



Valuation studies in practise: Consumers acquisition of secondhand clothing through online channels at Myrorna (Sweden)

Department of Service Management and Service Studies

Master's Thesis by

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Course: SMMM20 (30 credits)

Submitted to the department of service management for fulfillment of the requirement for the
Master's degree of Sustainable Service Management

August, 2021

Acknowledgment

Thesis writing process would not have been possible without our supervisor Hervé Corvellec. We are heartily thankful to him for his continuous guidance, feedback and encouragement throughout the writing period. Likewise, we would like to thank all the participants for their time to join the focus group discussion and shared with us their precious insights, which enable us to produce this study.

Our friends and family were always there for motivation, they were our energy booster, and therefore we would like to thank our family and friends personally.

I Ngân, dedicate this thesis in the memory of my father, who supported me to pursue a higher degree abroad despite his fear of not having his beloved daughter around while he was sick. To my family and friends, thanks for being my source of motivation and strength when I experienced despair and discouragement. To Priya - my thesis partner, her courage and world views inspire me a lot on the journey to complete this thesis.

I Priya, firstly would like to thank my thesis partner Ngân Phan for being in this journey together with me, every day was learning experience with her. I dedicate this thesis to my family and beloved ones. I am grateful, for my family who have constant faith in me and without their support I would not have been able to get chance to study and complete my masters from this prestigious university. During the writing period, my beloved Sudip was always there to keep me calm and advising me to have patience. Similarly, my friends Ruby, Subhashini and Ashma were always there to talk with me, whenever I felt low and their encouragement helped me to continue my work. These wonderful people are the reason I was able to complete the thesis.

The image shows two handwritten signatures in black ink. The signature on the left is for Ngân, featuring a large, stylized 'N' and 'P' that are connected. The signature on the right is for Priya, written in a more compact, cursive style with a double underline at the end.

Ngân and Priya
August 16, 2021
Helsingborg, Sweden

ABSTRACT

Textile industry is one of the most polluting industries in the world and fast fashion is the unsustainable practice that most consumers are following. Adopting the habit of purchasing secondhand goods can lead to a more sustainable life. However, some people still do not prefer to consume secondhand clothes because of various stigma and barriers attached to it. In order to eliminate the stigma and barriers secondhand retailers are trying to sell secondhand clothes like firsthand retailers, i.e. selling online, making display attractive, stylish and creating various online platforms. Since there is little research done regarding the online platform of secondhand, the study contributes to the field, focusing on the consumer's side. The aim of the study is to identify the consumer's valuation towards secondhand clothes on online platforms, for which the research takes the case of Myrorna. Taking the lens of valuation theory, the study tries to understand how consumers make valuation. The research used semi-structured focus group discussion and the purposive sampling was chosen, i.e., the participants were aged between 18-35, with few experience of shopping secondhand clothing.

The finding of the research is that consumer valuation is based on display, product information, easy navigation of websites and comparison of online services with firsthand retailers. Most of the participants were not satisfied by Myrorna's online platform, especially by Myrorna's webshop because of the wrinkled display, various inconveniences such as difficult to navigate the clothes and confusion about Myrorna connection with Tradera. As a result, they were not interested in shopping clothes from Myrorna. Moreover, the result shows, to influence consumer buy secondhand clothes online, secondhand retailers need to provide effective online and offline services to consumers as the firsthand retailers. The finding of the study can be helpful for enhancing the secondhand market/retailers as it provides insights regarding consumer expectations and their evaluation of secondhand clothes.

Keywords: Secondhand clothes, consumer's valuation, value device, online platform, secondhand retailers, firsthand retailers

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1. Introduction

The chapter aims to introduce the topic of the thesis by focusing on the reluctant uptake of secondhand clothes to achieve sustainable fashion consumption. An exploration on how used apparel retailers increasingly adopt new fashion practises, particularly in virtual commerce will be fleshed out in response to existing stigma and barriers of resale market. The phenomenon will be problematized, especially due to the lack of established literature in the research field, which generate research questions. Finally, the chapter ends with the thesis structure.

