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The Evocation of Customer Emotions and its Effect on Purchase Behaviour in the Second-hand Retail Environment

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Abstract

Second-hand retailing has seen a considerable upswing in recent years. Customers rethink their attitude towards a more mindful way of consuming which makes second-hand shopping increasingly popular. This research study took the Stimulus-Organism-Response framework as a foundation leading to its first-time application in second-hand retailing. The aim of this study was to investigate the relationships between situational and personal factors (Stimulus) and the customer's emotional state (Organism) in a second-hand shopping experience. Furthermore, this study tested the relation between the customer's emotional state and the purchase behaviour (Response). By choosing a mixed-methods approach, the researchers could first identify the most relevant situational and personal factors in second-hand retailing through a qualitative study. The situational variable was thereby divided into three constructs including product, shop and service satisfaction, while the personal variable was split into time availability and shopping intentions. As a second step, the quantitative part of this study tested these factors regarding their influence on the customer's emotional state and found out that product and shop satisfaction as well as time availability have a significant impact on the emotional state. This leaves the factors of service satisfaction and shopping intention without any significant impact. Additionally, a significant relation could be identified between the customer's emotional level and the final purchase behaviour. All in all, this study was conducted in the city of Malmö in Sweden, a country that is known for its flourishing second-hand culture.

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1 Introduction

This introductory chapter gives the reader a first and general overview of the second-hand retail environment as the main research area in this study. This thesis starts by showing how the world has changed regarding consumption practices in recent years providing the reader with the background to better understand the ongoing growth of second-hand retailing. After establishing the research objectives including a short introduction of the main theoretical model and the hypotheses, the purpose of this study is presented. At the end of this chapter, a short outline is given to the reader to ensure a better comprehension of the structure of this thesis.

1.1 From mass consumption to second-hand culture

Our world has become a world of mass consumption. Europe and America are leading the lifestyle of *consumerholics* in which shopping is continuously fuelled by the rise of new shops, the internet and by advertising campaigns (Ahn, 2016; Gullstrand Edbring, Lehner & Mont, 2015). No industry has exploited this demand more than the fashion industry, renewing their stock on a weekly basis (Brooks, 2015). This ideal of newness and the strive for individualism are commonly considered as key aspects of Western consumer cultures (Albinsson & Perera, 2012; Appelgren & Bohlin, 2015). Axelsson (2012) has highlighted that if the world continues to consume "in the same way as the Swedish population does today, we would need 3.25 Earths to support this lifestyle" (Gullstrand Edbring, Lehner & Mont, 2015, p. 5).

However, in recent years, a shift in customer thinking has been observed. Spending is replaced by a more ethical, thoughtful and questioning attitude (Arnold, 2009). Customers are becoming more aware of how overconsumption has a negative impact on their personal lives and society overall (Albinsson & Perera, 2012). In their strive for a more mindful lifestyle, customers are considering anti-consumption practices as a possible solution (Lee & Ahn, 2016). Anti-consumption must thereby not be mistaken with anti-materialism as it does not indicate a total break of consumption. It rather implies the voluntary rejection or reduction of certain brands, services or goods (Lee, Roux, Cherrier & Cova, 2011) while not being driven by financial restrictions (Lee & Ahn, 2016). Being both "an activity and an attitude" (Cherrier, Black & Lee, 2011), alternative consumption practices like the second-hand culture can be seen as part of an anti-consumption lifestyle.

The popularity of second-hand cultures has been steadily growing since the 2000s as it makes customers feel good, contrary to high-street shopping, by reducing the sense of guilt and also

leading to less conspicuous behaviour (Albinsson & Perera, 2012; Bardhi, 2003; Darley & Lim, 1999; Ferraro, Sands & Brace-Govan, 2016; Guiot & Roux, 2010; Palmer, 2005). According to Veblen (1994) *conspicuous consumption* refers to the public display of wealth and higher social status by buying expensive goods (see also Sassatelli, 2007). However, many customers consciously decide not to spend money on expensive products anymore. In contrast, average and also well-situated customers find pleasure in the search for one-of-a-kind items or stylish brands at considerable discount or in used condition, which leads to a fading stigma of second-hand consumption (Darley & Lim, 1999; Ferraro, Sands & Brace-Govan, 2016). It is not a matter of frugal or thrifty consumption, but can be described as a lifestyle, where customers enjoy the "thrill of the hunt" (Bardhi, 2003, p. 375) and are dedicated to "getting their hands dirty" when searching for unique pieces (Palmer, 2005; Steffen, 2016). Within the second-hand industry, especially fashion has seen significant growth, since it is, after cars and electronics, the third major industry where used has attained wide acceptance amongst customers (Ferraro, Sands & Brace-Govan, 2016; ThredUP, 2016). The reuse of clothing is surprising, as for a long time, fashion has been about regular shifts in *new* styles, designs and trends (Miles, 1998). As a result, all of a sudden the fashion industry is not just about following the latest clothing trends, but rather about an individual mix of both first and second-hand pieces, ranging through all eras (Ewen & Ewen, 1982).

1.2 Second-hand shopping as a lifestyle choice

Second-hand shopping has undergone a major transformation in the past 20 years. Once associated with negative connotations such as poverty and shame, second-hand shopping is now perceived as "cool" and "stylish" (Franklin, 2011, p. 166). Nowadays, two out of three Europeans buy second-hand goods and six out of ten have no problem with selling their belongings (Europages, 2015). Further, around a third of customers stated that they bought more second-hand goods in 2013 than the year before (Chahal, 2013). Nissanoff (2006) has described this new generation of shoppers as moving from an "accumulation nation" into an "auction culture" in which goods are only kept until the moment where the value of selling them surmounts the value of keeping them (Nissanoff, 2006). In this way, the second-hand industry transformed from "a necessity of acquiring quality goods by the poor" to "smart shopping of the present times in the west" (Xu, Chen, Burman & Zhao, 2014, p. 671). This means, that buying used goods is nowadays considered to be a smart way of shopping and primarily done by Western cultures. Williams and Paddock (2003) agree and have confirmed

that the vast majority of second-hand shoppers comprises affluent and not deprived social classes (Williams & Paddock, 2003). This fact has been confirmed by Steffen (2016) who showed that second-hand consumption is a lifestyle choice.

In addition to being a lifestyle, second-hand shopping is perceived as a highly social and emotional experience (Petrescu & Bhatli, 2013). Customers experience a "rush" from the search for hidden treasures (Petrescu & Bhatli, 2013, p. 55), which creates more pleasure than normal shopping does (Bardhi, 2003). Machleit and Eroglu (2000) highlight that a shopping experience in general is complex, with diverse emotions being evoked in customers. While positive experiences in conventional retailing might induce a positive emotional response and in turn, lead to a purchase, negative experiences can nullify any good mood customers had prior to the shopping spree and thus, influence purchasing behaviour negatively (Sherman, Mathur & Belk Smith, 1997). For the time being, the emotional aspect in the second-hand industry has only been researched regarding motivational factors that influence customers mainly in the pre-phase of a shopping experience (e.g. Ferraro, Sands & Brace-Govan, 2016; Gregson & Crewe, 2003; Guiot & Roux, 2010; Xu et al., 2014).

Still, it is believed that the shopping experience in the conventional retail setting leads to emotional stimulation at the point of sale itself and consequently influences the customer behaviour such as a purchase (Chang, Cho, Turner, Gupta & Watchravesringkan, 2015). Being an important customer response for the retailer, the act of purchase in a second-hand retail setting has been shown to be actively constructed by customers and considerably different to conventional retail purchasing (Gregson & Crewe, 1997).The identification and recognition of the best purchase demand much higher levels of knowledge and involvement on the customer side in the second-hand retail setting compared to the conventional retail (Gregson & Crewe, 1997). Additionally, the desire for the unexpected and the high involvement on the customer side make the act of purchase in second-hand retailing highly emotional and therefore interesting for further research (Gregson & Crewe, 1997).

All in all, the conventional retail industry is being put more and more under pressure as the majority of people all over the world start to make reuse and resale practices their new shopping habit (Sutter, 2016). Taking this into account, additional insights on the customer's emotional response and its effect on the purchase behaviour will be of considerable importance for marketing purposes in conventional and second-hand retail industries.

1.3 Research aims and objectives

Since the second-hand industry is of growing importance and at the same time differing considerably from the conventional retail industry, it is an important and interesting field for research.

To date, literature on second-hand retailing has mainly focused on the motivations influencing customers in the pre-phase of the shopping trip leaving a research gap regarding the investigation of the actual shopping experience. Using the Stimulus-Organism-Response (S-O-R) model (Mehrabian & Russell, 1974), the aim of this study is to gain new insights about the evocation and effect of emotions in the second-hand clothing industry. This model is shown in **Figure 2**, which can be found in **Chapter 3.1** of this thesis. Additionally, previous studies which investigated the emotional aspect of a shopping experience have only been done in the conventional retail setting. Thereby, it has been shown that the customer's shopping experience is influenced by both personal variables and situational factors controlled by the retailer which are further defined in **Chapter 3**, the theoretical background of this study (e.g. Ahn, 2016; Baker, Grewal & Parasuraman, 1994; Darian, Tucci & Wiman, 2001; Jones, 1999; Kotler, 1973; Luomala, 2003; Schiffman & Kanuk, 1999; Selnes, 1993; Spies, Hesse & Loesch, 1997). Sherman, Mathur and Belk Smith (1997) have further confirmed the influence of the customer's emotional state on purchase behaviour specifically in the fashion retail industry. Consequently, to achieve the research aim, this study seeks to first investigate the influence of selected situational and personal attributes on the customer's emotional response and second, examine how the emotional state interrelates with the customer's actual purchase behaviour. The theoretical discussion and background on these constructs and their relations (see **Chapter 3**) has led to the following hypotheses:

H1: The positive perception of situational attributes in the second-hand shop setting will have a positive influence on the customer's emotional state.

H2: The positive perception of personal attributes in the second-hand shop setting will have a positive influence on the customer's emotional state.

H3: There will be a positive relationship between the customer's positive emotional state and the purchase behaviour in the second-hand shop setting.

The hypotheses are embedded in the S-O-R model and tested using a mixed-methods approach. Hereby, the aim is to first identify the most relevant situational and personal factors in a second-hand setting qualitatively and in a second step test them through conducting a quantitative study. The focus of this thesis lies on the quantitative study which has been done through questionnaires. These questionnaires were constructed based on the qualitative observations and interviews. Both the qualitative and quantitative study have been conducted in three second-hand shops in Malmö, a city located in the south of Sweden.

1.4 Research purpose

The purpose of this thesis is to provide the reader and fellow researchers with a Stimulus-Organism-Response framework adapted to the second-hand shopping experience. To the researchers' best knowledge, the S-O-R model has not yet been used in second-hand research. This means that this study will mainly contribute to prior literature on this model by showing the relationships between Stimulus, Organism and Response. Especially, the Organism part of this study including both positive and negative emotions has not been researched in a second-hand retail setting, thus, contributing to literature on customer emotions evoked during the shopping experience.

Since second-hand retailing is a relatively new and under researched field of study with the first studies being conducted as recently as in the 70ies (Herjanto, Scheller-Sampson & Erickson, 2016), the researchers enlarge the existing marketing literature of this industry. The insights gained through this study and specifically through the application of the S-O-R model will be of special interest for research in second-hand retail management as it provides a deeper understanding of the evocation of customer emotions and the effect on purchase behaviour in-store.

Both the customer's shopping experience and the resulting purchase behaviour are of great importance for marketers and second-hand shop owners. Thus, more knowledge can be gained about how the purchase behaviour of potential customers is influenced by their emotional states. This is not only of great managerial value but will lead to implications for future improvements regarding product, shop and service attributes. Especially, the assessment about what situational factors create a pleasant or unpleasant shopping experience provides useful insights on future strategic retail planning. Since the influence of both situational and personal

factors on the customer's emotional state have yet not been investigated in the second-hand retail industry, the researchers add valuable knowledge about what factors have a greater influence and what factors are less important.

1.5 Thesis outline

Following this introduction chapter, the second chapter focuses on reviewing previous literature. First, it aims to develop a better understanding of the second-hand shopping industry in general and the second-hand fashion industry in particular. Second, the motives that make customers decide to buy used goods in the first place are highlighted. Following this, the theoretical framework and its components are explained in more detail in chapter three. As a first step, the Stimulus-Organism-Response model, the theoretical foundation of this study, is described. Then, the researchers give a more detailed explanation for each of its constructs, that is situational and personal factors, the customer's emotional state as well as the actual purchase behaviour. The fourth chapter focuses on the methodology and describes the research approach, the philosophical stance of this research study and the research design, consisting of a description of the population, the sample choice and the overall data collection method. Moreover, the researchers reflect upon validity and reliability of the chosen methods. At the end of this chapter, the researchers review the entire study process as well as highlights and challenges experienced during the research. Chapter five focuses on the qualitative study, which represents the supportive and preliminary study of this thesis. First, the data collection method and data analysis of the qualitative study are presented. As the qualitative study supports the choices the researchers made regarding which variables to test in the quantitative study, its findings will be presented and discussed extensively as a next step. The sixth chapter highlights the quantitative study in-depth since it is the main part of this thesis. Hereby, the data collection method, the description of measurements and the structure of the questionnaire are introduced. Then, the data analysis is described. In the next part, the results are presented and in the end discussed in comparison to previous literature. In the seventh and final chapter, the authors draw their own conclusions and present limitations and possible opportunities for future research.

2 Literature review

In this chapter, previous literature on second-hand shopping is presented to give the reader a better understanding of the second-hand industry. In this way, the researchers set the context for the study, that is second-hand shops with a focus on used clothes and Sweden as the country of interest. Since existing research focused on motivational factors in the pre-phase of the second-hand shopping experience, the second part of this chapter emphasizes why customers choose to buy used goods.

2.1 The second-hand shopping industry

Within the consumption research field, second-hand shopping has started to be of growing interest in recent years. Second-hand shopping is defined as acquiring goods "through methods and places of exchanges that are generally distinct from those for new products" (Guiot & Roux, 2010, p. 356). Second-hand good acquisition can take place in either a formal (e.g. car boot sales, second-hand shops, flea markets) or informal (e.g. among friends and family) environment (Williams & Paddock, 2003). Each year, more and more people decide to engage in second-hand shopping (Chahal, 2013) or in reselling their used goods (Europages, 2015). This growing awareness and demand for products to be reused and recycled puts conventional retailing increasingly under pressure and urges a rethink of current business models (Chahal, 2013; Gunther, 2016).

The growth in the second-hand sector can mainly be observed in Western Europe and North America where the number of flea markets, vintage shops, antiquities boutiques as well as online auctions and barter is increasing tremendously (Cassidy & Bennett, 2012; Franklin, 2011). This study focuses on Sweden, a country with a flourishing second-hand culture (Appelgren & Bohlin, 2015). *Loppis* (Swedish word for a flea market) are extremely popular in Sweden and mentioned in almost every travel guide and in various blogs on the internet (e.g. Swedishfreak, 2017). Additionally, in bigger cities, a great number of second-hand shops can be found and various second-hand shopping guides are available online (e.g. Hägg, 2017; Local, 2011). Further, a huge discussion about the correct VAT taxation of second-hand goods is taking place in Sweden at the moment which shows the influence of this commerce (Appelgren & Bohlin, 2015; Local, 2015). Overall, research of the second-hand environment in Sweden is relatively limited. To date, studies either specialized in the role of circulation by investigating *Kommersen*, a local flea market in Gothenburg, or the online purchasing intentions of Swedes regarding second-hand clothing (Edwards & Eriksson, 2014; Hansson &

Brembeck, 2015). For all these facts, Sweden seems to be an interesting field for research and additionally enlarges the countries of second-hand shopping investigations.

2.2 The second-hand fashion industry

Apparent in all times and cultures, fashion has always played an important and complex role in people's life (Miles, 1998). Communality and a sense of belonging as well as individuality and differentiation can hardly be better and more obviously expressed than through fashion and clothing (McCracken, 1988). Generally, the fashion industry was known for its regular shifts in taste, making clothing obsolete after each year (Miles, 1998) and making fashionability equivalent to "the search for the new" (Sassatelli, 2007, p. 65). Consequently, it is remarkable that it was the fashion industry itself which opened up for the second-hand market in the 1970s (Ewen & Ewen, 1982). By doing this, the fashion industry became a more diverse field with increasing individual choice, in which mixing and matching new items with second-hand, vintage or retro clothes was suddenly seen as a trend (Ewen & Ewen, 1982; Sassatelli, 2007). Second-hand fashion is here defined as "any piece of clothing which has been used before, notwithstanding the age of the clothes" (Cervellon, Carey & Harms, 2012, p. 985).

Nowadays, the fashion retail industry is made up of a large diversity of shop formats including thrift stores, high-end clothing stores and fast fashion retailers, which are strongly competing (Ferraro, Sands & Brace-Govan, 2016). The competition even intensified with the development of the internet and corresponding online retailers as well as auction sites like eBay in the mid-1990s (Franklin, 2011). This development also led to a rapid expansion of the second-hand market (Franklin, 2011). The chosen second-hand retail channels thereby highly differ by age group and gender whereby young people are more likely to buy used items online than elderly people (Chahal, 2013). Chahal (2013) also states that women are overall more likely to buy second-hand clothes than men. Still, the offline channels are the preferred destination across all age groups and gender as seven out of ten respondents have already bought something in a charity shop (Chahal, 2013). This behaviour of second-hand shopping offline is specifically valid regarding used clothing. Textiles are mainly donated and bought at second-hand shops, with only around 3% selling or buying these goods online (Fortuna, 2016).

The complexity and thoughtfulness that people invest in their choice of clothing make this field interesting for further research in regards to the actual shopping experience and the emotional

involvement. Since buying clothes is highly involving and for the sake of consistency, it has been decided to sample second-hand shops which set their product focus on clothing. In addition, by studying second-hand shops, which are "relatively fixed in their spatial form" (Gregson & Crewe, 2003, p. 14), the exchange of goods is more alike to the conventional market. Since in second-hand shops the conventional roles and relationships between buyers and sellers remain more stable than compared to flea markets, garage or yard sales (Gregson & Crewe, 2003), it makes conventional and second-hand retailing easier to compare.

