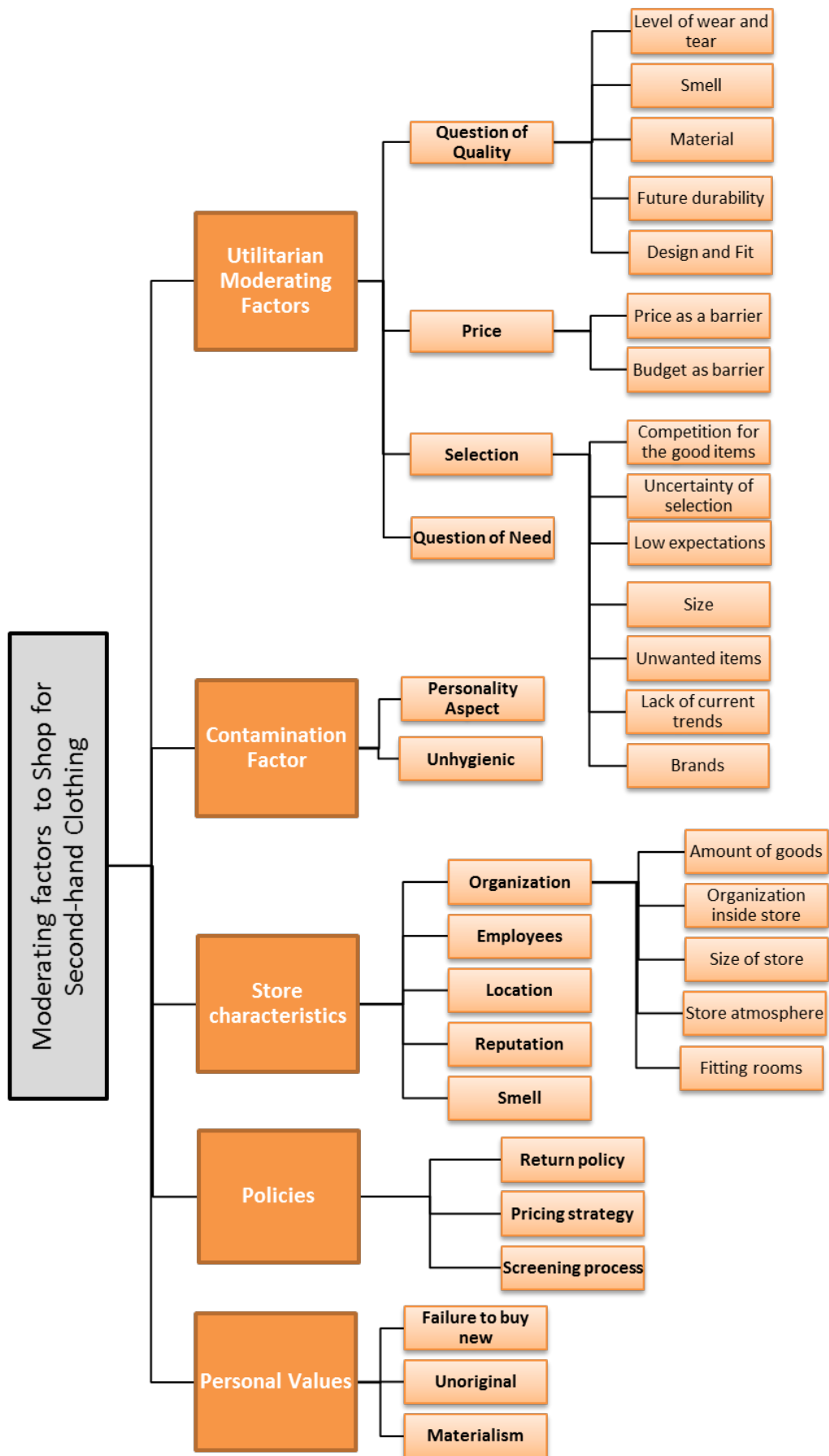


Figure 6: Modified framework of moderating factors stemming from the findings

Overall, respondents indicated all types of factors rather evenly, but what is remarkable is the fact that only one respondent mentioned something falling under personal values. Except for the concept of contamination, the rest of the specified moderating factors are rather external. This shows that most of the factors - store characteristics, utilitarian factors and partly the contamination factor - are things that the store can influence. Furthermore, what is noteworthy is the fact that there were essentially no life-course differences that stood out regarding moderating factors. This implies that the moderating factors are relevant to all, no matter the life-course a consumer might be in, presumably because these factors are rather external. To illustrate, convenience of location is based upon where a consumer lives, not the life-course, yet it is still important to many.

This brings us to the concept of store characteristics as a moderating factor. Things like store design and products are part of the marketing mix and so the presentation of the stores and products should appeal to the consumers (Goworek & MCGoldrick, 2015). As indicated by the consumers, even the store-front is important as respondents would sometimes simply stop by the store on their way home. More importantly, it is the organization inside the stores that many of the respondents felt could be improved even though it did not truly affect the consumer's desire to second-hand shop for clothing. At the same time, as Mitchell and Montgomery (2010) suggested, these are the types of things that consumers evaluate the stores on. As the literature suggested, the employees were important too (Mitchell & Montgomery, 2010), however, compared to the literature, we found it to be primarily related to the appearance. On the other hand, this makes sense since employees represent the store, and often the clothing. The mention of wanting employees to be helpful might not be so relevant because consumers could easily learn about the available clothing themselves simply by browsing.