1.1. Sustainability and secondhand clothes consumption

Sustainability has been an important issue arousing social concerns around the world, in which, with a wide range of aspects, clothing production is widely believed as one of the most polluting industries (Yang, Song & Tong, 2017; Sweet & Wu, 2019). The perpetuating fast fashion consumption cycle, quickly changing and rapidly obsolescent taste and style, and rampant consumerism has been critized for unsustainable practises (Yang et al., 2017; Tarai & Shailaja, 2020). Whereas, the facilitation of secondhand clothes consumption has been addressed as a plausible solution for this conundrum due to its reduction in the resource usage, production costs, and landfill sites (Hur, 2020). Besides environmental and financial advantages, secondhand clothes are deemed to satisfy the human desire in individual identity construction with fashion within the social norms, especially to vintage design and retro look which convey a sense of nostalgia through authentic impressions embedded historic style (Palmer & Clark, 2005; Ryding, Henninger & Cano, 2018). Despite the rapid expansion of secondhand clothes, consumers have been reluctant to purchase used garments, considering a plethora of reasons such as unpleasant smells, damaged items, an unorganized store appearance and to be old fashioned and off-trend (Sorensen & Jorgensen, 2019). Following parts will present further details of stigma and barriers attached to secondhand clothes.

1.2. Stigma and barriers attached to secondhand clothes

“By definition, secondhand clothing is suspect because it has already been on other people’s bodies; it has been strangers’ possession. No matter how thoroughly it has been washed, secondhand clothing records the trace of other bodies, other smells, other shapes” (Rulikova, 2020, p. 180).

As Rulikova (2020) asserts, hygiene and cleanliness are striking concerns that repeatedly mentioned as major obstacle of secondhand clothes acquisition. This finding consequently reinforces what Roux and Korchia (2006), Edbring, Lehner and Mont (2016) and Hur (2020) investigate that fear of contamination are of continuing stigma with consumers. Consumers become more skeptical and hygiene conscious if the piece of item worn closer to the body (Roux & Korchia, 2006). According to Rulikova (2020), negative perception of unhygienic nature of secondhand clothes “was by far the most prevalent reason expressed by those who abhor shopping in used clothing stores” (p. 181). The reluctance due to risk of infection, health and safety issues are also observed in frequent customers of secondhand clothes stores, both in physical and online shopping, especially to underwear, linen and towels sections (ibid.). The proximity to the body and “the thought about clothes coming from a stranger decline the image of clothing, and it is seen as a tool of contamination” (Roux & Korchia, 2006, p. 5).

Other negative perceptions of secondhand clothes among disinterested consumer and shoppers of new clothes include valueless, untrendy, unsustainable, not exciting (Sorensen & Jorgensen 2019). Some authors have pointed out the social judgment being the barrier to purchase secondhand clothes (Lang & Zhang, 2019; Na’amneh & Al Husban, 2012). Unlike European countries, in a collective society like China, secondhand items are usually considered inferior and there is the social judgment of people towards secondhand practice (Lang & Zhang, 2019). Such judgment makes people concerned that others will think that they cannot afford newly-launched items in the market. Sorensen and Jorgensen (2019) argue secondhand clothes purchase is not always worth the time or money: consumers feel guilty to shop secondhand clothes due to stains or holes in the clothing item. People try to hide the fact that they bought from secondhand because they fear the possible negative reaction of other people and a potential social embarrassment

(Na'amneh & Al Husban, 2012). People who shop from secondhand usually try to shop quickly before they get noticed by friends and relatives (ibid.).

Desire for new products is of barriers commonly shared by consumers (Edbring et al., 2016). As Guiot and Roux (2010) explain, the lack of guarantee and insurance in secondhand products is unfavorable to consumers, especially in the comparison with new items. In addition, the reducing price gap between new and old garments generate more interest in fast fashion (Morley, Slater, Russell, Tipper & Ward, 2006). Connell (2010) points out, the limited availability of desired size, clothing outlets and poor presentation of clothing in secondhand clothes stores make it less competitive to new garments. Compare to mainstream clothing consumption, Tarai and Shailaja (2020) also confirm that, people also perceive secondhand clothes to be substandard because they are mainly available in thrift stores. The presence of conventional clothing market poses a plethora of barriers, which diminish the viability of secondhand clothes segment. Interventions hence are necessary to overcome these stigma and barriers attached to used garments.