2.3 Motivations towards second-hand shopping

As stated before, previous literature has widely examined general motivational factors that influence customers mainly in the pre-phase of a second-hand shopping experience (e.g. Bardhi & Arnould, 2005; Ferraro, Sands & Brace-Govan, 2016; Franklin, 2011; Gregson & Crewe, 2003; Guiot & Roux, 2010). Guiot and Roux (2010) for example made a major contribution to the field of second-hand shopping when they identified and categorized various motivations for buying used goods. An overview of the different categories of motives reviewed by the researchers can be found in **Figure 1** below.
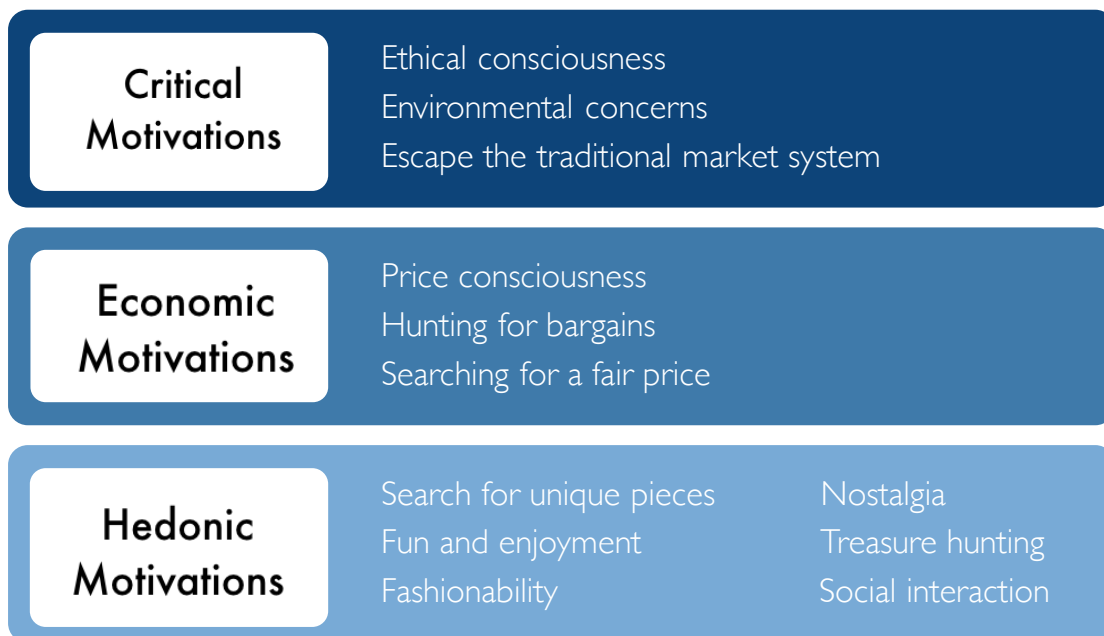
Figure 1 Summary of reviewed second-hand shopping motivations

Regarding critical motivations, customers associate second-hand shopping with the following aspects: "saving money, avoiding waste, carefully managing current resources and extending a product's life" (Bardhi & Arnould, 2005, p. 224). Guiot and Roux (2010) extended this critical aspect in their study and argued that customers gain a feeling of sovereignty and ethical consciousness through the idea of escaping the traditional market system. Many authors agree with the above mentioned arguments by stating that second-hand shopping represents a form of ethical consumerism as it minimizes harmful environmental effects, especially by reducing clothing disposal (Brace-Govan & Binay, 2010; Ha-Brookshire & Hodges, 2009; Kim & Damhorst, 1998). Although, Franklin (2011) agreed by stating that the reuse of products became an additional and new ethical approach in the second half of the 20th century, he argued that this way of thinking must mostly be associated to second-hand buyers. In his view, second-hand sellers often just free themselves of redundant or obsolete goods to create space for new acquisitions (Franklin, 2011).

Secondly, the economic motive was mostly highlighted by authors in regards to second-hand customers being price conscious, searching for a fair price or hunting for bargains (DeLong, Heinemann & Reiley, 2005; Hamilton, 2009; Lichtenstein, Ridgway & Netemeyer, 1993). In general, poverty is seen as one of the main motivations for second-hand shopping since it represents an affordable alternative to buying new products (DeLong, Heinemann & Reiley, 2005). By buying used goods which are generally cheaper than first hand goods, second-hand shoppers are released from their financial pressure (Ferraro, Sands & Brace-Govan, 2016; Guiot & Roux, 2010). However, although being a general assumption, it is no longer only deprived people who go second-hand shopping (Williams & Paddock, 2003). In contrary, affluent classes choose to buy used goods at flea markets, car boot sales or second-hand shops because it is fun, social and unique (Bardhi & Arnould, 2005; Crewe & Gregson, 1998; Williams & Paddock, 2003).

The plain economic aspect of second-hand shopping has further been questioned (Ferraro, Sands & Brace-Govan, 2016). The authors tested fashionability as a reason for buying second-hand goods and believe in the importance of this motive as 83% of their participants stated to buy second-hand goods because it is fashionable (Ferraro, Sands & Brace-Govan, 2016). Other studies acknowledged the hedonic and recreational part of second-hand shopping as well and argued for aspects like treasure hunting and the search for authenticity, social interaction, or nostalgic pleasure (Bardhi, 2003; Bardhi & Arnould, 2005; Gregson & Crewe,

2003; Guiot & Roux, 2010). Bardhi (2003) highlighted that customers like second-hand shopping because of "the thrill of the hunt". In her view, this motive of treasure hunting is best expressed in "the endless search and longing for that particular gem" (Bardhi, 2003, p. 375). In other words, the search for unique, interesting pieces is fun and enjoyable to most customers.

3 Theoretical framework

This chapter provides the reader with an explanation of the theoretical framework, the Stimulus-Organism-Response Model by Mehrabian and Russell (1974). Following this, the different components of the model are described in more detail which leads to the development of the hypotheses for the quantitative study. First, the researchers review the Stimulus components (situational and personal factors) by referring to previous literature in separate subchapters. At the end of each section the respective hypothesis (hypotheses 1 and 2) is introduced. Second, the researchers discuss the customer's emotional state, which stands for the Organism part of the framework. Third, the Response component, the actual purchase behaviour, is highlighted. This section ends with the presentation of the formulated hypothesis 3.

3.1 The Stimulus-Organism-Response model

The theoretical framework of this present study is developed based on the adaptation of the Stimulus-Organism-Response (S-O-R) model (see **Figure 2**). Mehrabian and Russell (1974) were the first authors to adapt the original S-O-R model to explain the influence of store attributes on consumer behaviour. The model was later revised to be applicable to the customer's behavioural response in the apparel retail environment (Belk, 1975). Then, Sherman, Mathur and Belk Smith (1997) included variables in the S-O-R model that influence the customer's purchase decision in retail stores. Thus, in regards to conventional retailing, the model has been successfully adapted and used in previous studies with a similar aim. Therefore, it was selected as the theoretical framework for this study.
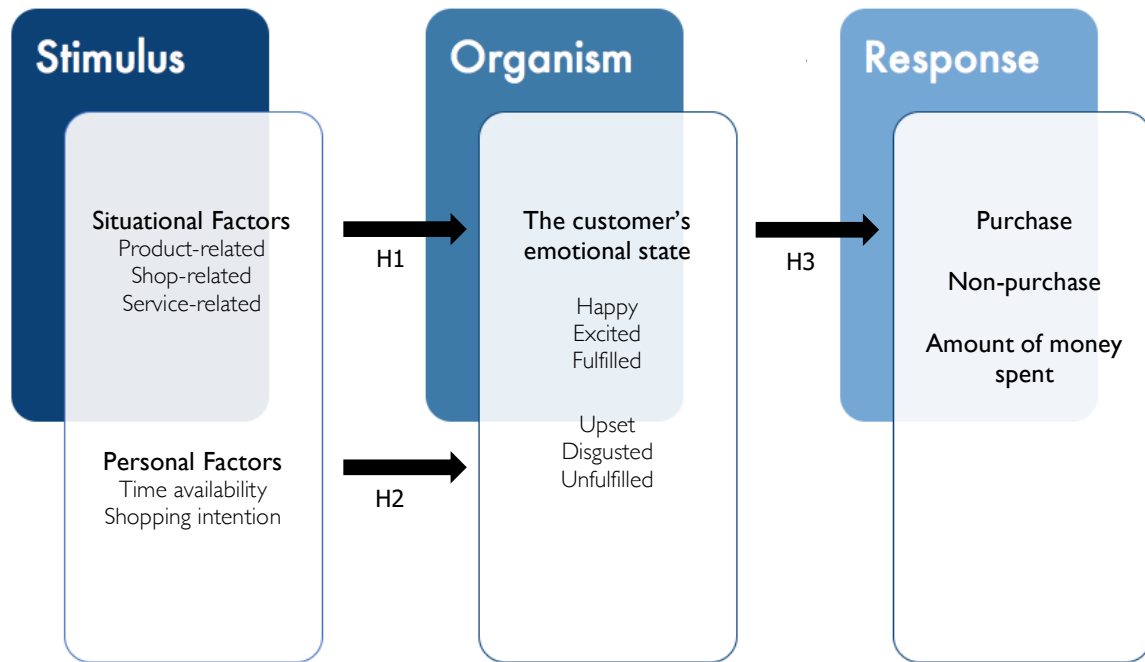
Figure 2 Theoretical framework based upon the S-O-R model

In the S-O-R model, the Stimulus is what affects the internal state of an individual (Mehrabian & Russell, 1974) leading to a specific action or increasing this action (Bagozzi, 1980; Belk, 1975). In this study, situational and personal attributes are used as stimuli to affect an individual's emotional response. Many authors proved that emotions are influenced by both situational factors controlled by the retailer and by personal factors (e.g. Ahn, 2016; Baker, Grewal & Parasuraman, 1994; Darian, Tucci & Wiman, 2001; Jones, 1999; Kotler, 1973; Luomala, 2003; Schiffman & Kanuk, 1999; Selnes, 1993; Spies, Hesse & Loesch, 1997).

The organism is defined as internal processes, being either affective or cognitive, that are evoked by external stimuli that will lead to the final behavioural response (Mehrabian & Russell, 1974). In this study, the organism of a customer's emotional state will act both as an effect of the influencing situational and personal factors and as an antecedent of the final response, the purchase behaviour.

Some authors defined the Response as the final decision of the customer expressed through an avoidance or approach behaviour being either a psychological and/or a behavioural reaction, such as the actual purchase behaviour (Donovan & Rossiter, 1982; Sherman, Mathur & Belk Smith, 1997). This study examines the customer's behavioural reaction in form of either conducting a purchase or non-purchase as well as the amount of money spent.

The specific components that represent the Stimulus, Organism and Response in this study are explained and defined in more detail in the next paragraphs. Nonetheless, the aim of the qualitative research was to identify the most relevant situational and the personal factors in second-hand retailing based on previous theories. The results of this qualitative study are presented and discussed in-depth in **Chapter 5.4**. The next paragraphs provide the reader with a theoretical background on each of the components. The specific variables for measurement are further defined in **Chapter 6.2**.

3.1.1 Situational factors and their influence on customers' emotions

Situational factors describe the retail environment and are often defined as product-related, shop-related and service-related factors that influence the customer's purchase intention (Chang et al., 2015; Kotler, 1973). An overview of these factors can be found in **Figure 3**. Furthermore, these factors influence the customer satisfaction overall (Sivadas & Baker_Prewitt, 2000; Theodoridis & Chatzipanagioutou, 2009) as well as the general attitude towards the store and the perceived store image (Darden, Erdem & Darden, 1983). According to some authors, situational factors are deliberately used to create a pleasant shopping environment which stimulates positive emotional response and enhances the likelihood of a customer's purchase (Kotler, 1973; Yoo, Park & MacInnis, 1998; Zhou & Wong, 2003).

Product-related	Product price Quality of products Product assortment Availability and variety of products
Shop-related	Ambience (e.g. lighting, scent, music, cleanliness) Design (e.g. furnishing, layout, colours, signs) Variety of information Organization of merchandising
Service-related	Friendliness of employees Helpfulness of employees Sales person's expertise Interaction between customer and staff

Figure 3 Overview of reviewed situational factors

Product-related factors refer to attributes like price, assortment or product quality. The influence of these factors has been confirmed by various researchers as the customer relies on price and quality of the products when making a purchase (Darley & Lim, 1999; Dhar, Hoch & Kumar, 2001). Selnes (1993) also highlighted the product quality as it is a major determinant in satisfying the customer's needs. However, the author argued that the evaluation of the quality is difficult as the customer needs information on what is good or acceptable in the specific product category (Selnes, 1993). In regards to second-hand clothing, this means that customers judge the items based on prior knowledge about the type of clothing, brand, etc. Additionally, a great product variety will not only increase the number of customers visiting the store but also stimulate purchases (Dhar, Hoch & Kumar, 2001). Moreover, Jones (1999) found out that customers value a good variety of products. The respondents of the study said that they enjoy shopping more if the selection is either broad or unique. In other words, customers either prefer a large product assortment or products that are "not typically seen in every store" (Jones, 1999, p. 134).

The shop atmosphere as part of the shop-related factors is influenced by various elements that refer to physical attributes, for example ambient or design characteristics (Ahn, 2016; Baker, Grewal & Parasuraman, 1994). In the conventional retail setting, Baker, Grewal and Parasuraman, (1994) classified these characteristics in visual (spatial factors, e.g. furnishing, layout, colours or signs), and non-visual components (ambient factors, e.g. lighting, scent, music or cleanliness). Further, volume and tempo of music have been proven to influence the customer's emotional state and shopping behaviour such as length of stay, the pace of shopping or amount of money spent (Milliman, 1982, 1986; Turley & Milliman, 2000). Other shop characteristics like the variety of information and the organization of the merchandising also have a positive impact on the customer's emotional state and purchase decision (Crowley, 1993; Tai & Fung, 1997). Additionally, Ahn (2016) studied ambient and spatial factors such as lighting, temperature, layout and wayfinding and established a framework of how all these factors might affect the comfort or arousal customers experience while shopping. Nevertheless, the author has never actually tested the variables in any form of study (Ahn, 2016).

Factors related to the service aspect mainly focus on the employees and include the total characteristics of service that help to satisfy the customer's needs (Huang, 2009). A good service and friendly interaction between sales personnel and customers in the shop will differentiate one retailer from another (Reichheld & Sasser, 1990) and will result in positive

customer satisfaction (Chang et al., 2015; Schiffman & Kanuk, 1999). Many customers value the sales person's expertise when comparing alternatives and making purchasing decisions. Thus, it is of great importance for retailers to gain more knowledge about the interaction between customers and employees (Schiffman & Kanuk, 1999). Other authors also argued that the employee's service performance is a critical factor (Anderson & Sullivan, 1993; Darian, Tucci & Wiman, 2001). When the customer's expectations of service performance are not met, both customer satisfaction and re-patronage behaviour are negatively influenced. In contrary, when his or her expectations are exceeded, the impact on satisfaction and re-patronage behaviour is lower than most researchers assume (Anderson & Sullivan, 1993; Darian, Tucci & Wiman, 2001).

Based on the previous findings, this study will hypothesize that the retail environment, defined by product-related, shop-related and service-related attributes, will significantly influence a customer's positive emotional response.

Thus, the first hypothesis is formulated as followed:

H1: The positive perception of situational attributes in the second-hand shop setting will have a positive influence on the customer's emotional state.

3.1.2 Personal factors and their influence on customers' emotions

Previous research has shown that personal variables also influence the customer's in-store experience and purchase behaviour (e.g. Carpenter, 2008; Dholakia, 1999; Jones, 1999; Kruger, 2001; Luomala, 2003; Spies, Hesse & Loesch, 1997). Jones (1999) even stated that personal factors related to the customer are of greater importance than situational factors which are controlled by retailers. However, evoking positive emotions among customers in the shopping environment is a task of high difficulty as personal factors like personality, expectations and the perception of the retail environment can differ considerably among individuals (Luomala, 2003). For example, when customers feel a high degree of shopping pleasure, their purchasing behaviour is positively influenced (Slama & Tashchian, 1985).

When studying the personal factors, three main categories can be observed from prior studies. These include demographics, personal characteristics and perception of time and are elaborated

in more detail in the following paragraphs. An overview of the different personal factors can be found in **Figure 4** below.
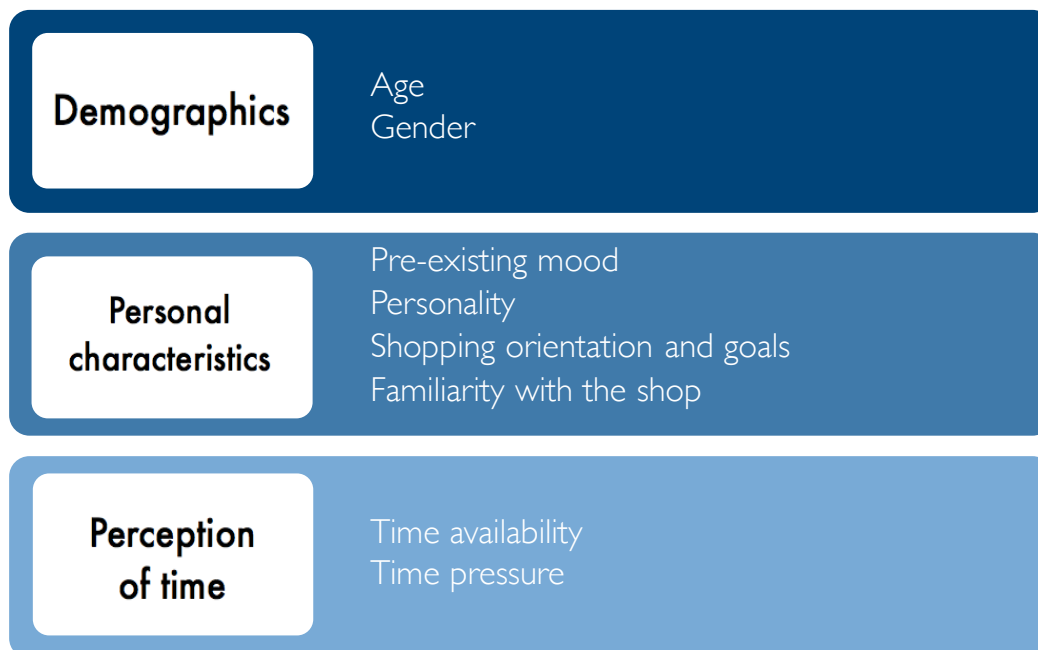
Figure 4 Overview of reviewed personal factors

First of all, demographics like age (Kruger, 2001) and gender (Dholakia, 1999) have been proven to influence the customer's in-store experience. Kruger (2001) thereby referred to a study conducted by the Indiana University and KPMG (IU-KPMG, 2000) which highlights the generational differences among customers in regards to shopping experiences. The study discovered that while younger respondents under 25 years old value fun during shopping, the older generation is more pragmatic which means they value explicit product information and quality service (IU-KPMG, 2000). Furthermore, the study stated that gender plays an important role when it comes to the ideal shopping experience. While male respondents show an interest in using various kinds of technology in the buying process, females value the assistance of salespeople since they prefer to talk to a real person (IU-KPMG, 2000). In addition, Dholakia (1999) investigated how the gender role influences shopping activities and chores. The author found out that in comparison to male shoppers, the majority of female respondents stated that they enjoy shopping in general (Dholakia, 1999).

Personal characteristics are another category whose influence on purchase behaviour and shopping experience has been confirmed previously. This category includes current mood, personality, familiarity with the shop as well as shopping orientation and goals. When

investigating the customer's mood, a previous study found out that a negative shopping experience diminishes a good pre-existing mood (Spies, Hesse & Loesch, 1997). In contrast, the authors stated that in the case of a good shopping experience, customers in a good mood evaluate the shopping experience significantly more positively than those in a bad mood (Spies, Hesse & Loesch, 1997). Overall, a good shopping experience is also influenced by the shopping orientation of customers. Luomala (2003) thereby focused on three different dimensions including the recreational, the economic and the social shopping orientation. These orientations influence the expectations regarding various environmental dimensions (Moye & Kincade, 2002). While recreational shoppers are in search of emotional experience, customers with an economic focus look for a high degree of structural items like orderliness and systematic shop built-up enabling a more efficient way of shopping. Moreover, those customers who look for a social shopping experience are likely to appreciate interaction with personnel and other customers (Moye & Kincade, 2002). Another personal characteristic that is highly connected with the dimension of shopping orientation is the formulation of goals. Thereby, many authors studied utilitarian and hedonic shopping goals (Bardhi & Arnould, 2005; Carpenter, 2008; Luomala, 2003). Utilitarian goals are defined by task-orientation and necessity of shopping, while hedonic values strongly connect with the enjoyment of the shopping experience itself (Carpenter, 2008). Although thrift shopping (i.e. second-hand shopping for bargains) is driven by utilitarian values, customers mostly describe hedonic needs, such as fun, excitement or enjoyment, when asked about their shopping experiences (Bardhi & Arnould, 2005).

Time is another personal factor highlighted by various authors (Iyer, 1989; Jones, 1999; Luomala, 2003; Tauber, 1972). Customers who are under time pressure are most likely task-oriented and thus, need the shopping environment to be clear and efficient (Luomala, 2003). Besides, Jones (1999) argued that customers enjoy their shopping experiences more when they have enough time available to browse and look around. Iyer (1989) added that people who are not under time pressure probably purchase more impulsively and unplanned than those who only have little time available. Tauber (1972) stated that customers often do not plan to go shopping, for example they might be running errands in the area and then, impulsively decide to enter a shop. The author brought forward arguments regarding shopping intention, for example that people decide to shop when their need for a product or service becomes indispensable (Tauber, 1972). Furthermore, the author also stated that there are other reasons which lead to customers actively intending to go shopping, for example seeking attention or

social contact, available leisure time, desire to meet someone with the same interests, etc. (Tauber, 1972).