Speaking of the organization, this could prove to be quite important given the very nature of the second-hand stores. Overall, what can be said is that second-hand shops are fundamentally different to regular shops in that the goods and clothing the charity shop sells, is originally donated. Therefore, their offerings are never the same, are one of a kind and can be an extreme mix. The selection depends on who has donated clothing, what trends were current when the clothes were firstly bought, and from what stores and brands the clothing initially came from. As such, the organization of the products is important so that consumers can easily see the offerings (Goworek & McGoldrick, 2015).

Furthermore, the selection, especially the uncertainty of selection, of what there is and what sizes are available are a definite moderating factor for purchasing. Even further, the perception of the selection is a barrier to those who primarily go shopping for clothes for utilitarian reasons. On the other hand, this is nothing the second-hand store can truly control. Knowing this, many existing consumers go to a second-hand store with less expectations because they know they cannot expect to find anything. Simultaneously, having these lower expectations in what they can find is something that allows the hedonic motivations of originality, and treasure hunting, and even bargain hunting to occur. Furthermore, lower expectations in finding something mean a smaller chance of failure which would have led to disappointment.

On the other hand, as previously stated in economic motivations, nearly all consumers seem to have certain expectations regarding price. However, some mentioned that the prices could be too high at the store and some also mentioned price differences among stores and flea-markets. Much like the thesis by Kristoffersson (2015) suggested, price then can be a barrier which is obviously linked to the pricing strategy the second-hand store has.

Related to the selection factor and expectations, some consumers indicated that the second-hand shops can better control their screening process. This is because of the very important moderating factor of quality. Our research findings reiterated and supported the conclusions in the literature that

quality was important (Mitchell & Montgomery, 2010; Darley & Lim, 1999; Winakor & Martin, 1963, as cited in Roux, 2005; O'Reilly, 1984), but in our opinion our findings also show more clearly how important the concept of quality is for second-hand clothing. The consumers openly stated that quality was important and several stated that quality clothes could be found although the clothing has to be checked. This is because unknown quality represented an uncertainty to some and a risk in getting something less than the consumer wanted. Quality then seemed mostly related to the concept of perceived performance risk which is predictive of overall perceived risk for most products (Kaplan, Szybillo & Jacoby, 1974) and consumers tend to want to avoid risk. For example, a couple of respondents said that the second-hand goods seemed more durable than clothing, making shopping for those goods more preferable than for clothing. Moreover, as the study by Alam (2015) showed, product risk was the second most considered factor out of price, brand and location when it came to buying second-hand products.

However, the concept of quality can likewise be related to the contamination factor which was mentioned by most respondents as well. As suggested by the Roux (2006) in particular, the contamination factor was a moderating factor that was also present in our findings. However, what we mostly found was the unhygienic aspect rather than the personality aspect. In particular, the closer the garment was to the body, the more contaminated it could be. Even if they consciously knew the clothes were washed, the freshness and thus in a sense the quality was sometimes questioned as well. This again reiterates the importance of quality, and what we believe to be is the screening process.

Now taking a broader point of view, well thought-out store characteristics, and good quality products also lead to consumers being satisfied and more willing to share their success stories which brings us to the reputation of the store. As is commonly known, word-of-mouth is an incredibly important type of marketing communication for a company. A brand's ability to have positive word-of-mouth creates and reinforces attitudes (Day, 1971) and is often seen as objective, impartial and authentic to other consumers (Goworek & McGoldrick, 2015). Therefore, the reputation of a second-hand store is also a moderating factor, or as Mitchell and Montgomery (2010) suggested, the recommendations from family and friends is a moderating factor. While on the one hand it was not directly mentioned by a lot of the respondents as something that influenced the consumers of what store to pick, it was clear from many of their indirect comments that the reputation of the second-hand store as a whole could be important. From many responses it was apparent that the participants were not the only ones in their familial or social circle that shopped for clothing second-hand. Furthermore, many of them also exhibited tendencies of being thrift-mavens – second-hand shoppers with a lot of information about it and who were willing to share that information (Christiansen & Snepenger, 2005).

However, taking all of these moderating factors into account, when we asked them what actually stopped them from buying more, the response was mostly related to the fact they did not need more. As such the utilitarian motivation of need was also a utilitarian barrier. This could seem discouraging because inherent need is virtually out of the store's control. Nevertheless, the previous moderating factors are still important and moreover, are things that can improve the chances of consumers buying more while in the store. In addition, if the moderating factors are mitigated, this will enhance the store experience, which in turn should make the consumers come back more often, and additionally improve the store's reputation which consequently should bring more potential shoppers.