1.3. The widespread adoption of regular fashion retailers

In an effort to make stigmatized secondhand shopping more mainstream, enhance its own value and therefore, increase the consumption of used garments, the understanding about spatialized practise of shopping is believed to assist secondhand clothes market overcome existing barriers. By looking at the value nature which Gregson and Crewe (2003) assert, “is rarely (if ever) an inherent property of objects, but rather a judgement made about them by consumers and traders” (p. 112), these researchers figure out context, or selling spaces is “critical to the creation of value” that enables consumer to constitute value through exchanges/transactions (p. 4). Gregson and Crewe (2003) observed the transformation of secondhand clothes retailers in UK capturing the significance of spatialized practices of shopping. More importantly, the development of secondhand garments selling spaces are grounded from the adoption of sets of premises and principles characterized for new goods exchange, which summarized that “secondhand retailers mobilizing existing geographies of retail location to impart meaning to the goods they sell, notably through their proximity to and distance from spaces of firsthand exchange” (p. 3). In the same vein, Rulikova (2020) start off the research about secondhand clothes by accounts of a typical used

garments store in Prague which resonate the idea of the spatial embeddedness from firsthand retail practise.

“the store’s interior is basically indistinguishable from its first-cycle competitors. (As I soon find out, even prices do not differ much from clothes on sale in firsthand, ready-to-wear stores around the city.)” (p. 176)

The phenomenon is also found in Sweden with Myrorna – the Swedish largest seconhand retailer. The physical place for Myrorna to sell its items grasp the good walk-in traffic of major busy areas with the co-existence of other fashion retailers. In Helsingborg, Myrorna’s store is located on Kullagatan – the main pedestrian shopping street of the city. This street is among top places to visit in Helsingborg due to its historical value as the Sweden’s longest pedestrian street according to top recommendation from Tripadvisor ([tripadvisor.com](https://www.tripadvisor.com)) – a major popular travel platform as well as from “Visit Helsingborg” ([visithelsingborg.com](https://www.visithelsingborg.com)) – an official travel website provided by municipal government to promote local tourism. A large part of Helsingborg's retailer, coffee shops, restaurants and hotels has gathered on and around Kullagatan, where both locals and tourists could find an all-in-one destination. Similarly, in Malmö, there are 3 stores of Myrorna: one in central Malmö close to Triangeln, one in the one of biggest shopping malls in Scandinavia - Emporia and one on Ystadvägen - the main road out of town to Sweden's most southern point and busy all days and nights. They are all vivid, trendy and crowded areas with the occupation of a variety of top fashion stores, restaurants and coffee shops.

In light of digitalization with the technological enhancements of the internet and the emergence of new social media, physical business format has been shifted to online platforms (Ballantyne & Nilsson, 2017; Sorensen & Jorgensen, 2019). Also, the transforming secondary markets which intertwine and emulate the traces of first-cycle consumption practices has been expanded to virtual space. Upon monitoring particular instances of secondhand clothes retailers, Gregson and Crewe (2003) recognize this movement in which, secondhand clothes retailers shift their spaces from side street retail area “to malls, regional centers, out-of-town retail parks, and latterly through e-commerce” (p. 44). To firsthand retailers, the internet extends the market reach, increases the demand of goods and services through varying demographics of consumers with diverse

motivations including time-saving or convenience (Parker & Weber, 2013). Moreover, unlike the older generation, millennials (who were born in the 1980s, 1990s, or early 2000s following the definition in Cambridge dictionary) and younger ones (which is referred to as Gen Z) prefer to use pre-owned goods (Thomas, 2003). Hristova (2019) points out, in the world trade of secondhand apparel, 33% of consumers are millennials, which adapt to buying used clothes 2.5 times quicker than other demographics. Likewise, they are the one who are active in digital platforms and are using the online channel to make purchases of goods (Thomas, 2003). Observing the success of virtual commerce to primary market, and the changes in consumption patterns and practises of consumers, the going beyond geographical limitation with spatial embeddedness of firsthand retailing hence open up the question of whether these development could heed the call of sustainable fashion consumption and promote secondhand clothes purchase frequency.

1.4. Problematization

As discussed, secondhand retailers have been using different methods to constitute and boost the value and meaning of goods through sets of premises and principles characterized for firsthand commodities exchange. The adoption of regimes representing standard retail conventions has been observed both in physical and online shopping. However, as Gregson and Crewe (2003) assert, there is no likelihood that such an adoption according well with regular selling spaces controls how buyers interpret secondhand goods purchase under spaces production offered by sellers. While the tie between retailing spaces and commodities matter, and also the relationship between primary and secondary markets has been tightly coupled to overcome consumer stigma, there is no research of secondhand clothes virtual commerce impact on consumers valuation. The existing studies has been limited in exploring prominent motives towards secondhand clothes with the focus on brick and mortar construction (Edbring et al., 2016; Hur, 2020; Rulikova, 2020; Tarai & Shailaja, 2020) together with a few investigations of online sales (Ballantyne & Nilsson, 2017; Sorensen & Jorgensen, 2019). It is an open question whether these configurations works effectively and have an impact on consumers' valuation exposing to different online channels. The understanding from consumer perspective, particularly in consumer valuation yields important insight for pragmatic application and implementation of heeding the call for sustainable fashion consumption through secondhand garments acquisition.