Based on the findings above, it is believed that a positive influence of personal attributes on the emotional state of the customer can be observed. Hence, the second hypothesis is formulated as follows:

H2: The positive perception of personal attributes in the second-hand shop setting will have a positive influence on the customer's emotional state.

3.1.3 Customers' emotional states

"They may forget what you said — but they will never forget how you made them feel."
(Bühner cited in Evans, 1971)

Emotions play an important role when studying consumer behaviour and are a significant component in predicting the customer's response (Richins, 1997). Additionally, it is highly relevant for companies to evoke customer emotions in order to create shopping experiences (Steffen, 2011). To date, emotions have been widely investigated regarding their influence on either customer satisfaction (Chang et al., 2015; Schiffman & Kanuk, 1999) or shopping experience (Bäckström & Johansson, 2006; Jones, 1999). Other prior studies focused on emotional responses at the point of sale in general (Chang, Eckman & Yan, 2011). Although widely applied, a common definition of emotion is still missing (Richins, 1997). In general, emotions are conscious states of feelings that are evoked by the evaluation of experienced Stimulus and events (Rezvani, Jansson & Bengtsson, 2017). However, this study focuses on consumption emotions defined as "the set of emotional responses elicited specifically during product usage or consumption experiences" (Westbrook & Oliver, 1991, p. 85).

Furthermore, it has been proven that the customer's mood can be both improved or worsened through the shop atmosphere showing that retailers can actively influence a customer's emotional state (Spies, Hesse & Loesch, 1997). In the shopping context both positive and negative emotions are of high importance. Customers in a positive emotional state tend to experience less decision complexity and reduced decision time (Isen, 2001). Most authors also showed that customers in a positive emotional state evaluate the store better and thus, are expected to buy more things as well as buy more spontaneously (Chang, Eckman & Yan, 2011;

Isen, 2001; Park, Kim & Forney, 2006; Sherman, Mathur & Belk Smith, 1997; Spies, Hesse & Loesch, 1997). Moreover, it has been confirmed that the customer's emotional state has a positive impact on a customer's purchase behaviour, such as money spent in the store or the quantity of bought items (Sherman, Mathur & Belk Smith, 1997). Hence, this research aims on observing if there exists a positive relationship between the emotional state of a customer and his or her purchase behaviour in the second-hand environment.

However, and especially in the second-hand clothing industry, the risk of used clothes being perceived as contaminated and full of germs might lead to negative emotions such as disgust which in turn hinders a purchase (Xu et al., 2014). In other words, some people feel uncomfortable with the concept of wearing second-hand clothes. Besides, other negative responses such as disappointment or dissatisfaction with the used goods itself and the store environment can have a negative impact on the purchasing behaviour (Roux & Korchia, 2006). An important fact is that bad emotions thereby have a considerably larger impact than positive emotions and are not only formed quicker but are also more resistant to refutation than good ones (Baumeister, Bratslavsky, Finkenauer & Vohs, 2001). Consequently, it is important for retailers to create positive emotions.

3.1.4 Customers' purchase behaviour

This study examines the impact of positive customer emotions on purchase behaviour in the second-hand clothing industry. For the time being, customer responses have been studied widely in the conventional retail environment and have been expressed through different behaviours. Thereby, several customer responses ending in either an acceptance or avoidance behaviour have been studied extensively (Donovan & Rossiter, 1982; Sherman & Belk Smith, 1987). The observed responses included the number of items purchased, the amount of time spent in the store, the amount of money spent and whether the customers liked the store environment (Donovan & Rossiter, 1982; Sherman & Belk Smith, 1987; Sherman, Mathur & Belk Smith, 1997). Additionally, various studies in the conventional retail industry have shown the influence of emotions on customer behaviour (Bougie, Pieters & Zeelenberg, 2003; Ebster & Garaus, 2011; Westbrook & Oliver, 1991).

For example, not only that brand choices are evoked by emotions (Havlena & Holbrook, 1986) but the emotional state generally has a positive influence on impulse buying (Chang, Eckman & Yan, 2011). The authors categorized impulse buying as hedonic purchasing behaviour since

they argue it is mostly connected to feelings and emotions. Furthermore, they contributed to the conventional retailing literature by capturing the customer's actual store experience at the point of sale as they collected their research data in-store rather than doing experiments with manipulated conditions (Chang, Eckman & Yan, 2011). Sherman, Mathur & Belk Smith (1997, p. 364) also measured the customer's emotional level at the point of sale in order to avoid "any bias between actual behaviour [sic] and intentions". In their conclusion, they stated that emotional responses are important determinants for purchase behaviour and that a pleasant experience may also lead to a "lasting relationship" between the shopper and the shop itself (Sherman, Mathur & Belk Smith, 1997). In regards to the fashion industry, Solomon and Rabolt (2004) highlighted that a clothing purchase decision is different to any other product decision-making process. The authors argued that the decision to purchase clothes takes place in-store, especially when customers try on items to see if they fit and how they look on them (Solomon & Rabolt, 2004). In other words, since customers make their purchase decision in the shop itself and the decision seems to be highly emotional, it is worthwhile to investigate the relation between the customer's emotional state during the shopping experience and the purchase or non-purchase.

These findings lead to the third hypothesis:

H3: There will be a positive relationship between the customer's positive emotional state and the purchase behaviour in the second-hand shop setting.

4 Methodology

In this chapter, the methodology of this research study is explained. First, the researchers explain the conduction of the study being realized through a mixed-methods approach. Following this, their view on the research philosophy including ontology and epistemology is presented. Afterwards, the overall research design is described. After arguing for the decision to conduct this study in Malmö, the overall population and sample as well as the two data collection methods will be further explained. The next chapter discusses the validity and reliability of both the qualitative and quantitative part of the study. Following this, the reflection part will provide the reader with insights about the highlights and challenges the researchers experienced during their fieldwork.

4.1 Research approach

Various studies have confirmed that certain personal and situational attributes have a great influence on the customer's emotional response in a conventional retail setting (e.g. Ahn, 2016; Baker, Grewal & Parasuraman, 1994; Darian, Tucci & Wiman, 2001; Jones, 1999; Kotler, 1973; Luomala, 2003; Schiffman & Kanuk, 1999; Selnes, 1993; Spies, Hesse & Loesch, 1997). However, it was questionable if the same influencing factors will be relevant in the second-hand retail environment. For this reason, it has been decided to apply a mixed-methods approach. The researchers decided on a master-servant design, which means that one study serves the needs of the other one (Easterby-Smith, Thorpe & Jackson, 2015). Thus, the researchers conducted a qualitative study as a support at the beginning of the research process. Hereby, the goal was to identify the most relevant personal and situational factors that influence the customer in the second-hand retail environment inductively. Afterwards, those variables were tested in a quantitative study, the main method in this thesis. Hence, the relationships between personal and situational factors, the customer's emotional state and purchase behaviour were embedded in the Stimulus-Organism-Response model (Mehrabian & Russell, 1974) and tested through the three hypotheses defined in **Chapter 3**. The use of the S-O-R model and the development of the three hypotheses based on existing theories can be linked to a deductive approach. Hackley (2003) states that following a deductive approach means that the researchers test a theory, link or relationship which has already been proposed or claimed by existing literature or theory. However, the author further states that research studies can go through both inductive and deductive phases (Hackley, 2003) which is one characteristic of this research study.

This mixed-method approach is also recommended by Burns and Burns (2008) who suggest a qualitative approach as a preliminary study for a quantitative study. Hereby, relevant relationships, effects and causes can be identified for the specific research setting (Burns & Burns, 2008). As a second step, the quantitative study with a representative sample and reliable as well as valid measuring instruments was conducted for a more detailed and scientific scrutiny. On the one hand, Easterby-Smith, Thorpe and Jackson (2015) argue that the use of mixed-methods is particularly beneficial when presenting a larger diversity of views or providing in-depth insights and explanations. On the other hand, the authors argue that the risk of using of mixed-methods is that the results might be contradicting (Easterby-Smith, Thorpe & Jackson, 2015). To minimize this risk, the qualitative study in this research played a more supportive role, putting the emphasis on the quantitative study, which was conducted through questionnaires. Despite this, to better understand the researchers' choices regarding which variables to further test in the quantitative study, the results of the qualitative study are presented and discussed rather extensively in **Chapter 5.1**. The researchers believe that the findings of the qualitative study give the reader valuable insights into the world of the second-hand clothing industry.

4.2 Research philosophy

To better understand the research approach, as well as the researchers' argumentation and conclusions, it is important to explain the underlying thoughts within the thesis writing process. Thus, this section describes the philosophical stance that the researchers took.

4.2.1 Ontology

Easterby-Smith, Thorpe and Jackson (2015, p. 126) define ontology as "the nature of reality and existence" and state that realism is measuring and scientifically proving hypotheses about the investigated topic. Thus, the researchers argue for internal realism as their ontological stance. The researchers' choice of internal realism leads back to the aim of the thesis which is to understand the underlying causes and relations behind the investigated factors, that is situational and personal attributes, the emotional state and purchase behaviour of second-hand customers. However, the researchers are aware that deciding on the ontological stance is rather difficult within social science as there are many aspects to consider when talking about reality, truth, facts and existence (Easterby-Smith, Thorpe & Jackson, 2015). For example, by

exploring emotional responses of individuals, the researchers need to point out that these are defined and experienced differently among people. While situational factors are experienced and evaluated differently among individuals, personal factors are often kept inside and can only be considered and expressed by the participants themselves. Additionally, emotions highly depend on the context, that is the shopping experience in the second-hand environment in this case. Thus, to capture the full truth is challenging and difficult as there is a dependence on many factors such as the participant's openness (Easterby-Smith, Thorpe & Jackson, 2015).

4.2.2 Epistemology

Second, this thesis includes both qualitative and quantitative approaches. Thus, the assumption can be made that it is both positivistic and socially constructed. Since the focus of this research is the quantitative study, it would be natural to reason for a positivist epistemological stance. Therefore, this study takes the following aspects of positivism: it aims at capturing causality, that is this study identifies "causal explanations in human social behaviour" (Easterby-Smith, Thorpe & Jackson, 2015, p. 137), it is measured objectively and quantitatively, that is the researchers are proving relations in a scientifically matter. On the one hand, this study includes hypotheses and makes deductions of what demonstrates the truth or falsity of these hypotheses (Easterby-Smith, Thorpe & Jackson, 2015). On the other hand, some aspects from social constructionism can also be found as the researchers decided to identify the most important variables through a preliminary qualitative study. The researchers appreciate that the interviewees of this qualitative study construct different meanings upon their experiences and consequently, show different emotional responses (Easterby-Smith, Thorpe & Jackson, 2015). Thus, it was important to the researchers to find out what individuals think and how they feel about the second-hand shopping experience before testing the hypotheses. This can be linked to an inductive research approach, which stands for a more exploratory method (Hackley, 2003). Nevertheless, this research study focuses on the deductive research design which is testing the relationships through a greater amount of cases by means of questionnaires (Hackley, 2003). This inductive-deductive approach is "particularly characteristic of a style of research that is often loosely labelled positivist research" (Hackley, 2003, p. 35).

To sum up, the researchers argue that the philosophical stances of their study reflect both internal realism and positivism. While the realistic and qualitative part of this study investigated new aspects in the research field and tried to capture the full truth, the positivist

philosophy found its ground in the quantitative part with the aim of testing hypotheses through objective and scientific measures.

4.3 Research design

As motivated in the first chapter, this study will focus on the second-hand clothing industry in Sweden. Since the researchers are writing this thesis for Lund University, it seems likely to conduct this study in the city of Lund. However, as students represent about half of the population in Lund, they would consequently pose the majority of the second-hand shoppers leading to a biased outcome of the study. Hence, the results would have been more likely to be non-representative for the whole second-hand population in Sweden. Asking students would have probably led to a greater sample size as it is easier for the researchers to gain participants among this group. In other words, students would help each other as they have often recently experienced a similar personal situation with completing their own bachelor or master theses.

For the above reasons, it has been decided to conduct this study with second-hand shops in the nearby city of Malmö to reach a more heterogeneous group of participants. Malmö is the third largest city in Sweden and located in the south of Sweden. It is known for its great variety of shopping possibilities (Malmö, 2017), also offering a diverse second-hand scene (Hägg, 2017). This great variety of second-hand shops has also been highlighted by Danish customers who cross the border to go second-hand shopping in Malmö. For example, Signe and Jana prefer shops in Malmö because here "... you can still find bargains. Copenhagen is full of really exclusive and hand picked stuff. In Malmö you have a great mix of unique items, for example rather cheap clothes from H&M next to more exclusive things" (interview, April 8, 2017).

Additionally, to further minimize the risk of a biased sample, it has been decided to include as many different second-hand shops in this study as possible. Consequently, six second-hand shops that focus on used clothing have been approached via Email. After explaining the aim and conduct of this research, the shops were asked about their willingness of participating in this study. As only one shop answered positively to the Email, the researchers approached the other shops again but this time via phone. In the end, three second-hand shops named Myrorna, Emmaus Björkå and Beyond Retro agreed on participating and meetings were arranged with the shop managers to discuss the process of this study.

4.3.1 Population and sample

Regarding the research population, it was not feasible to observe all second-hand shoppers in Malmö since it is a continuously changing group of people of which no sort of listing or tracking exists. Consequently, this group can never be reached in its totality resulting in the fact that it is not possible to conduct a census measurement of the entire second-hand shopper population in Malmö. As a result, the research was limited to the customers prevalent in the second-hand shops. This is why the researchers were forced to use a non-probability sampling in the form of convenience sampling in their entire study. Thus, the findings cannot be representative for the whole population of second-hand shoppers in Malmö resulting in generalization being limited or even impossible. To avoid any possible bias, the researchers asked respondents, who were both female and male, of various age groups and from different ethnicities. Furthermore, through integrating three different shops in the study the chance of bias is minimized resulting in an increase of this study's generalizability.

4.3.2 Data collection methods

As explained in **Chapter 4.1**, the researchers see the mixed-methods design consisting of both a qualitative and quantitative part as the most suitable approach for this research study. The entire study lasted two weeks in total whereby the first week was spent on the qualitative part followed by the quantitative one in the second week. An overview of the research process can be found in **Table 1** below.

Table 1 Overview of the research process

Research process			
Qualitative Study: Observations, Interviews			
Day	**Date**	**Time**	**Shops**
Thursday	6 April 2017	14:45 – 16:00	Emmaus Björkå
Friday	7 April 2017	13:30 – 17:00	Myrorna, Beyond Retro
Saturday	8 April 2017	13:10 – 15:45	Emmaus Björkå, Myrorna, Beyond Retro
Quantitative Study: Questionnaires			
Day	**Date**	**Time**	
Saturday	15 April 2017	12:30 – 16:00	Beyond Retro
Tuesday	18 April 2017	10:40 – 13:30, 15:00 – 16:00	Emmaus Björkå, Myrorna
Wednesday	19 April 2017	13:00 – 17:00	Emmaus Björkå, Myrorna
Thursday	20 April 2017	14:00 – 16:00	Beyond Retro
Friday	21 April 2017	13:30 – 14:15	Beyond Retro

In the first part of this study, the researchers conducted extensive observations in the three second-hand shops accompanied by qualitative interviews with shop managers, employees and customers present in the shops at that time. With the interviews of the three shop managers the researchers gained first hand information and a broader view on the second-hand retail environment. All the insights and impressions that were gained during the qualitative part were analysed and served as the background and important input for the quantitative and main part of this study. Hereby, the questionnaires that were handed out to the customers present in the second-hand shops at the days of the study, served to fulfil the aim of this study, that is to adapt the S-O-R model to the second-hand retail environment and validate its three main hypotheses.

4.4 Validity and Reliability

Since this study was done through a mixed-methods approach including both qualitative and quantitative methods, the researchers first reflect on the validity and reliability of the whole method before contemplating on each of the studies particularly.

Easterby-Smith, Thorpe and Jackson (2015) highlight that mixed-methods not only provide the researchers with new perspectives of the research problem but also increase credibility and validity of the results. However, one disadvantage of this approach is that replicating the study is more difficult (Easterby-Smith, Thorpe & Jackson, 2015). Since this study took place in "a particular setting at a particular point of time" (Easterby-Smith, Thorpe & Jackson, 2015, p. 556), the researchers are aware that they simply cannot gather all possible perspectives. If the researchers did the same qualitative study at another point of time, the findings would likely be different to this one and would have led to the researchers choosing other variables to test in the quantitative study of this research.

Nevertheless, the researchers believe that they have included a sufficient number of perspectives in this qualitative study, thus maximizing the validity (Easterby-Smith, Thorpe & Jackson, 2015). The researchers are further aware that there are many ways of seeing and interpreting the data which makes an ultimate demonstration of validity more difficult (Ryan & Bernard, 2003). However, the researchers made judgements together about which themes are most relevant and strongly agreed on the process of analysing and interpreting the qualitative data (see **Chapter 5.2**). Thus, both the reliability and the validity of the findings are maximized (Ryan & Bernard, 2003). Hackley (2003) also states that reliability is improved by

making the choices of important themes clear to the reader. Showing transparency favours the interpretation of qualitative data and when agreed upon by two researchers strengthens inter-subjective reliability (Hackley, 2003). Thus, the researchers argue for the chosen variables in **Chapter 5.4**, in which the findings of this qualitative study are extensively discussed.

Since external validity shows the extent to which the results of the study are transferable to the real population (Burns & Burns, 2008), the researchers increased the sample size and balanced the integration of the three shops through similar sample sizes in the quantitative study. Additionally, the received data sets were not only looked upon as a total, but also in regards to each of the shops individually. The fact that no unexpected and significant differences between the shops could be observed, increased the external validity of the study. Additionally, the probability that no existential influencing factor has been neglected in the study is high as three independently tested shops show similar results. Moreover, also the conduction of this study in a real-life setting has improved the external validity. The customers did not know that they were part of this study until they left the shop and therefore have experienced a normal shopping situation.

Furthermore, internal validity refers to the fact that it is truly the impact of the influencing factors that has caused the changes in the outcome, that is the customer's emotional state or purchase behaviour in this study (Burns & Burns, 2008). For this reason, the customer's emotional state was measured after completion of the shopping activity. An interruption during the shopping experience could have led to an intrusion probably followed by increased awareness and therefore a change in the customer's emotional state (Sherman, Mathur & Belk Smith, 1997). Additionally, the immediate measurement ensured that the emotions were still present and not biased by other influencers that might change the customer's answer when recalling the situation at a later stage (Laverie, Kleine & Kleine Schultz, 1992). Still, it should be mentioned that the customer's emotional level was tested immediately after leaving the shop and, consequently, after the act of purchase. As a result, there is a chance of the emotional state not being only influenced by the situational and personal factors but also by the act of purchase. The actuality of having found something cheap or unique could have influenced the customer in a positive way resulting in an improvement of his or her perception regarding shop, service and products leading to a more positive emotional state. At the same time, the fact of not having found what the customer has been searching for could worsen the rating of the situational

factors as well as the emotional state. This challenge is further discussed in the last chapter of this thesis which presents the limitations and future research opportunities.

All in all, the total variance of the emotional state explained by the tested situational and personal variables summed up to around 30%. This fact decreases the internal validity as it still leaves a great number of opportunities for other factors to influence the outcome significantly.

In summary, the researchers believe that the fact of working as a pair and the decision for using a mixed-methods approach increased the confidence and the credibility of the results. As Easterby-Smith, Thorpe and Jackson (2015) stated, combining both exploratory and confirmatory research maximizes the validity and reliability of the entire study.