5.3. Driving Forces, Life-stages and Linkages

Although we might have found a few patterns related to life-courses, in particular students and their economic motivations, the lack of overall patterns lead us to believe that motivations do not necessarily differ by life-course. We also asked those who had been shopping second-hand clothing for a long time about how their motives had changed over the years. Many of our respondents had been shopping second-hand their entire lives, starting with their parents, while others had shopped for several years and some not so often. What we learned in total was that overall the motivations have stayed the same. What may have happened to some respondents is that there was a reordering of the importance attached to each motivation. In particular, if the economic aspect and the economic necessity aspect played a larger part when they first started then as they got more economically secure, this became less important, even though it still was a top contender. On the other hand, some respondents mentioned that their primary reason in their early years of second-hand shopping for clothing - whether it was the economic, utilitarian, hedonic or critical motivation - had never changed. As such second-hand clothing consumers' motivations towards second-hand may have developed, but never drastically changed.

Finding that motivations did not clearly differ by life-stage or change throughout their life-course, this suggests that there is something else than life-stages driving these motivations especially as there are definite links between motivations. Overall, the motivations were never truly experienced in isolation and as discussed above, often the motivations were connected to one another. Based upon the finding that motivations relating to personal ideologies were more prevalent as the primary motivation, we speculated that shopping-second-hand has to do with the ideologies and values of the respondent. This was partly inspired by Guiot and Roux (2010) who discussed that the need for uniqueness affected overall shopping motivations. This then answers our question of linkage in suggesting that the motivations are connected by underlying ideologies and values. After all, "it is in the motive or reason that underlying values might be reflected" (Schlater & Sontag, 1994, p. 6) because "consumer motivations are often driven by underlying values" (Solomon, Bamossy & Askegaard, 1999, p.118).

Furthermore, in the area of looking at the relationship between values, attitudes and behaviours, Dickson (2000) stated that the predominant thinking in this field is that values influence attitudes which affect behaviour. Values then are about a central belief, about a desirable end-state which is not bound to specific situations; rather values guide general behaviour and the consumption activities hoping that the subsequent behaviour and product will help achieve the desired end-state (Solomon, Bamossy & Askegaard, 1999). Additionally, values are generally broad based - cultural values - but can be seen as consumption specific values even though this makes the values less abstract (Bamossy & Askegaard, 1999). Moreover, values are principles that are part of the individual's personality and ideologies (Smith, 1982 as cited in Dickson, 2000) and furthermore, these values are overall resistant to change (Munson, 1984 as cited in Dickson, 2000). However, as we noted before, as a human develops so will their needs and beliefs and as such values may change or be reordered as there are changes in their environment (Schlater & Sontag, 1994). This then supports our belief that motivations to shop second-hand clothing are rooted in values which is how the motivations are connected. However, the order of these motivations and values may slightly change as the environment surrounding the respondent might change. For instance, a few of our older participants mentioned that there were less second-hand shops around when they were young, and neither was the environmental concern a big factor back then. Be that as it may, to answer our research questions, differences in motivations are linked by values rather than by the life-course.

Now that the presumption is that the motivations are correlated and likely connected by values, it is time to look at the larger picture where the moderating factors fit. From the discussion, several moderating factors are linked to each other as there is some overlap; however, nearly everything we

found was related to external factors. What is more interesting is looking at how the moderating factors affect the motivations. From our findings and discussion, it has been found that certain moderating factors affect certain motivations depending on the consumer's values, the perception of the moderating factor, and what motivation is most important.

Thus we feel we have answered our research questions of the driving forces, their linkages and the relation to life-course and as such we would like to graphically portray the broad perspective in figure 7. The figure illustrates the four overarching motivations and that they are linked with the values being at the core. Furthermore, it also shows the four moderating factors and what motivations they can affect represented by arrows to show the influence, along with an indication of possible life-course differences.