As such, this thesis will contribute to the research field of secondhand clothes deploying virtual commerce through examining the buyers valuation through their exposure to various online channels characterized by the proximity to firsthand fashion retailing. The study of Myrorna with its efforts constructing its virtual presence emulating practices in the first-cycle serves as an example for the research. By focusing on which aspects consumers look at when making purchase decision for secondhand clothes displayed on virtual platforms of Myrorna, the paper unfolds essential elements enable translation from perception to action in sustainable fashion consumption, especially with the embeddedness of firsthand exchange in shaping digital selling space of secondhand clothes. Therefore, the aim of this research is to understand consumer's valuation towards secondhand clothes under effects of virtual commerce using different online platforms. The different online platform here refers to Myrorna's Facebook, Instagram, Website and Webshop. The below research question will help address the issue:

RQ: How consumers value secondhand clothes from Myrorna's different online channels?

1.5. Relevance of thesis

With the growth in the usage of digitalization, the study can highlight the impact of digital channel on secondhand market. Some Swedish retailers are adoption new ways to enhance the secondhand market, the result of the paper can help to understand whether the way of selling secondhand clothes imitating the strategy of firsthand retailers will make the purchase of secondhand clothes legitimized? Or will it make any effect on non-shopper or irregular shopper perception towards the secondhand clothes? The paper opens up the discussion for the development of secondhand market, so the result of the thesis can add value in the field of the secondhand market. It can be beneficial for the secondhand retailers to know, new ways of selling secondhand clothes results better consumer responses than the traditional sales practice. The paper is relevant to the field of Service Management, as the goal of new ways of selling of secondhand product is trying to influence consumer towards sustainable consumption.

1.6. Structure

The paper will be organized as follow. In the next chapter, literature review will present previous research that discover major consumer motivations towards secondhand clothes. Also, the theoretical concept of consumer valuation with key tenets about valuation devices focusing on virtual outlets will be introduced in the same chapter. In methodology, the paper describes the data collection process with related concerns including research design, research strategy, sampling technique, validity, reliability and ethical consideration. The account of Myrorna and its construction of secondhand clothes on virtual space will be explained in this chapter as well. Next section is analysis where the findings is organized following different themes. In the final section, the paper argues how buyers value secondhand clothes presented on online platforms, especially in the embeddedness of firsthand exchange.

2. Literature review

The following chapter presents the previous scientific literatures related to the field of thesis. First, it briefly presents the literatures mostly done in the field, i.e., motivation of shopping secondhand clothes. Secondly, the valuation studies is presented to understand consumer valuation, afterwards valuation device are explained in general market and focused on online channels to explore the marketer's action in determining and qualifying the product value.

2.1. Secondhand clothes shopping motivations

Consumer motivation to purchase secondhand clothes is one of the most researched area in the field of secondhand. Consumer perception towards purchase of secondhand clothes differs (Hur, 2020). Hur's study shows, values that secondhand consumers have towards secondhand clothes are; economic, self-expressive, environmental, and social contribution values. The fact that a product is secondhand affects the customer perception, they perceive it to be cheap, which becomes the reason to shop secondhand clothes to most of the consumers. Desire to look unique and style concern was the second dominant factor that influenced consumers. While environmental concerns were the other reason for few consumers, the aim to have more ethical consumption influenced them to shop secondhand. The finding is in line with Yan et al. (2015), which shows the college students are price sensitive and are more likely to wear secondhand clothes because of vintage inspiration and environmental concern.