4.5 Reflection

When reflecting on both the qualitative and quantitative study, the researchers were amazed by the helpfulness and friendliness they experienced during their research. The second-hand retail environment has given the impression of being a real community. After spending two extensive weeks in second-hand shops in Malmö, the researchers did not only know the personnel but also recognized a lot of the customers already.

During both parts of this study, the researchers first suffered from nervousness and had difficulties on how to best approach the customers without interrupting them in their shopping experience. However, after conducting a few interviews, a kind of routine developed, resulting in a smooth conduction for the rest of the research in the field.

In general, the response rate was above the researcher's expectations with only two people not being willing to answer some questions during the qualitative study. The quantitative part, on the other side, was a bit more challenging as customers were sceptical at the beginning. Afraid of being bothered with advertising or sales messages, the customers tried to avoid the researchers. However, as soon as the researchers mentioned that this study was conducted for a Master thesis at Lund University and would only take a few minutes of their time, the customers were willing to help. One man even changed his mind and returned to fill out the questionnaire after hearing about the thesis. The greatest barrier for the researchers was to make the customers listen. Wearing the Lund University sweatshirt helped in that sense and caught the respondents' attentions more quickly.

In the end, a high response rate of almost 46% could be achieved in the quantitative study. Still, an interesting finding of this research was that there seemed to be a relation between the friendliness of the shop employees and the helpfulness and kindliness of the customers. Beyond Retro has extremely friendly staff members who at the same time perfectly fit into the shop and its culture. The personnel at Myrorna was a bit older and less enthusiastic but friendly as well. Emmaus Björkå's employees seemed to be the less motivated and showed the least interest in participating in this study. Astonishing to see was that these impressions seem to be reflected upon the customers. At Beyond Retro, the customers were extremely friendly and open to participate in both the qualitative and quantitative study resulting in a response rate of approximately 70%. While it was harder to get participants at Myrorna, it was challenging and sometimes frustrating to achieve the needed amount of answers at Emmaus Björkå.

When reflecting upon the qualitative study, it should be mentioned that the interviews with the shop managers were a great start into the research. Each of them took more than enough time to introduce the researchers to the world of second-hand shopping, to talk about their specific shop as well as to answer the prepared questions. Additionally, the researchers got the managers' Email addresses and phone numbers in case of any further inquiries. The help of Mia, the shop manager of Myrorna, needs to be emphasized specifically as she even cleared her schedule for an extensive meeting followed by a tour around the shop. Additionally, the topic guide was essential to be able to easily switch or adapt the questions according to the respondents. In general, it was quite hard to get answers regarding the influence of situational and personal aspects without asking biased questions. Mostly, the customers related their answers to their motivations of going second-hand shopping and not the factors that influence their emotional level in-store which often made several questions necessary in order to achieve the needed results. It was interesting to see how many people were enthusiastic about the topic and eager to extensively talk about their second-hand shopping experiences, resulting in a large amount of data with some information more relevant than others.

During the quantitative study, the researchers positioned themselves directly at the exit of the second-hand shops which made it easier to approach the customers while still leaving enough space for those who did not participate to pass by or, in case of participation, to find a spot to fill out the questionnaire. During peak times, both researchers were standing in front of the same shop to be able to approach all customers. The hours that were less frequented could be covered alone making it possible to collect answers in more than one shop at the same time.

As the questionnaire was in English, the language barrier was one of the main reasons for customers not being able to fill out the questionnaire. Consequently, it could be a good idea for future research to have questionnaires in the national language available as well. In general, the questionnaire seemed to be clear as not many questions occurred during the fill out. However, some respondents assumed that the number 1 on the scale would indicate that they fully agree with the statement and, once recognized, adapted their answers accordingly. As the first question consisted of six sub questions, the researchers realized after the first surveys, that they needed to point out that answering each sub question is necessary for the questionnaire to be completed. Nevertheless, a major finding and critique point mentioned by the customers was the demographic question about gender. Several respondents emphasized that the options of male and female are inadequate and miss a third option, for example "gender fluid" or "prefer not to say". As a consequence, this aspect should be kept in mind when developing new questionnaires, at least in the city of Malmö.

5 Qualitative study

This chapter focuses on explaining the process of the qualitative part of this study. Thus, the first section consists of describing both the data collection method and data analysis of this study. This is followed by the researchers presenting the results of the observations and interviews in separate subchapters. Although this qualitative study takes on a more supportive role, it is presented extensively as it helped identify which variables needed to be tested in the quantitative study. Thus, the researchers discuss the results and argue for their choices regarding the variables at the end of this chapter.

5.1 Data collection methods

As previously mentioned, extensive observations were conducted in the three second-hand shops in Malmö. Thereby, not only the shop attributes (i.e. location, ambience, design, product assortment or service) were looked upon but also the customers were observed. Various authors state that observations are useful when the researcher wants to inquire into human behaviours and environments (Easterby-Smith, Thorpe & Jackson, 2015; Hackley, 2003). Thus, this approach helped to get more insights into the world of second-hand cultures at first. Both customers and employees were observed in their natural shopping setting. Since the researchers participated in the shopping experience without having a major impact on the other customers, they acted as observers-as-participants (Easterby-Smith, Thorpe & Jackson, 2015). As the researchers took field notes of what has been observed, it is important to consider that the drawn conclusions are the researchers' interpretations of the world (Elliott & Jankel-Elliott, 2003). There is no single way of interpreting qualitative data which indicates that any researcher sees the data differently (Ryan & Bernard, 2003).

As a second step, the researchers conducted short, semi-structured interviews with managers and employees of the second-hand shops. For this, a topic guide was prepared which according to Easterby-Smith, Thorpe and Jackson (2015) consists of an informal list of topics (e.g. shop ambience, product assortment, wayfinding or layout) and can be found in **Appendix A**. Thereby, the researchers kept the differentiation between personal and situational factors from previous literature in mind (e.g. Ahn, 2016; Darian, Tucci & Wiman, 2001; Jones, 1999; Luomala, 2003; Schiffman & Kanuk, 1999; Spies, Hesse & Loesch, 1997). In addition, the researchers engaged a little more than complete observers by also conducting informal interviews with customers (Elliott & Jankel-Elliott, 2003). Customers were asked open questions about whether they go second-hand shopping regularly and what made them decide

to go second-hand shopping at the specific day. The researchers additionally asked what the customers appreciate and/or dislike about the shopping environment in each second-hand shop. As these conversations were rather spontaneous, some authors argue that it is difficult, if not impossible, to prepare for it (Easterby-Smith, Thorpe & Jackson, 2015; Hackley, 2003). However, the researchers prepared a list of various, open questions that could be used for interviewing the customers, which can be found in **Appendix A**. In addition, the researchers took extensive field notes of these short interviews which were transcribed into more comprehensive written notes afterwards. With all 43 interviews conducted the researchers gained insights into what both customers and employees think is most important considering the shopping experience.

The observations and interviews took place from 6 - 8 April 2017 including both weekdays and weekends. In addition, the researchers chose different time frames to capture probable variations in the sample. An overview of when and how long the research was conducted and a list of the interviewees can be found in **Figure 5** below. The names and ages of the interviewees are fictional to make sure they remain anonymous. Overall, it can be said that the researchers spend approximately seven hours in all three shops while doing observations and conducting interviews. After each qualitative study, the researcher discussed and transcribed their findings, thus spending roughly an additional hour every day, that is three hours in total.

Emmaus Björkå		Myrorna		Beyond Retro	
Date	**Time**	**Date**	**Time**	**Date**	**Time**
Thursday, 6 April	14:45–16:00	Friday, 7 April	13:30–15:30	Friday, 7 April	15:45 – 17:00
Saturday, 8 April	13:10–14:00	Saturday, 8 April	14:00–14:45	Saturday, 8 April	15:00 – 15:45
Total	2,05 hours	Total	2,45 hours	Total	2 hours

INTERVIEWEES			INTERVIEWEES			INTERVIEWEES		
	Name	Age		Name	Age		Name	Age
1	Theresa	29	1	Mia	44	1	Linn	28
2	Ebba	61	2	Anna	43	2	Klara	28
3	Olivia	28	3	Emma	21	3	Wilma	22
4	Marie	46	4	Alice & Johan	23 & 25	4	Lilly	20
5	Thomas	32	5	Astrid	31	5	Nils	32
6	Katarina	27	6	Lovisa	28	6	Julia & Sara	27 & 25
7	Lucy	31	7	Axel	39	7	Elin & Filip	21 & 24
8	Daniel	24	8	Stina	24	8	Sabine	29
9	Hanna	30	9	Jasmine	20	9	Tanja	30
10	Linda & Anton	38 & 40	10	Darja	33	10	Erik	26
11	Jacob	25	11	Cathy	26	11	Lisa & Amelie	25 & 23
12	Nora	36	12	Ida	37	12	Clara	24
13	Signe & Jana	26 & 27	13	Sofie	38	13	Rebecca	26
			14	Ester	34	14	Björn	29
			15	Gustav	47	15	Sue	27

Figure 5 Overview of conducted research and interviewees

5.2 Data analysis

Since the researchers conducted both intensive observations and 43 interviews, a great amount of data could be gathered, which needed to be reduced in a first step of the analysis. According to Ryan and Bernard (2003), the first step of analysing qualitative data is to discover themes and subthemes and then, sort them into a manageable few. The researchers decided on a classic content analysis and identified themes both inductively, meaning from the data itself, and deductively. The latter one means that the researchers used previous literature and theories to analyse the data (Ryan & Bernard, 2003). Hereby, the researchers agreed strongly on the most important themes regarding product-, shop- and service-related attributes from existing research (e.g. Chang et al., 2015; Kotler, 1973). When looking at the field notes from the observations, the researchers looked for similarities and differences of the three shops in regards to the above mentioned attributes. Furthermore, the most interesting aspects of customer behaviours, for example if they shop by themselves or in groups and how much time

they spend in the shop, were identified. For a better reading experience, the researchers decided to use Luomala (2003) approach of dividing the analysis into structural (i.e. retail environment) and semantic aspects (i.e. social environment) when presenting those results.

Regarding the analysis of the interviews, the researchers used a scrutiny technique that begins with proofreading the data and simply underlining key phrases (Ryan & Bernard, 2003). Based on the differentiation between personal and situational variables which was established in previous literature (e.g. Ahn, 2016; Darian, Tucci & Wiman, 2001; Jones, 1999; Luomala, 2003; Schiffman & Kanuk, 1999; Spies, Hesse & Loesch, 1997), the interviews were then scrutinized for repetitions, that is topics that occur and re-occur (Ryan & Bernard, 2003). In this way, both the most important factors regarding the shop environment and the personal factors were identified. The researchers sorted the data somewhat informally by spreading the different quotes on the floor and sorting them into different piles of personal and situational factors. Since this is best done by eyeballing and not with the help of special software, the analysis was labour-intensive (Ryan & Bernard, 2003). After sorting the quotes, the researchers made judgements about essential ones together. In other words, themes that were repeatedly named by the interviewees were critically discussed by both researchers. For each identified theme, the researchers chose the most expressive quotes. Hackley (2003) states that direct quotes are of great importance in qualitative research and help illustrate particularly critical expressions and themes. Both the interviews with the managers and the findings of the observations were first summarized in an overview of the three shops (see **Table 2**). The researchers' extended descriptions of the shops can be found in **Appendix B**.

5.3 Results

Since each shop has a slightly different way of conducting its business and communicating its business idea to the customers, the researchers decided to give a short overview in **Table 2**. Following this, the researchers present the findings of the observations and highlight similarities and differences of the three shops. Second, the findings of the interviews are described in-depth and expressed through different quotes from the interviewees. As this qualitative study is supportive because it helped to identify which variables needed to be tested in the quantitative study, the researchers chose to describe the results rather extensively.

Table 2 Overview of the three selected second-hand shops

	Emmaus Björkå	Myrorna	Beyond Retro
Classification	Charity shop	Charity shop	Retro and vintage shop Outlet store of the brand
Location	Malmö Triangeln	Malmö Triangeln	Malmö Mitt Möllan
Products	Donations from the general public	Donations from the general public and companies	Clothes are bought from charity shops in the USA and Canada
Product assortment	Broad Focus on used clothes	Very broad Focus on used clothes	Limited, but unique Specializing in retro and vintage clothes
Product presentation	Only aisles Cramped racks Divided by type and sorted by colours	Aisles and "islands" More organized Divided by style and colours	A lot of "islands" Very stylish and playful presentation of clothes Divided by both type, style and sorted by colours
Price indication	Commonly priced racks with sign above Exceptions marked with a separate price tag	Every item has a separate price tag	Every item has a separate price tag
Shop	Spacious, bright and clean Basic, minimalistic and clear concept	Spacious, colourful Clear concept and well-organized Many little decorations	Industrial look, quite dark
Service	Friendly, helpful but more reactive strategy	Friendly, proactive Wear a sign "Please ask me" to emphasize the service focus	Extremely friendly, proactive, very close relationship to regular customers
Target group according to shop managers	1) Young and fashionable, with individual style 2) older people, looking for a bargain, either collectors or know about the real value	Smart shoppers, who look for an adventure, for a bargain or enjoy the hunt for unique pieces	Very young, alternative, edgy people with a unique fashion style Mostly Swedes in their early 20ies
Customer behaviour	Customers shop mostly on their own	More females than male shoppers Majority of older customers (above 45 years)	Customers shop more in pairs or groups of people here
Summary	Focus on charity rather than shopping experience	Redesigned the shop in January 2017 to offer a better shopping experience	Emphasis on shopping experience and product presentation

5.3.1 Findings of observations

During the observational research both similarities and differences could be identified in the three shops. As previously mentioned, a good approach of comparing the character and perception of the retail environment has been introduced by Luomala (2003) whereby the author analyses structural and semantic aspects. The structural factors refer to the aesthetic value of the retailing environment influenced by attributes like cleanliness, orderliness, store aisles, crowding, signs and decoration. On the contrary, the semantic aspects indicate the social environment shaped by the service staff and other customers which has a substantial impact on how the customers perceive the specific shop.

Structural factors

Starting with the structural factors, it has to be mentioned that each shop is similar in regards to cleanliness and orderliness in the shops. However, the interior differs considerably between the three shops. Emmaus Björkå's store concept is thereby the most basic one with racks that are fully packed and narrow store aisles leading to the impression of being a real charity shop. On the contrary, Myrorna is more spacious and colourful, but has a very miscellaneous décor. Beyond Retro stands out through a more edgy and unique product offering as they focus on only vintage and retro clothing. Due to its location in a shopping mall, the shop is darker-lighted compared to the others. Despite this, Beyond Retro is spacious and convinces with a well-organized clothing presentation which eases the finding of items. While Beyond Retro and Myrorna apply a more open and new way of organizing the shop through building up little islands to present the clothes, Emmaus Björkå keeps a more standardized store built-up with an aisle system. Further, during talks with the shop managers it became evident that Myrorna and Beyond Retro are eager to create a pleasant and enjoyable shopping experience for the customers. In contrast, Emmaus Björkå did not mention any specific efforts but highlighted that racks are filled with new items each day. The researchers had the impression of Emmaus Björkå putting more focus on functionality and lower prices. While colourful walls and information screens can be found at Myrorna, Beyond Retro positively impresses through their creative presentation of clothing in the shop.

Additionally, Myrorna changes their music according to daytime with softer music being played in the mornings and more upbeat pop music in the afternoon. Mia, the shop manager (interview, April 7, 2017) told the researchers the reason for the music change lies mostly on

the different customer groups present during different times of the day with customers of older age in the morning and more diverse age groups in the afternoon. Emmaus Björkå does not put much thoughts into the music and mostly plays pop music from the charts. On the contrary, Beyond Retro puts its focus on popular songs from the 1970s to 1990s that seem to convince the customers as the staff regularly gets compliments regarding their playlists. One girl once even admitted to the shop manager Linn (interview, April 7, 2017) that she loves to hang out at Beyond Retro because it is so much fun to listen to the music, not because she wants to buy retro clothes.

One significant difference is the price level in the three shops. The lowest prices were found at Emmaus Björkå, where most of the clothing categories had a fixed and rather low price. At Myrorna the prices were a bit higher, while Beyond Retro's prices were perceived as the highest ones in this study by both the researchers but also customers, who shared this perception in the interviews.

Semantic factors

Considering the semantic aspects, indicating the social environment of the shops, the following similarities and differences could be observed.

In general, the personnel is friendly in each of the shops and customers are greeted whenever possible. However, most of the shops offer a rather reactive service and give their customers the freedom of strolling around by themselves. Myrorna indicates their service focus through little messages on their outfit and the staff at Beyond Retro seems to be the most present in the shop trying to actively approach customers albeit not being invasive in their offering. All in all, the personnel of Beyond Retro seems to perfectly fit into the context of the shop. Each staff member has a unique style and seems to be motivated and enthusiastic about their job. At Beyond Retro you can feel an almost familiar atmosphere. This was especially observed by the researchers when the personnel greeted customers like they were old friends or talked to them in an easy and relaxing way for a long time. In addition, the average age of the staff at Beyond Retro is much lower than at the other two shops which is reflected in the target group as it is the youngest among the three shops.

In addition, some personal factors like time and shopping effort could also be observed. In general, most of the customers take their time to browse and look through the clothes. Only a few customers seem to be under time pressure and thus, leave the shop shortly after entering.

Generally, all shops are more crowded on the weekends and the researchers observed that more people tried on clothes on the weekends than during week. This is not surprising as people want to take their time when shopping second-hand and therefore use their free time on the weekend. In addition, most of the people were shopping by themselves at Emmaus Björkå and Myrorna, while there were more couples, pairs of friends or groups of people shopping together at Beyond Retro. Regardless, more couples and pairs of friends could be observed during the weekends in general, which the researchers lead back to the fact that people usually have more time available on the weekends and often meet up for a stroll in the city.

To summarize, although the three observed shops belong to the category of second-hand shops they differ considerably regarding their structural and semantic aspects which is likely to be seen in this quantitative research study.

5.3.2 Findings of interviews

As previously mentioned, the respondents' quotes were scanned as a first step and then, key phrases were underlined. Keeping the theoretical framework with the differentiation between personal and situational variables in mind, the researchers scrutinized the data for repetitions. Thereby, the researchers identified the themes that were repeated over and over in different interviews and selected the quotes that are most representative for each theme. For a better readability, these findings will be presented separately in the next two sections.

Situational factors

In this qualitative study, most customers talked about factors related to the products and the shop itself. Only Sue (interview, April 8, 2017) highlighted the service quality as an important factor, when she said that she appreciates the friendly and nice staff at Beyond Retro. Regarding the product-related variables, the interviewees perceived low prices, a large product assortment and a good product quality as most important. However, an interesting finding was that several customers stated that second-hand clothes are becoming more and more expensive:

> I mainly shop clothes for my kids. But I think that second-hand shops are getting too expensive, many stores in Malmö already had to close down. In summer, I prefer to go to the Loppis outside, not the stores anymore (Nora).

> For me, clothes need to be cheap but good quality. Things are getting expensive, so there is no benefit to buy second-hand anymore. They just want to make money and the clothes are not worth their price (Gustav).

In regards to the shop-related factors, most respondents mentioned the location of the shop to be of importance. First, they liked that there are more second-hand shops in close proximity of each other and second, that the shops are close to their home and/or work. For example, Sofie (interview, April 8, 2017) told the researchers that she lives close by and frequently visits all second-hand shops in this area. Additionally, some respondents said that they value the interior design, music and how well-organized the shops are. Some customers also mentioned that they do not appreciate if racks are too packed or if the walks between the products are too narrow.

> We particularly like the location, as there are two other second-hand shops really close by. We go to all three shops at once when we go shopping. We are just browsing today. We know exactly where we can get things, for example which shop has the best furniture or stylish clothes (Alice and Johan).

> It is close to work and I thought I will look if I can find the nice shirt I saw last time I was here. Unfortunately, it is not here anymore (Lovisa).