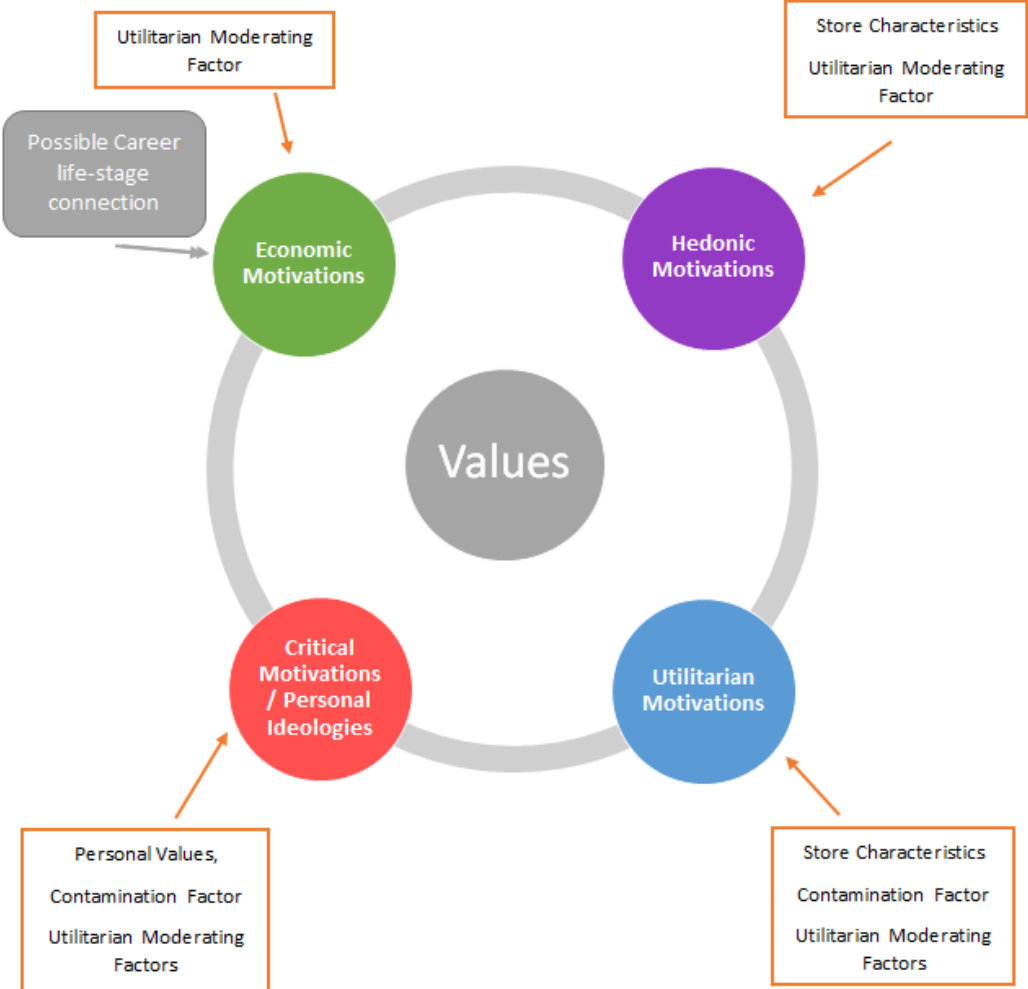


Figure 7: Linkages between motivations and moderating factors when it comes to second-hand shopping for clothes

6. Conclusions

6.1. Research Aims and Objectives

The aim of this thesis was to investigate the driving forces towards shopping for second-hand clothing. In particular, this research looked upon the motivations and moderating factors and how they might be affected by life-courses or be linked to each other. To make it more precise the study was only concerned with second-hand stores/charity shops and was conducted in Sweden in the city of Lund.

The overall research questions and its components had been determined as follows:

What are the driving forces towards second-hand shopping for clothes among consumers?

- i. What are the motivations and moderating factors for buying and wearing second-hand clothing?*
- ii. How do the motivations and moderating factors differ depending on the consumer life-course which can be seen from two perspectives: career life-stage and family life-cycle?*
- iii. How are the driving forces linked?*

With this thesis, we strived to confirm the current literature as well as expand on it or even develop a new framework based on the results. Therefore, we undertook qualitative research by conducting 18 interviews with participants who belonged to different life-course groups. However, in order to collect useful information from the interviews and be able to ask the right questions we first completed a thorough investigation on the already existing theory. The review started from the broad perspective on the motivations for shopping in general proceeding with motivations and moderating factors for shopping second-hand in particular, bringing in the aspect of life-course changes at the end. By summarizing and structuring the given material we were able to put it together into a descriptive framework that provided all the important facts at once.

From this starting point we were able to develop a suitable interview guide and obtain necessary data from our respondents. Each interview lasted for approximately 35 minutes and the semi-structured form of the interviews gave us the possibility to talk freely to the participants focusing more on specific topics when necessary.

After transcribing the raw data, we coded the relevant quotes and following the process of thematic analysis put them into themes that naturally evolved from the given theory. The findings indeed confirmed most of the literature. More importantly, we were also able to expand the theory and add new categories to the motivations as well as to the moderating factors. For instance, we obtained a deeper insight into the economic motivations and specifically into the gratificative role of price as the interviewees were mentioning different aspects of it very often. Furthermore, we have discovered several other utilitarian motivations beyond the specific purpose like the question of need or exhibiting a type of carelessness with second-hand clothing. The most interesting finding concerning utilitarian motives was the aspect of second-hand clothing containing less chemicals than new apparel. Moreover, in the area of critical motivations we were also able to uncover important personal ideologies like the importance of charity, other priorities over clothing and the ideology of living cheaply. Additionally, our findings provided us with deeper insights into the moderating factors expressing the significance of such factors as the selection at second-hand stores or the importance of need, which also already gave us the first hints of an existing linkage between motivations and moderating factors. Finally, the results provided some support for the differences in life-courses that

we could register and note. These results however were only minor and rather lead to the assumption that the life-courses did not play a significant role when it came to determining the motivations.

On the basis of the results of our study, we managed to draw several fundamental conclusions. First of all, our research provided evidence for the motivations being linked to each other. For example, the economic motivations are connected to the hedonic and utilitarian motivations as by paying less money, treasure hunting (hedonic motivation) or the carelessness for the items (utilitarian motivation) can increase. Moreover, the critical motivation of living cheaply also already contain an economic factor in it. Other linkages to utilitarian and hedonic motivations could also be drawn from critical motivations. For instance, when consumers wanted to buy something specific (utilitarian motivation) or go for adventure shopping (hedonic motivation), they were guided by the underlying motivation of ethics and ecology (critical motivation/ personal ideology) to go into a second-hand store rather than a regular store. The most important finding at this point was that the motivations did not occur in isolation. At least two of them, but mostly even all of them were mentioned by the respondents at the same time. Therefore, we were also able to point out that if people were looking for something specific (utilitarian motivation) that did not necessarily mean that they could not enjoy the whole process of shopping (hedonic motivation) which most actually did.