> I do like Myrorna because it is colourful, they play good music and the fashion they offer is for everyone! Also, the shop doesn't want you to dress in a specific style … You can decide on your own style and fashion by yourself (Jasmine).

Personal factors

Considering the personal factors, an interesting finding was that most of the customers go second-hand shopping regularly and know exactly where to find best what they are searching for. When going second-hand shopping, many respondents mentioned that they need much time. For example, Theresa (interview, April 6, 2017) said that she usually needs a lot of time to shop for second-hand clothes, but she rarely has time because of her kids. The observations and interviews showed that the number of people who are just browsing and not looking for something specific as well as those with specific shopping goals seem to be almost equally distributed. Thus, it would be interesting to see if the shopping intention (e.g. intention of buying something or intention of just browsing) has a major influence on the customer's emotions in the shop, and thus in turn on the purchase behaviour. Another intrinsic aspect that arose during the interviews was that most respondents buy second-hand clothes due to environmental reasons. It makes them feel good:

> I always go to second-hand shops first, before going to a normal shop, to see if I can find something special and nice. It makes me feel good, because I don't want to spend a lot (Olivia).

> I used to go to Myrorna with my mother when I was a kid. I also bought my kids second-hand clothes because it is good for the environment and there is no chemicals in the clothes (Anna).

The following quotes highlight the search for one-of-a-kind items or unique pieces, which makes second-hand shopping fun and interesting to most respondents, but also takes more time than normal shopping:

> I am looking for something I can wear to the Harry Potter party tomorrow. I love this shop because it offers so many different styles and colours, and I want to find something unique, that no one else has (Wilma).

> I like to go second-hand shopping because I want to find unique pieces, like cool and interesting stuff. … I would describe myself as a treasure hunter, always looking for something special, today I am just browsing (Ester).

> I used to work in a second-hand shop in Stockholm. I think it takes so much more time than normal shopping because you have to look through all the clothes and then you need to be lucky to find a cool piece. But that's fun (Lisa).

In summary, the qualitative interviews provided the researchers with relevant and interesting findings in regards to both situational and personal factors. Thus, the next section discusses the above highlighted results with previous theory and argues for the variables that were consequently chosen for the quantitative part of this study.

5.4 Discussion of findings

Although, Jones (1999) stated that personal factors are of greater importance than situational factors, this qualitative study shows that both categories are equally mentioned by the respondents. However, some shop-related factors which have been highlighted by many authors in prior studies, such as volume and tempo of music, lighting, temperature, wayfinding or scent (Ahn, 2016; Areni & Kim, 1994; Milliman, 1982, 1986; Turley & Milliman, 2000), are not mentioned often by respondents in this study. In contrast, the most mentioned factors are a convenient and easy reachable location and the organization of the shopping environment. As customers highlight different aspects of decoration or music, it has been decided to use a generic term, that is atmosphere, as the third shop-related attribute.

All in all, product-related factors seem to be highly valuable to the respondents as they are mentioned more often than shop- or service-related aspects. Thus, the findings of this study are coherent to previous research on price, product assortment or variety and quality of products (Darley & Lim, 1999; Dhar, Hoch & Kumar, 2001; Yoo, Park & MacInnis, 1998). In contrast to other authors stating the importance of service-related attributes (Chang et al., 2015; Huang, 2009; Schiffman & Kanuk, 1999), only one of the respondents refers to this by stating that she values the friendly employees at Beyond Retro. However, this aspect is mainly mentioned by the personnel who confirm to be approached regularly by customers to get help regarding the exact location or availability of items in the shop. Being perceived contrarily among staff and customers, it has been decided to integrate the service aspect as a situational factor to clarify its influence in second-hand retailing. Thus, **Figure 6** below shows the statements that are used to measure the situational components in the questionnaire of this quantitative study.

Product-related attributes

- Products are of good quality
- Products have a reasonable price
- The shop offers a good product selection

Shop-related attributes

- Shop has a convenient location
- Shop is well-organized
- Shop has a good atmosphere

Service-related attributes

- Salespeople are friendly
- Salespeople are willing to help
- Salespeople are able to help me with my questions and requests

Figure 6 Situational components chosen to be tested in the quantitative study

In regards to the personal factors, this study finds time pressure and shopping intention as important variables, which is in coherence to previous research (Jones, 1999; Luomala, 2003). Regarding the time pressure and/or time availability, Jones (1999) argues that people need enough time to browse and look around in order to enjoy their shopping experience. In addition, Tauber (1972) highlights that most people do not plan to go shopping, but spontaneously decide to enter a shop. Some of the respondents share that they were on their lunch break from work or live close by and thus spontaneously decide to have a look as a result of passing by the

second-hand shops. Other personal factors like mood, collecting pre-shopping information, age or gender have been proven to influence the customer's shopping experience (Dholakia, 1999; Kruger, 2001; Luomala, 2003; Slama & Tashchian, 1985; Spies, Hesse & Loesch, 1997; Swinyard, 1993) but cannot be identified in this qualitative study. Nonetheless, age and gender are still tested as demographic attributes in the quantitative study.

Summing up, most of the respondents highlight the time factor when going second-hand shopping and speak about their intentions to either just browse through the shop or to find a specific item. This is why, the researchers decided to test both time availability as well as the shopping intention through the following statements shown in **Figure 7** below.

Time availability

- I had enough time in the shop
- I would have needed more time in the shop
- I would have had more time but decided to leave the shop earlier than intended

Shopping intentions

- I came with the intention to buy something
- I came with the intention of just looking around
- I had no intention to enter the shop, I just passed by

Figure 7 Personal components chosen to be tested in the quantitative study

In addition, some respondents refer to environmental reasons for going second-hand shopping, which has also been proven as a motivation in prior research (Bardhi & Arnould, 2005; Brace-Govan & Binay, 2010; Franklin, 2011; Guiot & Roux, 2010; Ha-Brookshire & Hodges, 2009; Kim & Damhorst, 1998). Since being environmentally friendly is more a motive in the pre-shopping phase and does not influence the customer directly at the point of sale, the researchers decided not to test this finding in the quantitative study.

6 Quantitative study

In this chapter, the quantitative approach and main part of this study is further explained. The chapter starts with explaining the methodology of the study including the data collection method, the chosen measurement of variables and the development of the questionnaire as well as the outcome of its pre-test. Following this, the analysis conducted with the software SPSS is explained and the results are presented afterwards. The last part of the chapter will discuss and interpret the results in comparison to previous literature as well as the observations and findings of the qualitative study.

6.1 Data collection method

For the data collection, an on-site store intercept survey procedure was used. Thereby, the researchers approached every customer, both female and male, and asked them to participate in the study immediately after they finished their shopping experience and left one of the three second-hand shops. With this real-time approach, the goal was to capture attitudes and emotions at the point where they were still prevalent. Information is likely to be richer when measured directly after an experience compared to the emotions one can recall (Laverie, Kleine & Kleine Schultz, 1992). As mentioned in the research design, the respondents were selected based on convenience, on different times and days of the week. The fact that every customer was approached, avoided the sample to be biased. In addition, the sample size is an important factor to increase the veracity and applicability of the study. According to the Central Limit Theorem, a sample size should include at least 30 members (Burns & Burns, 2008). Thus, the goal of this study was to collect at least 210 responses, 70 in each of the three chosen shops.

This quantitative study took place on five days between Saturday, 15 April and Friday, 21 April 2017 which included both weekends and weekdays. An overview of the exact days and times can be found in **Table 1** in the **Chapter 4.3.2** on data collection methods (see **Page 26**). The researchers made sure to be present all day to capture the variety of customers that are going shopping during different times of the day. However, the researchers had to take a break on both Easter Sunday, 16 April and Easter Monday, 17 April because of the shops being closed. Unfortunately, the researchers had to stop the study after two hours on Thursday, 20 April, due to the small number of people present in the shops. The questionnaires were mainly handed out around midday and in the late afternoon, since the researchers experienced that the shops are busiest at these times. On the contrary, the mornings are quite calm and the shops are mainly

visited by elderly people, a group of customers that is, for the most part, not able or comfortable in talking English.

From the 505 persons that the researchers asked to participate in the study, 231 were willing to fill out the questionnaires. This resulted in a response rate of 45,7%, indicating that almost half of the customers were willing to be part of the study. Unfortunately, not all questionnaires could be counted in the end. As expected and despite a brief check at the point of return, 13 questionnaires could not be considered because they were not filled out completely. Due to ethical reasons, the researchers had to exclude customers below 18 years old, which were 18 persons in total. In the end, a total of 200 questionnaires could be used for the data analysis. From that, 68 questionnaires could be counted for each Emmaus Björkå and Myrorna and 64 for Beyond Retro resulting in a balanced sampling across the shops.

6.2 Measurement of variables

As can be seen through the hypotheses, the quantitative study aimed to investigate five main constructs with the help of questionnaires. These constructs included the situational and the personal factors influencing the customer during second-hand shopping as well as the customer's emotional state, the purchase behaviour and demographics. The purchase behaviour could have been clearly defined through the fact of a conducted purchase or not, as well as the money spent in the store. The demographic part looked at gender and age, two variables that were easy to measure. However, the three constructs of situational and personal factors as well as customer emotions left more space for individual interpretation and therefore had to be further defined. Thereby, the qualitative study provided important insights on the most relevant variables. To measure them, the authors followed Johan Jansson's advice (personal communication, April 4, 2017) of integrating at least three variables for each construct.

Additionally, the most suitable measurement scales had to be selected for all variables to interrogate them in the questionnaire. To lessen possible measurement errors, the researchers decided to adapt measurement scales that were successfully used in similar research before. **Table 3** gives an overview of the chosen statements as well as the scales and studies they were adapted from. Nonetheless, in some cases the exact questionnaires was not available to the researchers resulting in an adaptation to the researchers' best knowledge.

Table 3 Measurements

Constructs	Measures	Scales	Adapted from
The customer's emotional state			
Positive	I feel excited	Likert scale	Chang, Eckman & Yan (2011) Richins (1997)
	I feel fulfilled	Likert scale	
	I feel happy	Likert scale	
Negative	I feel upset	Likert scale	
	I feel unfulfilled	Likert scale	
	I feel disgusted	Likert scale	Plutchik (1980); Izard (1977)
Situational factors			
Product-related	Products are in a good condition	Likert scale	Chang et al. (2015) Darley & Lim (1993) Dhar, Hoch & Kumar (2001) Yoo, Park & MacInnis (1998)
	Products have a reasonable price	Likert scale	
	The shop offers a good product selection	Likert scale	
Shop-related	Shop has a convenient location	Likert scale	Chang et al. (2015) Sherman, Mathur, Belk Smith (1997) Yoo, Park & MacInnis (1998)
	Shop is well-organized	Likert scale	
	Shop has a good atmosphere	Likert scale	
Service-related	Salespeople are friendly	Likert scale	Baker, Grewal & Parasuraman (1994) Chang et al. (2015) Darian, Tucci & Wiman (2001) Yoo, Park & MacInnis (1998)
	Salespeople are willing to help	Likert scale	
	Salespeople are able to help me with my questions and requests	Likert scale	
Personal attributes			
Time availability	I had enough time in the shop	Likert Scale	Jones (1999)
	I would have needed more time in the shop	Likert scale	Jones (1999)
	I would have had more time but decided to leave the shop earlier than intended	Likert scale	Observations, Interviews
Shopping intentions	I came with the intention to buy something	Likert scale	Observations, Interviews
	I came with the intention of just looking around	Likert scale	Observations, Interviews
	I had no intention to enter the shop, I just passed by	Likert scale	Tauber (1972)
Purchase behaviour			
	Purchase vs. non-purchase	Nominal scale	
	Amount of money spent	Interval scale	Donovan & Rossiter (1982) Sherman & Smith (1986)
Demographics			
	Gender	Nominal scale	
	Age	Interval scale	Observations, Interviews

Customers' emotional states

The fact of being influenced by various and often unpredictable factors makes the study of emotions highly complex. Additionally, emotions are highly dependent on the context like what kind of products are bought, which makes it hard to decide on the most suitable measurement model (Richins, 1997). This is why the best way of measuring emotions in retail settings is widely discussed and has led to a variety of possible measurements.

To date, three models have been borrowed from psychology and have most often been used by marketers:

- Plutchik's (1980) eight basic emotion categorization
- Izard's (1977) Differential Emotions Scale (DES)
- Mehrabian and Russell's (1974) Pleasure-Arousal-Dominance model (PAD)

However, each of the models has been criticized for various reasons. Plutchik's (1980) eight basic emotion categorization only describes primary emotions that are important for a human's survival. However, more complex situations that are not directly related with the essential need of survival are difficult to be displayed by this model (Richins, 1997). Izard (1977) developed the Differential Emotions Scale (DES) consisting of ten fundamental emotions that have been identified through the examination of facial muscle responses. Nonetheless, various authors agreed that the model puts too much emphasis on negative emotions making a broader emotional scale necessary (Laverie, Kleine & Kleine Schultz, 1992; Oliver, 1992). Mehrabian and Russell's (1974) Pleasure-Arousal-Dominance model (PAD) has been used to measure the influence of environmental stimuli. Even though, this approach allows for the identification of the three underlying emotions of pleasure, arousal or dominance, describing specific emotions like joy or anger is challenging (Richins, 1997). In addition, it only successfully measures emotional responses to environmental stimuli (Richins, 1997) and does not take into account personal attributes which made it less suitable for an application in this study.

In summary, neither Plutchik's (1980) basic emotions approach, Izard's (1977) DES nor Mehrabian and Russell's (1974) PAD model succeeded in representing the diversity of evoked emotions in the same detail as Richins' (1997) Consumption Emotion Set (CES). Including both negative and positive emotions, the CES has identified the 47 emotions most commonly experienced by customers. The set has been tested in various consumption situations and has been proven to be the most suitable and descriptive of the models in measuring the customer's emotional level during a shopping experience. The author explicitly mentioned the model's applicability for measuring the influence of individual, product or situational factors on emotions as well as the effect of emotions on consumer responses (Richins, 1997). As all these aspects are tested in this study through the three hypotheses, the CES seems to be the adequate emotional measurement.

However, the author himself advised to adapt the set according to the specific study context (Richins, 1997). In the case of this research study, the aim was to have 210 respondents filling out the questionnaire, which made it necessary to keep the length of it to a minimum. For this reason, the number of variables was shortened to six, three for the positive and three for the negative emotional state. Thus, excitement, happiness and fulfilment tested positive emotions while the feeling of being upset, disgusted or unfulfilled represented the negative emotions. The chosen emotions belong to the clusters of joy, excitement and content as well as discontent and anger in the CES (Richins, 1997). As previously stated, Xu et al. (2014) have confirmed the occurrence of disgust as a common feeling in second-hand retailing. As disgust is not a part of the Consumption Emotion Set, it was adapted from Plutchik's (1980) basic emotions approach and Izard's (1977) Differential Emotions Scale (DES).

To measure emotional aspects and attitudes, a Likert scale is recommended (Burns & Burns, 2008)) and is therefore used to test the emotional state. Although, a four-point Likert scale has been used with the Consumption Emotion Set (Richins, 1997), it has been decided to use a seven-point Likert scale ranging from 1 ("strongly disagree") to 7 ("strongly agree") for a more detailed evaluation in this study. Additionally, it has been decided to not use an even-number for the scale to include a neutral option in the measurement. According to the author's view, also the fact of neither agreeing nor disagreeing to one of the statements has explanatory power indicating that the statement is of no importance to the customer. Moreover, other studies that have measured the emotional response on store attributes have successfully used models with a similar scale range of seven or eight points before (Chang et al., 2015; Sherman, Mathur & Belk Smith, 1997). Hence, the customers had to state their current emotional level by deciding on the level of agreement/disagreement with each of the three positive and negative emotions on the seven-point Likert scale.

Situational attributes

Based on the findings from both the qualitative part of this study and the previous literature (e.g. Chang et al., 2015; Kotler, 1973) the situational factors were tested through product-related, shop-related and service-related items. The product factor was thereby measured through product quality, product price and product selection while the shop satisfaction was represented by the shop location being convenient, the shop being well-organized as well as through the shop atmosphere. The service aspect was tested through

the sales personnel being friendly, willing to help and able to help the customers with their questions and requests.

As mentioned above, a Likert scale is also recommended to measure attitudes which is why the seven-point Likert scale was adapted to measure the situational and personal variables. Based on the points of the scale, the customers had to decide on their agreement or disagreement with each of the indicated variables when referring to their just completed second-hand shopping experience.

Personal attributes

For the personal attributes, the aspects of time and shopping intention seemed to be of most relevance for the customers in this qualitative study and have therefore been chosen to be tested in this quantitative study. On the one hand, the time aspect was represented by the statements of having enough time, would have needed more time and the decision of leaving the shop earlier although not being under time pressure. On the other hand, the shopping intentions were broken down into the intention to buy something, the intention to just look around and no shopping intention as the shop visit happened spontaneously.

In accordance to the seven-point Likert scale for the situational factors, the customers had to indicate their approval or denial with the presented statements. Thinking about product, shop and service satisfaction as well as the personal factors of time and shopping intention, it was likely that the customers had a slightly different opinion regarding each of the variables and did not just simply agree or disagree. In contrary to closed answering options, the Likert scale allowed for indicating this exact level of agreement/disagreement. This provided the researchers with additional in-depth information and has been one of the main reasons for choosing a seven-point Likert scale for the constructs.

Purchase behaviour

The purchase behaviour was measured by asking the respondents to share if they bought something or not and in case they did, they were further asked to state the amount of money spent in the store. For the fact of having conducted a purchase or not, a nominal scale with the answers of "yes" and "no" was applied. The amount of money spent in the store is indicated on an interval scale and although this aspect has been tested in other research as well, no scale is indicated in these studies (Donovan & Rossiter, 1982; Sherman & Belk Smith, 1987). For this reason and the fact that prices are of a lower level in the second-hand retail industry than

in conventional retailing, a new interval scale has been developed. The scale thereby started with a rather low amount of below 100 SEK, which enabled the researchers to verify if consumption in second-hand shops can be proven to be of low scale. The scale then continued with five more intervals of 100 SEK up to more than 600 SEK as the maximum.

Demographics

The demographic section included questions regarding gender and age, asked through using both nominal and interval scales. The nominal scale was applied to ask about the gender being either male or female. For measuring the age, an interval scale was applied. The researchers decided to keep smaller ranges among younger people and broaden the range from 30 years onwards. The 20s are an age range with a great deal of discontinuity and changes in lifestyle probably resulting in different opinions and attitudes regarding product, shop and service expectations and perceptions. Keeping the age range too broad, could have therefore born the risk of missing out relevant information. Moreover, the researchers observed that the target groups of each shop differ considerably regarding age, thus, having resulted in the decision to further investigate and choose smaller age ranges.

6.3 Questionnaire

Since the previous chapter focused on explaining how each of the variables was measured, this chapter further explains and justifies the chosen structure of the questionnaire (see **Table 4**). A questionnaire is a "research instrument to capture opinions, attitudes and positions in regards to specific topics and circumstances" (Raab-Steiner & Benesch, 2012, p. 45). The goal of the questionnaire is to answer the hypotheses for the defined target group. The final version of the questionnaire can be found in **Appendix C**.

Table 4 Structure of the questionnaire

Introduction
Section regarding the customer's emotional state
Section regarding the situational attributes
a.   Product satisfaction
b.   Shop satisfaction
c.   Service quality satisfaction
Section regarding the personal attributes
a.   Felt time pressure
b.   Shopping intention
Section regarding purchase behaviour
a.   Purchase/Non-purchase
b.   Amount of money spent
Demographics
a.   Gender
b.   Age

As mentioned above, the length of the questionnaire was kept to an acceptable minimum by aiming not to exceed an amount of two pages. By doing this, the researchers minimized the risk of customers not participating because of the questionnaire being too long and time intensive. Additionally, the authors tried to present the questionnaire in an easy and understandable language by focusing on common words so that all customers can participate, also those who are not used to the English language.