While there were clear linkages and connections among motivations, moderating factors also appeared to influence the motivations. The utilitarian moderating factors seemed to affect all of the four overarching motivations where, for example the quality factor affected economic motivations, the need factor affected the utilitarian motivations, the price factor affected the critical motivation and the selection factor affected the hedonic motivation. Moreover, the organization of the store affected hedonic and utilitarian motivations, the contamination factor influenced critical and utilitarian motivations and the personal values influenced critical motivations.

Since the respondents stated that their motivations have remained the same over the years we did not find any significant linkages of motivations and moderating factors to life-courses except for a possible financial life-stage connection to economic motivations. There might have been a slight reorganization of what motivation was more important over time, but in general the motivations themselves remained stable. This finding lead us to the conclusion that the motivations are rather connected to values and personal ideologies than life-courses as values represent central beliefs that are not bound to specific situations (Solomon, Bamossy & Askegaard, 1999).

We can conclude from our research and analysis that there are significant linkages between motivations, and moderating factors with the values at their core which we have portrayed in a framework providing another angle on how to look upon driving forces and other factors.

6.2. Theoretical Implications

Looking upon our conclusions we can say our theoretical contributions are that we first of all confirmed existing theory and second, that we essentially added to it. On the one hand, we found new motivations and new sub-categories of already existing motivations. On the other hand, we have also substantially expanded upon currently present moderating factors and the different dimensions of them.

By posing and answering the question about the life-courses we have opened up a new perspective on how the motivations might be connected. Though we only found minor influences here, they were still relevant and also revealed that the motivations are not really dependant on the life-

courses but rather on underlying values which brought us to our main conclusion. By identifying that the motivations are rooted in personal ideologies and values and by showing that they stay more or less stable over time, we have uncovered an interesting factor that was not present in the theory so far.

The most important result is however, that with our research, we were able to bring our findings on another level and connect the driving forces to second-hand shopping for clothing in a logical way. Our results allowed us to develop a new theoretical framework illustrating the linkages between motivations, moderating factors and life-courses that can be used by future researchers and guide new projects.

6.3. Managerial Implications

Finally, the research findings can also be used by managers of second-hand clothing shops to better understand their customers. First the findings regarding motivations allows the managers to understand what drives consumers to the stores which then gives them the ability to better tailor messages to the consumers. Second, knowing what moderates their motivations, and what the consumers are looking for enables managers to better adapt their offerings to satisfy the shoppers. Here we give some specific examples of what a second-hand shop manager could consider based upon what the participants of our study discussed.

Consumers say that store characteristics are important and therefore managers of thrift-stores need to utilize commonly known retail techniques as much as possible. While the location and space cannot be easily fixed, features like the store exterior with the fascia, such as signage, colour, materials and the window display can play important parts to send messages to consumers (Goworek & MCGoldrick, 2015). Furthermore, when it comes to the organization inside, the manager should consider the store layout and where the products are placed, but more importantly, how they are displayed. Due to the very nature of a second-hand store, the challenge will be to provide a balance between displaying the wide amount of products but without it looking cluttered (Goworek & MCGoldrick, 2015). In addition, managers of the second-hand stores need to reconsider their product offerings, or at the very least ensure that the clothing that they offer the consumers have been thoroughly checked for quality.

Improving the store characteristics will enhance the store experience for the consumers which in turn should make them more likely to recommend the store to friends and family. As noted, many of second-hand shoppers were not alone in their social circle to shop second-hand. This brings us to the implication that managers of second-hand shops have potential sources of people who will 'advertise' for them through word-of-mouth, which is a powerful advertising tool. This is something that managers could take advantage of as it is a source that would reach an audience that is more likely to be the right target market (i.e. people who already have someone in their network who shops second-hand for clothing). Moreover, word-of-mouth is an inexpensive tool which is a benefit for shops whose focus is on charity and many of the consumers seemed willing to encourage others to buy second-hand. As one respondent said: *"... I want them to know that you can find good things at second-hand because I would love if more people bought second-hand. I want to inspire other people to buy second-hand and get them to realize that it is fun."*

However, if a manager decides to do some advertising, Dickson (2008) suggests that the knowledge a consumer has is an important component towards them being more inclined to buy apparel from socially responsible businesses. As such, educating consumers can direct more customers towards those businesses, provided that retailers still have products the consumers want to begin with (Dickson, 2008). In this line of thinking, this is something that managers of second-hand stores should

consider as a second-hand shop is a socially responsible business. While it is impossible due to the very nature of second-hand shops to have complete control of the offering, educating consumers about the benefits of second-hand shopping may appeal to those consumers who have personal values or ideologies related to not wasting resources, sustainability, the environment or helping others. The benefits that can be mentioned are things like how much resources are consumed when producing new clothing and then in comparison how much resources it saves when a consumer buys a piece of already used clothing. An approach like this can appeal to those who are ethics and ecology motivated and perhaps even to those who want to distance themselves from the system.