The questionnaire started with a preface below the Lund University logo in which the participant is introduced to the topic and the duration of the study, as well as the anonymous handling of the personal data and his or her right to withdraw from the study at any time. In addition, the researchers offered their help in case of any questions being unclear.

Following this, the researchers included the section about the customer's emotional state where respondents need to indicate their agreement/disagreement with certain statements about their current emotions. The researchers decided to put the emotional part at the beginning of the survey to avoid any influence that may occur after having read about the situational and personal attributes. The insights about each of the emotions gained in this part were of high importance for the researchers as they together represent the customer's emotional state acting as both a dependent and independent variable in the hypotheses.

In the next part, the participants were asked to share their opinions about the situational attributes of the visited shop which helped the researchers to answer the first hypothesis about the influence of the situational factors on the customer's emotional state. The situational factors were thereby of special interest as they can be controlled by the retailer. As mentioned in the measurement part in **Chapter 6.2** and presented in **Table 3** (see **Page 46**), each of the situational factors (product-, shop- and service-related) was tested through three variables.

Following this, the part about the personal factors was introduced measuring the customer's perception of time besides his or her shopping intention. The insights gained through these statements have not only enlarged the general knowledge about second-hand customers but also allowed the researchers to answer the second hypothesis. Hereby, the time availability and shopping intention were measured through three variables as well (**Chapter 6.2, Table 3**).

The fifth section of the questionnaire referred to the actual purchase. First, the participants were asked if they purchased something or not. This information was needed to answer the third hypothesis in which the purchase behaviour represented the dependent variable. The second question asked about the amount of money spent in the store was not directly related to the hypothesis but released further details about the customer's purchase behaviour. In the case of the customer not having bought anything, this question could be ignored.

The last part of the questionnaire included the demographic questions about gender and age were put at the end of the survey to not irritate or bore the customers and thereby, risk their participation. This general information provided interesting insights about the second-hand customers and allowed to make comparisons between the answers of males and females as well as among different age groups.

6.4 Pre-test of the questionnaire

To achieve the final questionnaire, the researchers approached their two supervisors, Clara Gustafsson and Johan Jansson, from Lund University to obtain feedback and their opinion about structure, language usage and answering options.

Both agreed on the questionnaire being easy to understand by focusing on common words and phrases. However, Johan Jansson (personal communication, April 4, 2017) advised changing the part about the personal attributes as it first integrated just one question regarding the

perception of having enough time followed by two statements about the shopping intention. Consequently, the first statement differed to the other two putting into question the current structure and led to the suggestion to split these two aspects. As a result, two more variables were integrated to measure the time aspect leading to a total of three describing variables, an approach that has been advised by Johan Jansson (personal communication, April 4, 2017). The time aspect is therefore not just measured by the perception of not having enough time anymore but additionally by the statement of having enough time or the decision to leave the shop earlier although the customer would have had more time.

Additionally, the researchers received the feedback that there are more than just the two integrated shopping intentions as customers could also just enter the shop by chance. Johan Jansson (personal communication, April 4, 2017) also mentioned that the aspect of whom the clothes are bought for could influence a customer's emotional state. However, questions regarding this topic would have just prolonged the questionnaire and would not have helped in answering the hypotheses. Consequently, it has been decided to leave this aspect out of the questionnaire. In the end, the part about the shopping intentions has been enlarged by the statement of not having a shopping intention but having just entered the shop as a result of passing by. After these changes, the built-up of the questionnaire was coherent since three variables were always integrated to measure every single construct.

Another issue raised by both supervisors was connected to the part about the purchase behaviour, especially the chosen ranges of amount of money spent in the store. Originally, seven points each representing a range of 100 SEK have been chosen, whereby the first range started with less than 200 SEK reaching up to more than 1200 SEK. As consumption in second-hand shops is likely to be of smaller scale, the researchers were advised to let the range start with an amount of less than 100 SEK, reaching up to more than 600 SEK as the last point. Clara Gustafsson (personal communication, April 13, 2017) even suggested ranges of 50 SEK. However, as pricing was one of the attributes the researchers looked at during the qualitative study, 50 SEK was assumed to be too low as most product categories were above this price range.

The last advice was based on ethical reasons and concerned the demographic question of age. In the first questionnaire, the answering options started with those being aged under 20. Since respondents below 18 cannot be considered in the study due to ethical reasons, the first option was changed to "below 18".

6.5 Data analysis

After having achieved the required number of questionnaires, the data was analysed with the software tool SPSS Statistics 24. The researchers obtained the licence from Lund University. After transferring all the questions into SPSS variables, the researchers put the obtained data sets into the tool manually. Hereby, only the questionnaires were considered that were filled out correctly. The data was saved both as three individual sets for each of the shops and as one total data set including all participants.

As a first step, descriptive statistics were used to count the total amount of data sets and make basic computations on the participant's demographics like age and gender. The ranking option that is available for each variable in the data set, allowed to identify all participants below 18 that had to be sorted out. Afterwards, the new data set including only participants of full age was saved separately.

Frequency calculations were used to make basic inferences on the given answers indicated as values on a seven-point Likert scale. Thanks to the frequencies, the researchers got an overview of the participants' general agreement or disagreement with the statements in the questionnaire. Additionally, the means were computed with the help of an analysis of variance (ANOVA) to be able to compare the answers of different shops as well as differences that might occur as a result of the demographics like gender and age. In case of the F test in the ANOVA being significant, the Tukey HSD test was applied as a post hoc test to see where significant differences lie among the different treatments. The Levene statistic was checked to ensure the homogeneity of variance which can be assumed with a non-significant outcome of $p > 0.05$ (Burns & Burns, 2008).

As a next step, an exploratory factor analysis with Varimax rotation was used for the multi-item scales to confirm that the selected variables that were chosen in the questionnaire, measure the right constructs or factors. However, only variables that achieve factor loadings of at least 0.6 will be considered to ensure the inclusion of reliable items (Burns & Burns, 2008). Furthermore, the total variance explained by the factors should exceed the value of 60% (Burns & Burns, 2008). A successful KMO- and Bartlett-test indicates little correlations among the variables and should therefore yield distinct and reliable factors (Field, 2009). In this study, a value of 0.6 in the test is applied for the factor analysis to be satisfactory (Hutcheson & Sofroniou, 1999).

Moreover, three variables were used to reliably compute and measure a specific factor. To make sure that the items that refer to the same factor have been answered consistently, the Cronbach's Alpha was calculated. The more the items correlate, the greater the internal reliability which indicates that all the items measure the same characteristic. An Alpha value of 0.8 is regarded as a high level for ensuring the homogeneity of the items (Burns & Burns, 2008) while the limit for accepting this internal consistency lies at an Alpha value above 0.6 (Malhotra, 2009). In the case of an acceptable Cronbach Alpha test, an index score can be calculated which allows to sum up the values of the factors in a new variable. With the Cronbach Alpha test being positive, new variables were created for the total emotional state along with the product, shop and service satisfaction.

Before checking the cause and effect relation between the dependent and independent variables in the three hypotheses, the correlation analysis was used to test if a relationship between the variables of this study exists. As all variables were measured on a Likert-scale, an ordinal scale of measurement, a non-parametric test of correlation in form of the Spearman's Rho test was applied. According to Burns and Burns (2008) the test outcome has to be significant ($p < 0.05$) and the closer rho is to 1, the stronger is the actual correlation between the variables. In addition, a scatterplot was created to display the relationship visually and see if a linear relationship, an assumption of the correlation, was achieved (Burns & Burns, 2008).

In a second step, the regression analysis was run to see if the hypotheses were accepted or denied because of a non-significant outcome. Since more than one independent variable has been tested, multiple linear regression was applied. The hypothesis can be accepted in case of a significant relationship between the dependent and independent variables. The significance is indicated through a high F value and $p < 0.05$. In addition, multicollinearity should be avoided as it would indicate a correlation and no independence of the variables. An indicator which measures the degree to which collinearity among the predictors degrades the precision of the result is the Variance Inflation Factor (VIF). A VIF below 10 indicates that multicollinearity is not a problem in the conducted analysis (Burns & Burns, 2008). Furthermore, a histogram and standardized residual scatter graph were obtained to find out whether the major assumptions of a linear relationship between the variables, the normality of the error distribution as well as the fact of independent and constant error terms are met.

To test the third hypothesis, a binary logistic regression had to be applied due to the different nominal and ordinal measurement scales of the independent and dependent variable. The logistic regression model is binary because the dependent variable existed of exactly two values being coded either 0 for a non-purchase or 1 for a conducted purchase. The fit of the model can be deduced through the omnibus test being significant ($p < 0.05$) or a non-significant Hosmer-Lemeshow test ($p > 0.05$) (Field, 2009). Instead of the standardized Beta coefficients and the R square value that are analysed in linear regression, the Exp (B) and Nagelkerke R square value were used for interpretation in logistic regression.

During the analysis, all instructions were saved in a syntax to be able to reproduce the output easily in case of any changes in the data set. The tables and graphs used to present the results in the end were created through Microsoft Excel and Microsoft Word.

6.6 Results

The results that are introduced in this chapter refer to all the respondents who filled out the questionnaires in the quantitative study of this research study. After having sorted out everyone below 18, the total data set consists of 200 participants being nearly equally distributed among the three shops. Among the respondents, there are 73 men and 127 women. Consequently, 63.5% of all the interviewed second-hand shoppers are female. The share of customers is highest at the lowest age range of 18-24 years with 30%, followed by people aged 25-30 years with 21.5%. The smallest group of respondents is the one above 60 with a share of only 7%. An overview of the sample can be found in **Table 5** below.

Table 5 Sample overview of the quantitative study

Constructs	Variable	N = 200	100 %
Gender	Female	127	63.5
	Male	73	36.5
Age	18-24	60	30
	25-30	43	21.5
	31-39	35	17.5
	40-49	28	14
	50-59	20	10
	above 60	14	7
Shops	Beyond Retro	64	32
	Myrorna	68	34
	Emmaus Björkå	68	34

6.6.1 Factor analysis

As can be seen in **Table 6** below, the factor analysis successfully confirms the factors of product, service and shop satisfaction and the division into positive and negative emotions that has been chosen in the questionnaire. As mentioned above, only factor loading of at least 0.6 are considered in the study resulting in the emotional state of "unfulfilled" not being considered in the first factor. Additionally, the extracted variance for each factor exceeds the critical value of 60% and both the KMO- and Bartlett-test are accepted for each of the analyses. Furthermore, the Cronbach Alpha test achieves a sufficient value of at least 0.6 for each of the factors.

Table 6 Factor analysis

	Factors							Variance extracted	Cronbach Alpha	KMO-Bartlett Test
	1	2	3	4	5	6	7			
Customer's emotional state								**70,795**		**.738**
Positive emotions									.787	
I feel excited	.818									
I feel happy	.826									
I feel fulfilled	.815									
Negative emotions									.761	
I feel upset		.871								
I feel disgusted		.846								
I feel unfulfilled	-.442	.683								
Situational factors								**69,889**		**.804**
Product satisfaction									.748	
Products are of good quality			.760							
Products have a reasonable price			.823							
The shop offers a good product selection			.759							
Shop satisfaction									.677	
Shop has a convenient location				.655						
Shop is well-organized				.841						
Shop has a good atmosphere				.695						
Service satisfaction									.850	
Salespeople are friendly					.800					
Salespeople are willing to help					.856					
Salespeople are able to help					.845					
Personal factors										**.563**
Time availability								61,908	.674	
I had enough time in the shop						-.751				
I would have needed more time in the shop						.886				
I would have had more time but decided to leave the shop earlier						.687				
Shopping intentions									-.701	
I came with the intention to buy something							-.817			
I came with the intention of just looking around							.732			
I had no intention to enter the shop, I just passed by							.701			

Looking at the emotions, one factor for the negative (upset, disgusted, unfulfilled) and one for the positive emotions (happy, excited, fulfilled) are identified. However, as only one total emotional level should be used in the further course of the study, a new variable has to be created out of factor 1 and 2. Consequently, the three negative emotions are reversed and saved as new variables. To do this, the scale for the three negative variables is reversed resulting in the Likert-scale now reaching from totally agree (1) to totally disagree (7) and the values being adapted accordingly. Being all labelled positive, the six emotional values are added to one emotional level and divided by six to maintain the seven-point Likert scale numbering. Thanks to this computation, it can be said that the higher the value of the total emotional state, the higher the positive emotional level experienced by the customer.

As can be seen in **Table 6** among the situational components, three factors could be extracted. Consequently, the situational attributes are measured through the factors of product, shop and service satisfaction over the further course of the study. The product satisfaction thereby consists of the variables of product quality, price and selection while shop satisfaction includes the values of the shop location, shop atmosphere and shop organization variables. The service quality factor is represented by the variables of the friendliness of the staff, their willingness to help and the ability to help customers regarding their questions and requests.

The factor analysis is also run for the personal factors resulting in the identification of the two factors of time and shopping intention. Negative factor loadings appeared in both factors with the variables "having enough time" and "having the intention to buy something". However, even when reversing these variables, the KMO- and Bartlett-test does not reach the defined cutting point of 0.6. Consequently, the results indicate that additional computations will be of greater accuracy when considering the six items individually instead of in the two factors.

6.6.2 Testing of hypotheses

The results of the factor analysis show the researchers when it is worthwhile to summarize the variables and when further computations should rather be calculated individually. Based on this knowledge, the hypotheses are tested. First, a correlation analysis is run for a general overview of the existing relations between the variables (see **Appendix D** for the results). As a second step, a regression analysis is conducted to measure the level of impact of the independent on the dependent variables. All in all, the analysis show a partial acceptance for the first two hypotheses whereas the third hypothesis is fully accepted. With the VIF value

lying far below 10 in all cases, no multicollinearity problem occurs. All results of the quantitative data analysis are summarized in **Table 7** below.

Table 7 Overview of tested hypotheses

		Acceptance	Coefficient
Hypothesis 1		**Partial**	
Situational Factors			
	Product Satisfaction	Accepted	.254***
	Shop Satisfaction	Accepted	.245**
	Service Satisfaction	Rejected	No sig
Hypothesis 2		**Partial**	
Personal Factors			
	Enough time in the shop	Accepted	.293***
	Would have needed more time in the shop	Rejected	No sig
	Would have had enough time, but decided to leave earlier	Rejected	No sig
	Intention to buy	Rejected	No sig
	Intention of just looking around	Rejected	No sig
	No intention to enter, just passing by	Rejected	No sig
Hypothesis 3		**Accepted**	
Purchase behaviour	Purchase vs. Non-Purchase	Accepted	1.636**

** Significance on 0.01 level (two-tailed)
*** Significance on 0.001 level (two-tailed)

Hypothesis 1

H1: The positive perception of situational attributes in the second-hand shop setting will have a positive influence on the customer's emotional state.

Following the first hypothesis, a correlation should occur between the situational variables and the customer's emotional state. When looking at the correlation between the nine situational variables and the customer's emotional state, each connection is significant on a 0.01 significance level (see **Appendix D**). The correlation coefficients thereby reach from a value of 0.202 for the perception of the sales friendliness to the highest value of 0.375 for the perception of the product selection. High correlations on the 0.01 significance level also occur when uniting the items in their factors of product, service and shop satisfaction. The product satisfaction thereby reaches the highest correlation coefficient of 0.398, followed by the shop satisfaction with a value of 0.325 and the service satisfaction with a value of 0.314. As

correlation sizes between 0.20 - 0.40 represent a low correlation, the relationship between the situational components and the customer's emotional state is weak (Maranon, 2017).

As described above, the analysis continues with a multiple linear regression whereby the influence of the situational factors as independent variables is tested regarding their influence on the customer's emotional state as the dependent variable.

When looking at **Table 8**, it can be shown that the situational factors have a highly significant influence on the customer's emotional state ($F=22.291, p < 0.001$). An adjusted R-square value of .245 indicates that 24.5% of the variation in the customer's emotional state can be explained by the situational factors. For the moment, this leaves 75.5% of the variation unexplained.

Table 8 Regression analysis: Situational factors

	Adjusted R^2	Standardized Coefficients	F value	Significance
Dependant variable: Customer's emotional state	.245		22.291	.000
Product satisfaction		.254		.000
Shop satisfaction		.245		.001
Service satisfaction		.138		.061

To better understand which variables are responsible for this high significance, the regression coefficients in the coefficients sub table are investigated. The table shows a high significance for product satisfaction ($p < 0.001$) and shop satisfaction ($p < 0.01$). Service satisfaction, however, only achieves a p value of 0.061 and was therefore not significant ($p > 0.05$).

Additionally, the product, shop and service variables are tested individually to learn more about their influence on the customer's emotional state. As can be seen from **Table 9**, product quality ($p < 0.05$) and product selection ($p < 0.01$) have a significant influence while product price has no significant impact ($p > 0.05$). The standardized coefficients show that product selection ($\beta=0.229$) has the highest influence on the customer's emotional state among the product variables. When looking at the shop variables, the significant influence comes from the shop having a convenient location ($p < 0.01$) and a good shop atmosphere ($p < 0.01$). However, the standardized coefficients show that the shop atmosphere ($\beta=0.235$) has the greater impact on the customer's emotional state. The shop being well-organized does not have a significant influence ($p > 0.05$).

Table 9 Regression analysis: Individual situational variables

	Adjusted R²	Standardized Coefficients	F Value	Significance
Dependant variable: Customer's emotional state	.171		14.558	.000
Products are of good quality		.204		.012
Products have a reasonable price		.079		.318
The shop offers a good product selection		.229		.005
	Adjusted R²	Standardized Coefficients	F value	Significance
Dependant variable: Customer's emotional state	.163		13.823	.000
Shop has a convenient location		.205		.004
Shop is well-organized		.094		.264
Shop has a good atmosphere		.235		.005
	Adjusted R²	Standardized Coefficients	F value	Significance
Dependant variable: Customer's emotional state	.118		9.796	.000
Salespeople are friendly		.055		.568
Salespeople are willing to help		.193		.065
Salespeople are able to help		.159		.090

The results show that both product and shop satisfaction have a significant influence on the customer's emotional state, but that service satisfaction does not. The influence is based on the product quality and selection as well as the shop location and atmosphere.

Hypothesis 2

H2: The positive perception of personal attributes in the second-hand shop setting will have a positive influence on the customer's emotional state.

When looking at the second hypothesis, the correlation between the personal variables and the customer's emotional state is looked upon first (see **Appendix D**). Among the six items that represent the time pressure and shopping intention, only the perception of having enough time has a correlation coefficient of 0.199 and is thereby significant on a 0.01 significance level. However, a correlation coefficient between 0 – 0.20 only represents a minimal correlation indicating a small or random relationship (Maranon, 2017). Therefore, this results should be verified and specified in their strength through a regression analysis.

For this reason, a multiple linear regression analysis is conducted as a second step with the personal attributes of time availability and shopping intention as the independent variables, and the customer's emotional state as the dependent variable. The findings of this regression analysis are presented in **Table 10**.

Table 10 Regression analysis: Personal variables

	Adjusted R2	Standardized Coefficients	F Value	Significance
Dependant variable: Customer's emotional state	.050		2.716	.015
Time variables				
Dependant variable: Customer's emotional state	.046		4.199	.007
Have had enough time		.293		.000
Would have needed more time		.167		.063
Would have had more time, but decided to leave earlier		-.015		.845
Shopping intention variables				
Dependant variable: Customer's emotional state	.011		1.704	.168
Intention to buy something		.150		.064
Intention to just stroll around		.134		.087
No intention to enter the shop, just passed by		-.020		.794

The adjusted R-square value shows that 5% of the variation in the customer's emotional state can be explained by the variation in the six personal variables. The regression is significant with a F value of 2.716 and p = 0.015 ($p < 0.05$). Still, when looking at the independent variables individually, only the perception of having enough time has a significant influence on the customer's emotional state ($p < 0.001$) while neither the other time components nor the shopping intentions have a significant impact on the customer's emotional state ($p > 0.05$).

Hypothesis 3

H3: There will be a positive relationship between the customer's positive emotional state and the purchase behaviour in the second-hand shop setting.

The testing of the relationship highlighted in the third hypothesis has to be computed with the help of a binary logistic regression due to the different levels of measurement. In this last hypothesis, the customer's emotional state acts as the independent variable and is measured on

an ordinal scale while the purchase behaviour and dependent variable is displayed on a nominal scale. The results of the analysis can be found in **Table 11** and **12**.

Table 11 Logistic regression: Purchase behaviour

	B	Exp (B)	Nagelkerke R square	Significance
Dependant variable: Purchase behaviour				
Customer's emotional state	.492	1.636	.060	.005

As can be seen from **Table 11**, the customer's emotional state has a significant influence on the purchase behaviour ($p < 0.01$). It thereby explains about 6% of the variation in the purchase behaviour which can be seen from the Nagelkerke R square value. As indicated by the Exp (B) value, the one point increase in the emotional level increases the probability of a purchase by the factor 1.636.

Table 12 Model fit of logistic regression

				Hosmer-Lemeshow-Test		
	Chi square	df	Significance	Chi square	df	Significance
Dependant variable: Purchase behaviour						
Customer's emotional state	8.938	1	.003	7.279	8	.507

Moreover, as can be seen from **Table 12** and explained in **Chapter 6.5**, the variables make a good prediction and fit the model with the Chi square value being significant ($p < 0.01$) and a non-significant Hosmer-Lemeshow-test ($p > 0.05$). Furthermore, the contingency table shows that from 14 observed purchases, 13.5 are predicted correctly with the help of the customer's emotional level as the independent variable.

Another analysis verifying the results is the analysis of variance (ANOVA) comparing the means of purchasers vs. non-purchasers and thereby showing a significant difference between the customer's emotional levels. While the mean of the purchasers is 5.9, people without purchase only reach a mean value of 5.5. With the F value being 8.7 and $p < 0.01$, the relation between the customer's emotional state and purchase behaviour is significant.
Additionally, a simple linear regression is run to see if a significant relationship could also be observed between the customer's emotional state and the amount of money spent in the store. However, with a p value of 0.671 ($p > 0.05$), no significant relation can be stated between these two variables.

6.6.3 Descriptive statistics and mean comparison

In the last part of the analysis, the researchers take a closer look at the answers given to each of the statements to get a general overview of the respondents' agreement or disagreement. Main inferences are drawn from descriptive statistics comparing frequencies, means, medians and standard deviations. An overview of the last three indicators can be found in **Table 13**.

Table 13 Descriptive statistics

	Mean	SD	Median
Customer's emotional state	5.61	.962	5.83
Situational factors			
Product satisfaction	5.32	1.161	5.67
Products are of good quality	5.3	1.348	6
Products have a reasonable price	5.18	1.639	6
The shop offers a good product selection	5.49	1.256	6
Shop satisfaction	5.8	.997	6
Shop has a convenient location	5.99	1.301	6
Shop is well-organized	5.67	1.273	6
Shop has a good atmosphere	5.74	1.265	6
Service satisfaction	5.9	1.098	6
Salespeople are friendly	6.15	1.124	7
Salespeople are willing to help	5.86	1.312	6
Salespeople are able to help	5.67	1.311	6
Personal factors			
I had enough time in the shop	5.91	1.377	6
I would have needed more time in the shop	2.91	1.974	2
I would have had more time but decided to leave the shop earlier	3.18	2.043	3
I came with the intention to buy something	4.47	1.964	5
I came with the intention of just looking around	4.73	1.931	5
I had no intention to enter the shop, I just passed by	2.45	2.034	1

Starting with the emotional state, 57.6% of the respondents lie above the average of 5.61 with 7 being the maximum total emotional value. Only 2.5% of the respondents mostly or totally agree with feeling upset, unfulfilled or disgusted. No significant differences in the customer's emotional state can be observed in the different shops with an above average mean value of 5.7 at Beyond Retro, followed by a value of 5.6 at Emmaus Björkå and 5.5 at Myrorna. However, significant differences can be seen when comparing the emotional states of males

and females. Women with a mean of 5.7 are in a significantly higher emotional state when going second-hand shopping ($F = 5.85; p < 0.05$) than men with a mean value of 5.4. When comparing the means of the three situational factors, the product satisfaction reaches a mean value of 5.32, the shop satisfaction shows a result of 5.8 and the service satisfaction ends up at 5.9. Comparing the standard deviations, the opinions differ the most in regards to the product satisfaction (SD = 1.161), followed by the service satisfaction (SD = 1.098). All customers mainly agree on the shops being satisfying (SD = .997).

When looking at the variables individually, the customers mainly appreciate the product selection (mean = 5.49) and product quality (mean = 5.3) among the product variables. Regarding the shop aspects, the shop location (mean = 5.99) and atmosphere (mean = 5.74) is ranked best. As presented before, it is these four variables that also significantly influence the customer's emotional state. Although having no significant impact on the emotional state, when asked about the service, the customers are highly satisfied with the friendliness of the personnel (mean = 6.15) as well as their willingness to help (mean = 5.86).

Although no significant differences can be observed regarding the rankings of product, shop and service across the shops, it has to be mentioned that Beyond Retro exceeds each of the average mean values mentioned above and thus, achieves a level of 5.3 in product satisfaction, 5.9 in shop satisfaction and 6.1 in the service satisfaction. Emmaus Björkå is ranked last when it comes to product satisfaction (5.2) and shop satisfaction (5.6). Regarding the service satisfaction, Myrorna and Emmaus Björkå are on the same level with a mean value of 5.8.

Regarding the tested personal aspects, the frequency tables in SPSS show that the majority of the customers (71.5%) highly agrees to have had enough time in the shops. 14.5% of the respondents say that they would have needed more time in the shop and only 10% say that they left the shop earlier than intended. When looking at the customer's shopping intentions, nearly all customers (87%) do not just pass by but clearly decide to go second-hand shopping with only 13% entering the shop by chance. This fact is also indicated by a median of 1 on the seven-point Likert scale, showing that most of the customers totally disagree with the statement of having entered the shop without prior intention. Once in the shop, 34% highly agree of having the intention to buy something, while 40% of the customers say that they mainly come to look around and browse.

Continuing with the act of purchase it has to be mentioned that in the end 60% of the customers do not buy anything (see **Table 14**). Regarding the amount of money spent, most of the customers (40%) buy items for less than 100 SEK, followed by 32.5% who spend between 101 - 200 SEK (also see **Table 14**). Additionally, the amount of money spent did not differ significantly among age groups. However, significant differences can be observed regarding the amount of money spent in the different second-hand shops with customers buying significantly more in Beyond Retro than at Myrorna ($p < 0.05$) and Emmaus Björkå ($p < 0.05$) (see **Table 15**).

Table 14 Purchase behaviour

Construct	Variable	N	%
Purchase vs. Non-Purchase	Yes	80	40
	No	120	60
Amount of money spent	less than 100 SEK	31	15.5
	101-200 SEK	26	13
	201-300 SEK	12	6
	301-400 SEK	5	2.5
	401-500 SEK	4	2.0
	501-600 SEK	2	1
	more than 600 SEK	0	0

Table 15 Analysis of variance regarding amount of money spent in store

		N	F value	Significance	Levene test Levene statistic	Significance
One-way ANOVA (Between groups)		80	11.109	.000	1.573	.214
			Mean difference	Standard error	Significance	Mean
Beyond Retro		29				2.93
	Myrorna		1.340	.323	.000	
	Emmaus Björkå		1.172	.300	.001	
Myrorna		22				1.59
	Beyond Retro		-1.340	.323	.000	
	Emmaus Björkå		-.168	.323	.862	
Emmaus Björkå		29				1.76
	Beyond Retro		-1.172	.300	.001	
	Myrorna		.168	.323	.862	

6.7 Discussion of findings

The S-O-R model (Mehrabian & Russell, 1974) is the foundation of this study and is applied for the first time in second-hand retailing. The model examines the relationships between the defined situational and personal attributes and the customer's emotional state, as well as the relation between the customer's emotional state and purchase behaviour in the second-hand retail environment. After the presentation of some general findings about the customers in the second-hand retail environment, the discussion continues by presenting each of the three hypotheses.

6.7.1 General observations

The fact that shopping is an activity mainly enjoyed by women (Dholakia, 1999) can also be confirmed in this study with more than 60% of the participants in the quantitative study being female. Furthermore, the emotional state among women is significantly higher than among men, indicating a greater shopping enjoyment among women. Additionally, more than half of the customers are below 30 years, which indicates that it is mostly young people who shop second-hand. However, the comparably little number of customers above 50 years in this study (15.6%) is probably not representative. Most of the customers in this age group who were asked to participate in the study were not able and/or comfortable in talking English and consequently could not fill out the questionnaire.

6.7.2 The influence of situational factors on customers' emotional states

In accordance with conducted conventional retail studies conducted (Chang et al., 2015; Kotler, 1973), the factor analysis in this research study confirms that situational attributes can also be summarized in product-, shop-, and service-related factors in the second-hand environment. While other authors confirmed these factors to influence customer satisfaction (Sivadas & Baker_Prewitt, 2000; Theodoridis & Chatzipanagioutou, 2009), this study can also state their partial influence on the customer's general emotional state.

It has to be mentioned that the results show that customers who go second-hand shopping leave the shop in a rather high emotional state. Overall, the satisfaction levels regarding the products, the second-hand shops in general and the service are quite high among the respondents. However, and although the satisfaction levels are high, only product- and shop-related factors

have a significant influence on the customer's emotional state leading to a partial support of the first hypothesis. This finding coincides with the outcomes of the qualitative study in which customers have mentioned product- and shop-related attributes as being far more important to them than service-related factors. It is therefore not surprising that these aspects also influence the customer's emotional state. Moreover, when looking at their coefficients, the product satisfaction has a higher influence on the customer's emotional state than the shop satisfaction.

Product attributes and their influence on customers' emotional states

Nonetheless, when having a closer look at the significant influence of the individual product variables, this study shows that only product quality and product selection but not the product price have a significant influence on the customer's emotional state. This finding seems to contradict the outcome of this qualitative study in which customers mainly mentioned the importance of good quality of products while at the same time being sold at a reasonable price. Additionally, previous research showed that one of the main goals for second-hand customers is to find a good bargain when going second-hand shopping (DeLong, Heinemann & Reiley, 2005; Hamilton, 2009; Lichtenstein, Ridgway & Netemeyer, 1993). However, the explanation is likely to originate from the high satisfaction level that customers state when it comes to the price, as most of the participants agree with the price being reasonable. It is likely that the price only has an influence on the customer's emotions when it drifts into the extremes of either a particularly high or low price. The product selection has the highest influence on the customer's emotional state which seems reasonable as a good and wide variety of clothes increases the chances of finding something unique and special (Guiot & Roux, 2010).

Shop attributes and their influence on customers' emotional states

A similarity that is found between conventional and second-hand retailing is the importance of a good shop atmosphere. Mentioned as the main criteria in the conventional retail industry by Yoo, Park and MacInnis (1998) the shop atmosphere also has the greatest influence on the customer's emotional state in second-hand shops. As can be seen from the qualitative part of this study, the importance of a comfortable shopping atmosphere has already been identified by some second-hand shops. Mia, the shop manager at Myrorna (interview, April 7, 2017) for example, talked and explained a lot about the thoughts and effort that is put into the store concept and built-up. While the shop location has a significant influence on emotions, the organization of the shop does not. This seems to coincide with the findings of previous

research, as second-hand customers enjoy the "thrill of the hunt" (Bardhi, 2003) which is of greater challenge in larger and unorganized settings.

Service attributes and their influence on customers' emotional states

The fact of the service aspect not being significant, seems to be a major difference to the conventional retail where various studies confirmed the service performance to be a critical factor (Anderson & Sullivan, 1993; Darian, Tucci & Wiman, 2001), maybe resulting in positive customer satisfaction (Chang et al., 2015; Schiffman & Kanuk, 1999). The findings of this study seem to be more in line with the results of the studies of Anderson and Sullivan (1993) and Darian, Tucci and Wiman (2001). These authors found out that when the customer's expectations regarding the service are exceeded, the impact on satisfaction is lower than most researchers assume. This can be indicated by the positive evaluation of the service factors in the quantitative part of this study (see **Chapter 6.6**). However, the observations in the qualitative part of this study show that customers rather prefer to stroll around by themselves not needing any guidance or help from the staff. Almost none of the customers has mentioned the sales personnel being of high importance to them. As explained in **Chapter 5.4**, the authors have only integrated the service aspect in the quantitative study to clarify its influence as there were inconsistencies in the perception of its importance between customers and sales personnel. The results now show that service is not a significantly influencing situational variable in second-hand retailing.

6.7.3 The influence of personal factors on customers' emotional states

When looking at the influence of personal factors on the customer's emotional level in the conventional retail industry, many authors have confirmed a significant relationship between a customer's in-store experience and purchase behaviour (e.g. Carpenter, 2008; Chang, Eckman & Yan, 2011; Jones, 1999; Luomala, 2003). Moreover, personal factors like age (Kruger, 2001) and gender (Dholakia, 1999) as well as generational differences (IU-KPMG, 2000) have been proven to impact a customer's shopping experience. Nevertheless, as mentioned in the general observations part of this chapter, this study can only confirm significant differences in the emotional state among men and women but not between different age groups.

The time aspect and its influence on customers' emotional states

The personal factors of time availability and shopping intention that are looked upon in this study only show a partial influence on the customer's emotional state. Solely the fact of having

enough time shows a significant influence on the customer's emotional level and thereby corresponds to the finding of Jones (1999) who indicated that customers enjoy their shopping more when having enough time. Hence, the fact of being under time pressure or leaving the shop earlier than intended does not affect the customer's emotional state. Still, the fact that 80% of the customers who go second-hand shopping indicate to have enough time, makes it seem reasonable to relate the shopping intention and time availability with each other in this case. The quantitative data analysis shows that more than 8 out of 10 customers do not just pass by but clearly decide to go second-hand shopping. Often, they thereby know beforehand to which shops they want to go to, like for example Alice and Johan who confirmed in the qualitative part of this study that they know exactly which shop to visit so that they can find the items they are searching for (interview, April 7, 2017).This finding contradicts the result of Tauber (1972) who stated that customers often do not plan but rather visit shops impulsively. It seems reasonable to assume that people who plan a shopping trip are likely to have enough time. This finding is in accordance with the results of the qualitative study in which many people indicated to take their time when going second-hand shopping.

Shopping intention and its influence on customers' emotional states

The shopping intention is the other personal aspect whose influence on the customer's emotional state is tested in the second hypothesis. Here, the utilitarian and hedonic shopping goals that have been investigated in other studies before (Bardhi & Arnould, 2005; Carpenter, 2008; Luomala, 2003) are tested. The utilitarian shopping goal thereby corresponds to the intention to buy something, while the intention to just stroll around refers to the hedonic shopping goal. As can be seen from their means and medians, both goals are almost equally distributed among the respondents. However, none of these goals show any influence on the customer's emotional state. This result contradicts previous research in which authors like Chang, Eckman and Yan (2011) have shown that hedonic shopping goals lead to more positive feelings in-store. In addition, Luomala (2003) stated that a good shopping experience is influenced by the shopping orientation of the customers.

The fact that the shopping intentions do not seem to influence the customer's emotional state can be explained by the fact that everyone knows that second-hand shopping is a game of luck. Since customers never know what they can expect to find making it necessary to decide upon a purchase dependent on the items offered in the shops. Second-hand customers are willing to

buy but only in case of finding something special. This coincides with the fact that most of the customers indicate that looking around is their main shopping intention.

All in all, when looking at the first two hypotheses, the situational factors explain 24.5% and the personal factors 5% of the variance in the customer's emotional state. The findings of Jones (1999), stating that personal factors have a greater influence on the customer satisfaction than the situational factors, can therefore not be supported in this study.

All in all, the common influence of the personal and situational factors on the customer's emotional state explain around 30% of the variance which still leaves a large part of the variance unexplained and therefore open for further investigations.

6.7.4 The influence of customers' emotional states on purchase behaviour

The acceptance of the third hypothesis that indicates the significant influence of the customer's emotional state on his or her purchase behaviour, has also been confirmed by Slama and Tashchian (1985) in the conventional retail setting. However, the emotional state only significantly influences the fact of buying something or not, but does not have an impact on the amount of money spent in the store. Based on the previous research, this finding is not astonishing as customers in second-hand shops mainly search for bargains or something unique and special (Bardhi, 2003; Bardhi & Arnould, 2005; Crewe & Gregson, 1998; Guiot & Roux, 2010; Williams & Paddock, 2003), goals that are not connected to a high price.

As mentioned in the results, significant differences regarding the amount of money spent have been observed between the shops. However, no considerable differences can be observed between the product, shop or service satisfaction levels excluding these factors as a possible explanation for the willingness to pay different prices among the three shops. Still, this fact can be traced back to the findings of this qualitative study where a considerably higher price level could be observed at Beyond Retro in comparison to the other two second-hand shops.

7 Conclusion

This final chapter will discuss the findings of both qualitative and quantitative study in relation to the research aim and purpose presented at the beginning of this thesis. First, the researchers intend to reflect on the theoretical contribution. Then, they will highlight the key findings and give practical implications. Finally, this chapter ends with presenting the limitations of this study and providing future research possibilities that could further contribute to the field of second-hand retailing and second-hand consumption research.

7.1 The successfully applied S-O-R framework

This master thesis and its findings from both the qualitative and quantitative study have confirmed the second-hand retailing to be an interesting and wide field of research. In conclusion, this thesis meets the research purpose of providing the reader and fellow researchers with a contribution to existing literature on the Stimulus-Organism-Response framework, especially in regards to its first-time use in second-hand research. The hypotheses are thereby acting as connective elements between the constructs of the model. All hypotheses could be accepted in this study (see **Table 7, Chapter 6.6**) which indicates a significant relation between each of the components and consequently a successful application of the model in the context of a second-hand shopping experience. With the use of the Stimulus-Organism-Response framework the relationships between the individual components could be visualized as a whole which improves the reader's understanding of the study and its process. In other words, the model is straightforward and simple and therefore easy to use for similar future research purposes in a second-hand retail setting.

Additionally, the study contributes to existing research by also providing significant insights on the importance of the individual constructs. Especially the component of the Stimulus has been investigated extensively with two important elements of situational and personal factors being identified during the research and further investigated regarding their characteristics and impact on the Organism (i.e. the customer's emotional state).

Overall, this thesis enlarges existing marketing literature about emotional responses of customers in-store by providing a deeper understanding of what factors influence the evocation of positive emotions and thus, in turn affect the purchase behaviour. By comparing previous findings from the conventional retail industry with this study's results from the second-hand industry, the researchers demonstrated that the two industries not only differ but also resemble

in certain aspects. As mentioned in the results and discussion part of this study, the service-related attributes and shopping intention do not seem to be of importance in the second-hand industry, while being of high impact in the conventional retailing. The shop atmosphere, however, is important in both settings while the aspect of having enough time is mainly relevant for second-hand shoppers. For more practical implications on the results of this research study, the reader is recommended to have a look at the upcoming paragraph.

7.2 Practical implications

This study provides especially the second-hand retail industry with important insights on the factors that influence customers regarding their emotional state as well as their purchase behaviour when going second-hand shopping. Specifically, this study has shown that situational factors are of greater importance than the personal factors. A quite convenient outcome as these factors, in contrary to the personal aspects, are controllable by the retailer. To evoke positive customer emotions, the retailer should primarily focus on product and shop aspects. The service component could not be proven to have any influence on neither emotions nor purchase behaviour.