6.4. Future Research

Before making suggestions for future research, the terminology of generalizability has to be discussed. Easterby-Smith, Thorpe and Jackson (2008) define the term as follows: "Generalizability is the extent to which observations or theories derived in one context can be applicable to other contexts" (p.341). In this context, we conducted a qualitative study which means there is no possibility for statistical generalizations, only theoretical. Moreover, the respondents came from a rather limited geographical area. On the other hand, the findings confirmed a lot of previous theory proving that there is a sense of homogenous attitudes among this target group supporting the ability to theoretically generalize the findings. In addition, in our opinion, the study was conducted in a robust manner to be as reliable and valid as possible as discussed in the methodology section. Therefore we consider the findings from our study valid, theoretically generalizable and applicable to future research.

Based upon finding linkages to values, we suggest that research into underlying general attitudes and values connected to second-hand shopping behaviour could be worthwhile. Given the new findings, several areas could be further explored. For instance, the concern about chemicals in clothing and how second-hand clothing has been washed, suggests that values related to chemicals and health could be further researched. Furthermore, the linkage to the environment, sustainability and reusing could be investigated to understand what the underlying values are. In this line of thinking, what could also be interesting to further study are consumer's general behaviour when it comes to other environmentally friendly consumption, specifically if they buy other eco-apparel or organic food.

In addition, to further explore moderating factors, it would be intriguing to perhaps conduct an ethnographic study to find out how people actually behave while in the store, and therefore learn more about moderating factors.

Appendix

Appendix A

Roux & Guiot's scale (2010) as adapted from p. 361

Critical Motivations	Distance from the system
	By buying second-hand, I feel like I'm escaping the (consumption) system)
	Buying second-hand is for me a revenge on the consumption system
	Buying second-hand enables me to distance myself from the consumer society
	Ethics and ecology
	I enjoy buying second-hand because I don't like objects being thrown away that can still be of use
	By buying second-hand, I feel I'm helping to fight against waste
Economic Motivations	Gratificative role of price
	I can afford more things because I pay less second-hand
	One can have more things for the same amount of money if one buys second-hand
	I feel that I have lots of things for not much money by buying them second-hand
	Search for a fair price
	I don't want to pay more for a product just because it's new
	By buying second-hand, I feel I'm paying a fair price for things
Hedonic/recreational motivations	Treasure hunting
	I like wandering around second-hand outlets because I always hope I'll come across a real find
	I go to certain second-hand outlets to rummage around and try to find something
	I'm often on the look-out for a find when I go to certain second-hand outlets
	In certain second-hand outlets, I feel rather like a treasure hunter

Originality

I hope to come across articles that nobody else has

I hope to come across original articles that are not found in mainstream stores

Social contact

What I like about certain second-hand outlets is the pleasure of meeting and talking to people

In certain second-hand outlets, I like entering into discussion with people even if I don't buy anything

I like going to second-hand outlets where I can have contact with people and talk to them

I enjoy the social interaction you find in certain second-hand outlets

Nostalgic pleasure

I am attracted more to old things than new ones

Above all I buy things second-hand because they are old and have a history

I like buying second-hand objects because they evoke the past

I like buying second-hand objects because I find them authentic

Appendix B

The Interview Guide

Introduction

Thank you for volunteering to participate in this interview. My name is ... and I am student at Lund's University taking a Masters' degree in Marketing. We really appreciate you taking the time to help us to complete our thesis. We would like to record this interview for future transcription and use and with your participation in it we assume that this is ok with you. In addition, we would like to point out that you will remain anonymous. If you at any point should feel uncomfortable with the questions please let us know and we will just continue with another question or discontinue completely.

Discussion topics	
Questions to ask:	Notes for the interviewer:
<p>Warm-up Today we would like to discuss second-hand shopping for clothes in particular in second-hand stores. But first, just to start with something easy can you please tell us a little bit about yourself e.g.</p> <ul style="list-style-type: none"> · What is your age? · What is your occupation? · What is the first association that comes into your mind when I say second-hand clothing? This could either 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? · When was the last time you went second-hand shopping? · What type of items were these? 	<p>Ensure that if we are talking to parents to distinguish consumption for "yourself" / "for your children"</p> <p>(probe if clothes were a purchase)</p> <p>If yes for clothes:</p> <ul style="list-style-type: none"> · How often do you purchase second-hand clothing from a store? · Do you recall the second-hand shops you have visited? <p>If no: Continue with the next part</p>

Motivations

· **What motivates you/would motivate you to buy second-hand clothes in a second-hand store?**

· **How do you feel while / after buying a piece of second-hand clothing?**

Probing questions:

- When, what, where, which, how?
- Anything else?
- How does X help you with Y?
- How come?
- What do you mean?
- Can you please elaborate further?
- Can you give me an example?
- Please help me understand...
- Why is this important?
- (For those who have children)
Would it make a difference if you bought clothing for yourself or your kids?

Listen for the following:

Critical motivations:

- Distance from the system
- Ethics and ecology
- Materialism
- Frugality

Economic motives:

- Gratificative role of price
- Search for a fair price
- thrift

Hedonic/recreational motivations

- Treasure hunting
- Originality
- Social contact
- Nostalgic pleasure
- thrift

Functional value

- Specific purpose

Need for uniqueness

- Differentiation
- Personal style
- Originality

Environmental factors?

Attitudes & Beliefs

- **What do you think about second-hand clothing?**
- **What do you think of people who second-hand shop?**
- **What image does a person send when wearing second-hand clothing?**
- **What are the advantages of wearing second-hand clothing?**
- **What are the disadvantages of wearing second-hand clothing?**
- **Is there a difference between buying and getting second-hand clothing?**
- **What is the difference in your attitude towards second-hand clothing and other types of second-hand goods? Please give me an example**
- **What is the difference in your attitude towards second-hand clothing and new clothing?**

Probing questions:

- Anything else?
- When, what, where, which, how?
- How come?
- What do you mean?
- Can you please elaborate further?
- Can you give me an example?
- Why is this important?
- Please help me understand...
- Do you think clothes represent identity?
-
- (For those who have children)
Would it make a difference if you bought clothing for yourself or your kids?

Listen for the following:

- Contamination factor
- Environmental factors
- Economical factor
- Reputation, brands
- Trends / appearance

Barriers

- (Ask only those who do purchase second-hand clothing)
What stops you from buying more second-hand clothing?
- (Ask only those who do not purchase second-hand clothing)
Why do you not buy second-hand clothing?
- **What would it take to make you overcome this barrier?**
- **Before we end, is there anything else you would like to add or mention about what would make you start going to second-hand stores for clothing? Or do you have anything to add about your feelings towards second-hand stores and second-hand clothing?**

Probing questions:

- Anything else?
- How come?
- What do you mean?
- Can you please elaborate further?
- Can you give me an example?
- Why is this important?
- Do you think clothes represent identity?
- Where does this attitude come from?
- (For those who have children)
Would it make a difference if you bought clothing for yourself or your kids?

Listen for the following:

- Contamination factor
- Economical factor
- Image factor
- Influential factors
 - o Reputation, brands
 - o Appearance of the store

Conclusion

This essentially concludes our formal questions for you. Do you have anything else you would like to add?

Thank you again for your time. This truly help us concluding our thesis. We appreciate your effort and answers. Would you mind us calling you in case we would have some more questions to ask?

Appendix C

The Respondents

Interview #	Career Life-stage	Gender	Age	Family Life-cycle
1	Student	Male	25	Single
2	Student	Female	24	Common-law
3	Student	Female	24	Common-law
4	Student	Female	27	Common-law
5	Young professional	Female	31	Single
6	Young professional	Male	30	Single
7	Young professional	Male	33	Single
8	Young professional	Female	27	Married
9	Young professional	Female	26	Parent
10	Professionals	Male	49	Single
11	Professionals	Female	53	Parent
12	Professionals	Female	61	Parent
13	Professionals	Female	56	Parent
14	Professionals	Female	47	Parent
15	Retiree	Female	64	Grandparent
16	Retiree	Female	67	Grandparent
17	Retiree	Female	61	Grandparent
18	Retiree	Female	72	Grandparent

Appendix D

Phases of thematic analysis, (Braun & Clarke, 2006, p. 87)

Phase	Description of the process
1. Familiarizing yourself with your data:	Transcribing data (if necessary), reading and re-reading the data, noting down initial ideas.
2. Generating initial codes:	Coding interesting features of the data in a systematic fashion across the entire data set, collating data relevant to each code.
3. Searching for themes:	Collating codes into potential themes, gathering all data relevant to each potential theme.
4. Reviewing themes:	Checking if the themes work in relation to the coded extracts (Level 1) and the entire data set (Level 2), generating a thematic 'map' of the analysis.
5. Defining and naming themes:	Ongoing analysis to refine the specifics of each theme, and the overall story the analysis tells, generating clear definitions and names for each theme.
6. Producing the report:	The final opportunity for analysis. Selection of vivid, compelling extract examples, final analysis of selected extracts, relating back of the analysis to the research question and literature, producing a scholarly report of the analysis.

Appendix E

Screenshot of the NVIVO coding

The screenshot displays the NVIVO interface for a project named "Second-hand.nvp - NVivo Starter". The main window is divided into several sections:

- Nodes List:** A table listing various nodes with their source and reference counts.
- Text Excerpt:** A snippet of text from a source, with colored bars indicating which nodes are applied to it.
- Code At:** A field for entering a code name.