In order to increase the customer's positive emotions, a wide product selection and a good product quality are essential. Consequently, the retailer should ensure that customers have a great variety of different clothes as well as colours and sizes to choose from. Additionally, the clothes have to be in a great condition which relates to the clothes not being damaged and smelling fresh. Hence, an appealing product presentation makes it easier for the customers to grasp the variety and quality of the offerings and provide them with the security of still buying valuable items. Moreover, the product prices are a sensitive topic in the second-hand shopping environment. Although not influencing their emotional state, customers have often mentioned the expectation of a rather low price level and to make their purchase decision dependent on this aspect. While most of the customers in this study agreed that the second-hand shops still offer reasonable prices, some complained about the continuously rising price levels making it less attractive to buy second-hand clothes.

When looking at the shop itself, both the shop location and atmosphere have a significant influence on the customer's emotional level. As a consequence, retailers should choose their shop location wisely. The qualitative part of this study has shown that customers often decide

to visit more than one second-hand shop during their shopping trip which can make it beneficial to position oneself in proximity to other second-hand shops. Lunch breaks and short shopping trips after work or school were also quite common among customers making a location close to these facilities a diplomatic decision. The shop atmosphere is not only created by furniture, colours, decoration, odour, lighting and music but also by the personnel. Friendly and helpful staff creates a much more pleasant environment which makes the service component not a direct but rather indirect influencing variable on the customer's emotional state. In other words, employees who put emphasis on giving their customers a great service make the shop more enjoyable and appealing. This in turn has a positive impact on how welcome and satisfied customers feel, positively influencing the overall shop atmosphere.

All in all, it has been shown that second-hand shops profit from the actual change in consumer behaviour in which the way of consuming is driven by a more thoughtful and questioning attitude (Arnold, 2009). However, as can be seen from this study, also second-hand customers have their specific expectations regarding the shop environment and its product offering that need to be met to maintain and probably even develop the positive vibe that surrounds the second-hand retail industry.

7.3 Limitations and Future Research

As known already, this study put its focus on the second-hand retail industry by investigating second-hand clothing shops neglecting other important retail formats in this sector. It would be interesting to see in further research how the customer's expectations as well as emotional and purchase influencers differ among different second-hand formats like flea markets, or online second-hand sites and among different product categories like furniture or durable goods. By doing the same study in different second-hand retail settings, there is a high chance that the results will identify valuable differences which will lead to a greater amount of practical implications for the future of the second-hand culture.

Moreover, to conduct this study in the conventional retail industry and compare the results can be considered another interesting research possibility. Since this study only drew connections to results from previous research in the conventional retail industry, the researchers recommend to compare findings from two identical studies conducted in both a conventional as well as a second-hand setting. This will contribute to a deeper understanding of similarities and

differences between these two formats of retailing. Knowledge about the customers' expectations as well as specific strengths and weaknesses of each business model can further help the retailers to better position and differentiate themselves from each other.

One limitation of this study was the chosen personal factors. Although most respondents mentioned the importance of time and their specific shopping intention in the qualitative part of this study, it turned out that none of these variables had a strong impact on the customer's emotional state. Except for the factor of having enough time in the second-hand shop, all other personal variables must be rejected regarding their influence on the customer's emotional state in this study. This results in the fact that only 5% of the total variance in the customer's emotional state can be explained by the chose personal factors. Thus, the researchers suggest to further investigate other personal variables such as pre-existing mood, personality, collecting pre-shopping information or shopping orientation (i.e. if customers shop for social or recreational reasons). Some of the personal factors like the pre-existing mood have already been positively tested regarding their influence on a customer's shopping experience in the conventional retail industry (Spies, Hesse & Loesch, 1997) leaving a research gap on its investigation in a second-hand retail setting.

Another limitation of this study concerns the measurement of the emotional state. Being tested after the act of purchase may have led to the emotional state not being exclusively influenced by situational and personal factors but also by the act of purchase itself. This causes a violation of the internal validity of this study (see **Chapter 4.5**). However, this challenge cannot easily be overcome. Asking the customers during their shopping experience would not have led to any insights about the influence on purchase behaviour. Nonetheless, asking them briefly before the cashier could have already biased the result as then the purchase decision has already been made. Thus, a solution could be to test the emotional state of the respondents before, during and after their shopping experience to clearly identify the factors influencing the customer's emotional state.

This presented study focused their research on the city of Malmö making it difficult to draw implications and conclusions for the entire second-hand industry in Sweden. Consequently, future research should be conducted in different cities across of Sweden to verify the results of this study and make a generalization more trustworthy.

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Appendix A

Topic Guide
- Influencers on customer emotions while shopping
- Shopping experience in general

Situational factors
- Store layout and design
- Store atmosphere
- Product assortment and presentation
- Service quality

Personal factors
- Customer behavior
- Customer intentions (shopping task/goal)
- Time available, time pressure
- Items tried on, looked at

Open questions to customers

What do you like about second hand clothing?

What made you decide to go second hand shopping today? (to find out about influencing factors like mood or rather practical reasons like "I need a pair trousers")

What influences you to buy clothes here?

When you think about a second hand shop, what is most important to you?

What do you like about it? What don't you like?

Is it your first time here or are you a regular customer?

Open questions to personnel/shop owner

What do you love most about second hand clothing?

Why did you decide to work here in this shop?

What do you think influences your customers' positive emotions in the shop?

What do you offer your customers for a positive shopping experience?

What would you change to offer the customer an even better shopping experience?

What do you think influences customers' purchasing behavior?

How would you describe the typical second hand customer who comes to your shop?

What do you think is your "peak time"?

Are there different target groups coming at different times, days, etc.?

Appendix B

Extensive description of each shop

Emmaus Björkå

Emmaus Björkå can be classified as a charity and solidarity organization within the second hand industry. The observed shop is located in Malmö Triangeln, within close proximity of two other second hand shops. As the shop is dependent on donations from the general public, there is a corner inside where people can leave used goods, which mostly are clothing items. They collect approximately 3.000 tons of clothes and 1.000 tons of hardware each year (Emmaus Björkå, n.d.). The items which are still in relatively good condition are sold in their shops, while the remaining items are either recycled or given to other charity organizations. Sales are first and foremost used to cover the shops expenditures such as rent and personnel costs, while the surplus is donated to various good causes (Emmaus Björkå, n.d.).

This shop offers a large product assortment with a focus on second hand clothes. The majority of non-clothing items like kitchenware, paintings and books are being presented in the floor downstairs. Although there is a section of male and children's clothing available, they offer mainly everday female fashion. The clothes are divided by type (e.g. jackets, skirts, pants, etc.) and style (e.g. business clothes, retro, etc.) and sorted by colour. Sizes are not indicated on the racks and mostly not separated. Further, the racks are cramped, which makes it hard to look through them. All in all, the clothes are not presented in the most appealing way inside the shop, but the shop window holds five mannequins dressed with a specific style in mind, for example in pastel colors at the time of the observations. In general, the shop is spacious, bright and clean. The shop is equipped with basic furniture and little decoration, which makes it look minimalistic and creates the impression that little effort is put into the store atmosphere. Since the aisles between the racks are quite narrow, walking is difficult when it is busy. Emmaus Björkå follows a basic and clear concept, with signs pointing out the different sections. There is a price put above each rack as most clothes are commonly priced, exceptions are marked with a price tag. With regards to the service performance, the employees are friendly and helpful but follow a more reactive strategy. This means that employees do not actively offer their help or ask customers if they are looking for something particular.

All in all, you can say that Emmaus Björkå is a second hand shop that has its focus on charity and not as much on the shopping experience. Regarding its main target group, the observations at Emmaus Björkå revealed a large variety of customers being both young and old, male and female along with diverse ethnicities. However, the shop manager, the researchers will call her Lucy (interview, April 6, 2017), pointed out that Emmaus Björkå has two main customer groups. First, young and fashionable people, who are looking for a specific style and unique pieces to complete their individual style. Second, older people, who mostly look for bargains as they are either *collectors* or know about the *real value* of the product. The researchers found that some of the observed customers fit one of these groups, but in general they would argue for a broader customer range. Regardless, one interesting observation was that most of the customers at Emmaus Björkå were shopping on their own. Furthermore, since most of the customers were already carrying shopping bags from other second hand shops or conventional retailers, the researchers assume that they were on a longer shopping trip.

Myrorna

Myrorna can also be classified as a charity shop as their mission is to actively contribute to a more humane and sustainable society. They are the largest retail chain of second hand goods in Sweden with 33 stores and 350 employees (Myrorna, n.d.). The observed shop is located in Malmö Triangeln as well, just opposite of Emmaus Björkå. Myrorna is also dependent on donations, both from individuals and companies who leave clothes and other items either in one of the stores or containers, which are located around all of Sweden. Per year, they collect approximately 8.000 tons of textiles and other products with none of the items going to waste. The goods are either resold in one of their stores or being recycled if they are not sellable. Since Myrorna is part of Salvation Army, the surplus goes back to charity projects, mostly in Sweden, for example summer camps for children, shelters for the homeless or abused, soup kitchens, resocialization programs, etc. (Myrorna, n.d.).

The observed shop has been redesigned in January this year, as Myrorna wanted to offer customers a better shopping experience. Mia, the shop manager (interview, April, 7, 2017), stated that the clothes and other items are now presented in a nicer, more organized manner than before. The colors and style presented in the shop window is aligned with the "A space", which is located at the entrance area of the shop. Thus, this is the space that customers see first when they enter the shop and it mostly holds seasonal goods, that is Easter decorations at the time of the observations. The shop is generally colorful, bright and decorated with all kinds of

paintings, small décor elements, old mirrors, and mannequins dressed in various styles. Myrorna offers a wide product assortment including second hand kitchenware, books, CDs, DVDs, electronics, furniture, textiles, toys, games, jewelry. However, just like Emmaus Björkå, the focus lies on second hand clothing but here all products are located on the same level. The shop has a clear concept, with well-organized sections of *hard* and *soft items*. Hard items thereby include furniture and books while soft items stand for the male, female and children's clothes along with other textiles. An interesting observations is that Myrorna does not strictly follow the aisle system but also integrates some sort of little islands in their shop which makes the shop seem more open and more organized.

According to Mia (interview, April 7, 2017) people are looking for an adventure when going second hand shopping. In her view, most customers of Myrorna are "smart shoppers" who are looking for a bargain or enjoy the hunt for interesting pieces. In general, there were more female shoppers than male ones at Myrorna, but still a mix of ethnicities. Although there was a considerable amount of younger customers, based on the observations, the researchers would argue that the majority of people in the shop were older, that is above 45 years old. Another observation was, that employees are extremely friendly and proactive. They not only greet everyone who enters the shop but also offer help when they think it is needed and wanted. All employees also wear a sign which says "Fråga gärna mig" meaning "Please ask me" in English, to emphasize their service focus and encourage customers to approach them.

Beyond Retro

Beyond Retro differs from the other two shops since their business can be best classified as a "cycle of vintage" (Beyond Retro, n.d.). They offer a range of second hand retro fashion and self crafted items which they sell under their own "upcycled LABEL" (Beyond Retro, n.d.). The company started 2002 in East London, and has grown to a total of nine stores in the UK and Sweden as well as an e-commerce site. The love for vintage makes them experts when sifting through 93 million pounds of second hand clothes each year, which they buy from charity organizations, mostly from the USA and Canada (Beyond Retro, n.d.). The shop in Malmö is their outlet for the brand and is located on a quiet street in a small shopping center, further away from the main shopping area. As mentioned before, Beyond Retro produces their own designs from recycled clothes in a factory in India, since "a large volume of the world's used clothing is sorted there" (Beyond Retro, n.d.). Linn, the shop manager (interview, April 7, 2017), told the researchers that the owner of Beyond Retro himself travels to the Indian

factory every other month to make sure that the working conditions are satisfactory. Every employee only works six hours a day, gets appropriate salary and also has insurance.

In general, the building has an industrial look. The shop is creatively decorated leading to a nice product presentation. A considerable number of mannequins are distributed throughout the whole shop with focusing on a stylish and playful presentation of the vintage clothes (e.g. mannequins are wearing different coloured pants or are put upside down). Changes in decoration take place every few weeks. Beyond Retro offers a limited product assortment as they are specialized in retro and vintage, but the amount of both female and male items is immense. Overall, the racks are not overly packed and there are various little islands presenting different types (e.g. denim jackets, shirts, skirts, jeans, etc.) and styles (e.g. rockability, boho, 1920s, grunge, etc.). The clothes seldom have a common price, but individual price tags. There is also no children's clothing available and just a few shoes or accessories in their assortment.

The customer group of Beyond Retro can be described as mostly younger people with an alternative, edgy and unique fashion style. This way of dressing could also be noticed among the employees. The observation revealed that there is not a large mix of ethnicities but mostly Swedes in their 20s who shop at Beyond Retro. This could be traced back to the fact that prices lie above the level of the other two shops and that the shop's location has to be known in order to reach it as you cannot see it from the streets. Another observation was, that employees are extremely friendly and proactive as they say hello to everyone who walks into the shop. In addition, they actively tell their customers to ask for help if they need or want it, which also is a sign for a good service quality. The researchers further observed that many customers are regulars as employees greet them quite intimately (e.g. hugging them or kissing them on the cheek) or have a small talk.

Appendix C

Final Questionnaire

LUND UNIVERSITY

Hej hej!

Thank you for participating in our survey about customer emotions in the second hand shopping environment! By filling out the following questionnaire, you will help us to complete our Master thesis.

It will take approximately 4 minutes to complete the questionnaire. Your participation in this study
is completely voluntary and your answers will be treated strictly confidential. In case anything is unclear, please feel free to ask us anytime and if you feel uncomfortable answering any questions, you can withdraw from the survey at any point.

Thank you very much for your time and support!
Katharina and Ines

1. How would you describe your current emotional state?

	Totally disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Totally agree
I feel excited	○	○	○	○	○	○	○
I feel happy	○	○	○	○	○	○	○
I feel fulfilled	○	○	○	○	○	○	○
I feel upset	○	○	○	○	○	○	○
I feel disgusted	○	○	○	○	○	○	○
I feel unfulfilled	○	○	○	○	○	○	○

2. To which extent do you agree with the following statements about the products when thinking about your just completed shopping experience?

	Totally disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Totally agree
Products are of good quality	○	○	○	○	○	○	○
Products have a reasonable price	○	○	○	○	○	○	○
The shop offers a good product selection	○	○	○	○	○	○	○

3. To which extent do you agree with the following statements about the shop when thinking about your just completed shopping experience?

	Totally disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Totally agree
Shop has a convenient location	○	○	○	○	○	○	○
Shop is well-organized	○	○	○	○	○	○	○
Shop has a good atmosphere	○	○	○	○	○	○	○

4. To which extent do you agree with the following statements about the service when thinking about your just completed shopping experience?

	Totally disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Totally agree
Salespeople are friendly	○	○	○	○	○	○	○
Salespeople are willing to help	○	○	○	○	○	○	○
Salespeople are able to help me with my questions and requests	○	○	○	○	○	○	○

5. To which extent do you agree with the following statements about time and your shopping intention when thinking about your just completed shopping experience?

	Totally disagree	Mostly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Mostly agree	Totally agree
I had enough time in the shop	○	○	○	○	○	○	○
I would have needed more time in the shop	○	○	○	○	○	○	○
I would have had more time but decided to leave the shop earlier than intended	○	○	○	○	○	○	○
I came with the intention to buy something	○	○	○	○	○	○	○
I came with the intention of just looking around	○	○	○	○	○	○	○
I had no intention to enter the shop, I just passed by	○	○	○	○	○	○	○

6. Did you buy something today?
   - ○ Yes
   - ○ No

7. In case you bought something today, how much money did you spend?
   - ○ less than 100 SEK
   - ○ 101-200 SEK
   - ○ 201-300 SEK
   - ○ 301-400 SEK
   - ○ 401-500 SEK
   - ○ 501-600 SEK
   - ○ more than 600 SEK

8. What is your gender?
   - ○ Female
   - ○ Male

9. What is your age?
   - ○ below 18
   - ○ 18-24
   - ○ 25-30
   - ○ 31-39
   - ○ 40-49
   - ○ 50-59
   - ○ above 60

Appendix D

CORRELATION TABLE

	gender	age	Emotional state	Product satisfaction (F1)	Product quality (S1)	Product price (S2)	Product selection (S3)	Shop satisfaction (F2)	Shop location (S4)	Shop organization (S5)	Shop atmosphere (S6)	Service satisfaction (F3)	Sales friendliness (S7)	Sales willingness to help (S8)	Sales ability to help (S9)	Having enough time (P1)	Would have needed more time (P2)	No time pressure, but leaving shop earlier (P3)	Intention to buy (P4)	Intention of just looking around (P5)	No intention, just passing by (P6)	Purchase	Amount of money spent
gender			,170*				,212*					,141*	,165*										
age									,215*											,139*	,176*		-,284*
Emotional state	,170*			,398**	,305**	,324**	,375**	,325**	,266**	,225**	,343**	,314**	,202**	,302**	,279**	,199**						,222**	
Product satisfaction (F1)			,398**		,816**	,863**	,791**	,371**	,178*	,289**	,436**	,426**	,370**	,329**	,414**				,176*		-,164*	,265**	
Product quality (S1)			,305**	,816**		,552**	,520**	,302**	,163*	,234**	,372**	,349**	,309**	,275**	,329**				,155*		-0,126	,284*	
Product price (S2)			,324**	,863**	,552**		,535**	,278**		,212**	,344**	,362**	,340**	,286**	,323**	,150*			,234**		-,199**	,270**	
Product selection (S3)	,212*		,375**	,791**	,520**	,535**		,360**	,203**	,295**	,362**	,355**	,267**	,255**	,389**								
Shop satisfaction (F2)			,325**	,371**	,302**	,278**	,360**		,644**	,842**	,802**	,430**	,444**	,445**	,310**	,242**			,157*	,198**			
Shop location (S4)		,215*	,266**	,178*	,163*		,203**	,644**		,341**	,259**	,291**	,263**	,323**	,232**	,152*			,197**	,155*			-,313**
Shop organization (S5)			,225**	,289**	,234**	,212**	,295**	,842**	,341**		,612**	,306**	,335**	,280**	,225**	,161*							
Shop atmosphere (S6)			,343**	,436**	,372**	,344**	,362**	,802**	,259**	,612**		,431**	,472**	,435**	,310**	,296**				,168*			
Service satisfaction (F3)	,141*		,314**	,426**	,349**	,362**	,355**	,430**	,291**	,306**	,431**		,809**	,911**	,891**	,249**							
Sales friendliness (S7)	,165*		,202**	,370**	,309**	,340**	,267**	,444**	,263**	,335**	,472**	,809**		,733**	,578**	,285**	-,147*	-,156*	,165*				
Sales willingness to help (S8)			,302**	,329**	,275**	,286**	,255**	,445**	,323**	,280**	,435**	,911**	,733**		,696**	,353**	-,152*						
Sales ability to help (S9)			,279**	,414**	,329**	,323**	,389**	,310**	,232**	,225**	,310**	,891**	,578**	,696**		,296**							
Having enough time (P1)			,199**			,150*		,242**	,152*	,161*	,296**	,249**	,285**	,353**	,296**		-,641**	-,290**			-,217**		
Would have needed more time (P2)													-,147*	-,152*		-,641**		,469**	,215**		,173*		
No time pressure, but leaving shop earlier (P3)													-,156*			-,290**	,469**				,144*		
Intention to buy (P4)				,176*	,155*	,234**		,157*	,197**				,165*				,215**			-,396**	-,361**	,278**	
Intention of just looking around (P5)		,139*						,198**	,155*		,168*								-,396**		,301**	-,150*	
No intention, just passing by (P6)		,176*		-,164*	-0,126	-,199**										-,217**	,173*	,144*	-,361**	,301**		-,218**	
Purchase			,222**	,265**	,284*	,270**													,278**	-,150*	-,218**		
Amount of money spent		-,284*							-,313**														

* Significance on 0.05 level (two-tailed)
** Significance on 0.01 level (two-tailed)

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