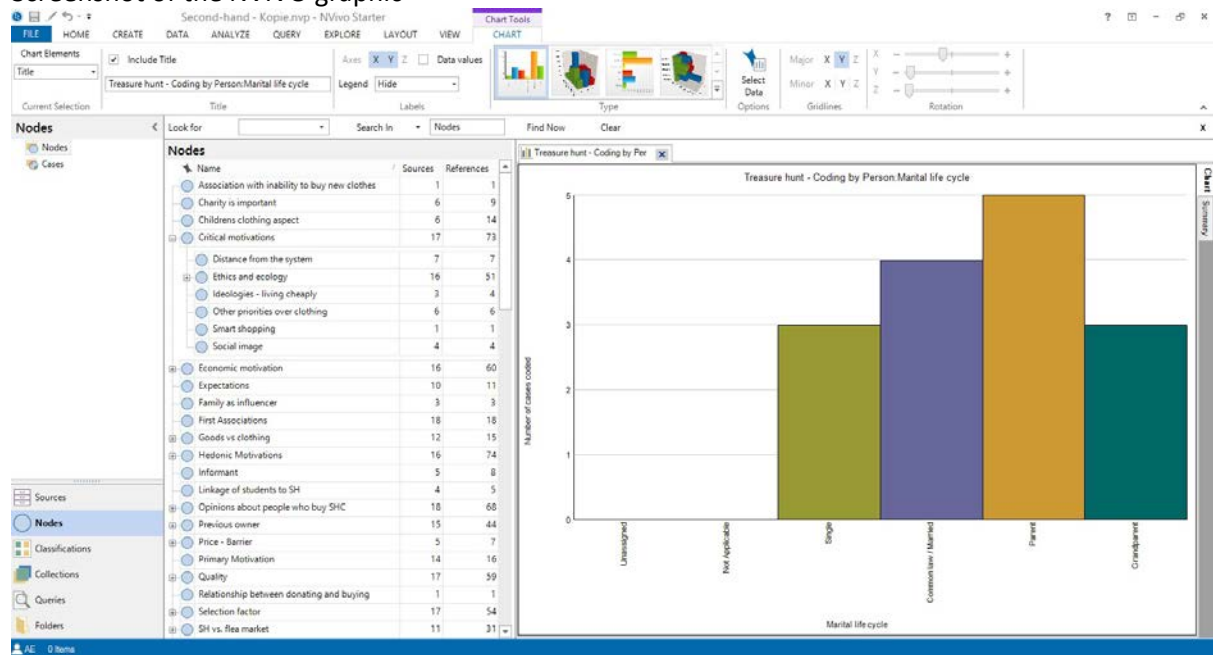
Name	Sources	References
Fair price	14	33
Cheap price	14	29
Quality and price	4	4
Gratificative role of price	7	8
Expectations	10	11
Family as influencer	3	3
First Associations	18	18
Goods vs clothing	12	16
Hedonic Motivations	16	74
Informant	5	8
Linkage of students to SH	4	5
Opinions about people who buy SHC	18	66
Previous owner	15	44
Price - Barrier	5	7
Primary Motivation	14	16
Quality	17	59
Relationship between donating and buying	1	1
Selection factor	17	54
SH vs. flea market	11	31
SHC not always visible	9	9
SHC should still look nice	7	7
Store Characteristics	18	100
Trend factor	5	8
Utilitarian purpose	18	76

Text Excerpt:

clothing, I think you should reuse things, because many people use for awhile and then let it go. And it is just, "onödigt", vad heter det?
I. It's unnecessary.
R. Unnecessary to throw away.
I. Is there anything else that motivates you to buy second-hand, second-hand clothing?
R. I don't think the new things are very nice for me.. *laughter*
I. Really? why do you say that?
R. Because I, perhaps I am an old woman, that doesn't like the new mode.
I. Okay,
R. I haven't thought about it that way, but well, when I ask I think it is a bit like that. When I go in a shop with clothes, here, never find anything that I would like. Very seldom I find anything that I would like to have.
I. Okay.
R. This I bought (shows her jacket) second-hand, no... that's all today. *laughter*
I. Okay, can you maybe expand a little bit more on, is there something else than the fashion why you cannot find something in a new stores, or maybe why you can find something in a second-hand stores? What is special about second-hand clothing that you's rather find something there then in a new store?
R. What I said, it's
I. and again if you need to take it in Swedish...
R. Nämen, alltså, jag tycker det är, man kastar så mycket i onöddan, och gör sig med så mycket i onödan. Och dessutom är det ju billigare. (Translation: no but, I think it is, you throw away so much unnecessarily and get rid of so much unnecessarily, and besides, it is cheaper!)
I. En SHC, även if allt förbrukat saker, även om jag inte tycker om det. And if it is

Appendix F

Screenshot of the NVIVO graphic



Appendix G

A 15-point checklist of criteria for good thematic analysis, (Braun & Clarke, 2006, p. 96)

Process	No.	Criteria
Transcription	1	The data have been transcribed to an appropriate level of detail, and the transcripts have been checked against the tapes for 'accuracy'.
Coding	2	Each data item has been given equal attention in the coding process.
	3	Themes have not been generated from a few vivid examples (an anecdotal approach), but instead the coding process has been thorough, inclusive and comprehensive.
Analysis	4	All relevant extracts for all each theme have been collated.
	5	Themes have been checked against each other and back to the original data set.
	6	Themes are internally coherent, consistent, and distinctive.
	7	Data have been analysed – interpreted, made sense of – rather than just paraphrased or described.
	8	Analysis and data match each other – the extracts illustrate the analytic claims.
Overall	9	Analysis tells a convincing and well-organized story about the data and topic.
	10	A good balance between analytic narrative and illustrative extracts is provided.
	11	Enough time has been allocated to complete all phases of the analysis adequately, without rushing a phase or giving it a once-over-lightly.
Written report	12	The assumptions about, and specific approach to, thematic analysis are clearly explicated.
	13	There is a good fit between what you claim you do, and what you show you have done – ie, described method and reported analysis are consistent.
	14	The language and concepts used in the report are consistent with the epistemological position of the analysis.
	15	The researcher is positioned as <i>active</i> in the research process; themes do not just 'emerge'.

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