In online peer to peer secondhand clothes shopping, the factors that encourage consumers to buy secondhand goods are because of economic, convenience and ideological reasons (Padmavathy et al., 2019). Economic reasons here mean the chance to get the goods at a cheap price and the chance of bargaining for the product interests the consumers. Convenience reasons mean it is convenient to search secondhand clothes on online platforms to encourage them to shop, as consumers can easily search for the goods as they want and they can even compare the prices. Desire to be unique, get nostalgic feelings from purchase of secondhand clothes is the ideological reason that motivates consumers to make purchases of secondhand clothes (Padmavathy et al., 2019). Similarly, Edbring et al. (2016) study shows the main reason for the consumers to purchase secondhand furniture is economic reason, as they find affordable to make purchase. Other motivations include environmental reasons, uniqueness and finally high quality, non-availability, specific design and

fun being the least motivation. However, Ferraro, Sands & Brace-Govan (2016) study about Australian secondhand consumer states, most of the respondent mentioned their primarily motivation to shop secondhand clothes is because of fashion concern while economic and treasure hunt were the secondary motivation for them.

Besides, consumer motivation can also depend on where they shop (Zaman, Park, Kim & Park, 2019). The quantitative study of Zaman et al. (2019) shows US consumers who shop in various secondhand stores, i.e., consignment stores, online and thrift stores have different aims. Ecological reasons encourage the consumers to shop in online stores. Similarly, fashion consciousness and to get nostalgic feelings consumers shop in consignment stores and online, while dematerialism concern led them to shop in thrift stores. However, in overall frugality and style consciousness were central to all secondhand clothing shoppers regardless of store type (Zaman et al., 2019).

Most of the above reviewed articles have clarified economic reasons to be the main consumer motivation while recreational and environmental factors to be the secondary motivation to purchase secondhand goods. However, the motivation to shop secondhand clothes might differ from person to person (Hur, 2020), country to country (Ferraro et al., 2016; Zaman et al., 2019) and might also vary online and offline (Padmavathy et al., 2019). The term values and motivation are used by the past research to determine consumer intention to purchase secondhand goods, so the information gathered from the past literature helps the paper to shed the light on the economic value being the main reason (i.e. cheapness, affordable, frugal). This shows consumer value secondhand items due to cheap price, so relying on that, the paper uses the cheap price concern among the consumer to analyse the data.

Next section gives the overview of the valuation process based on which consumer make valuation of goods or services.

2.2. Valuation studies

As a social practice, valuation is performed to a wide variety of subjects and objects, and is “a process that takes many forms” (Helgesson & Muniesa, 2013, p. 4). Valuation refers to interpretation and assessment, whether it is associated with monetary value or not. Valuation might

be aesthetics appreciation, return on investment analysis. Reflecting on what Helgesson and Muniesa (2013) discussed, valuation involves assessing value, producing value, and sometimes about both simultaneously. The ubiquitous performance of valuations is set up in “highly complex socio-technical orderings involving several actors and instruments” with the subsequent outcomes participating “in the ordering of society” (Helgesson & Muniesa, 2013, p. 3). Value is both objective and subjective. Value is constructed under contingent circumstances, which make value objective. Value is considered in the entanglements of human desire, or consumer preferences in simpler understanding, which contribute to subjectivity of value. When “grappling with questions of value and valuation”, “efforts to qualify the objects that are exchanged” in markets undergo varied practical processes with distinctive economic and non-economic dimensions including social, cultural and political factors (Helgesson & Kjellberg, 2013). Ways and circumstances assessing values postulate the plurality of values: “people have several values” and “things have several values” (Helgesson & Muniesa, 2013). As Helgesson and Muniesa (2013) pointed out, these values can be conflicting or not, overlapping or not, combine with each other, contradict each other (p. 7).

Depart from different studies of Durkheim and Simmel, Krüger and Reinhart (2017) argued that valuation “cannot be logically explained” or “there is no way of deducing the attribution of value to a particular object from any given facts.” If valuation is built upon patterns shared by a specific social group in a hierarchical order following Emile Durkheim’s study and Krüger and Reinhart’s explanation, on the contrary, according to Simmel and the interpretation of Krüger and Reinhart (2017), subjective construction is also a substantial characteristic of valuation. As Krüger and Reinhart (2017) described, value is not “an objectively given property but socially constructed judgement that nevertheless appears to individuals as natural fact”. Following what Krüger and Reinhart (2017) explain about the emergence of subjective judgement in valuation, these scholars pointed out that the value of a particular object is “neither arbitrary nor random” (p. 269).

Valuation employs “activity of rating, an act that involves comparison” following explanation from Helgesson and Muniesa (2013). Departing from Dewey’s argument on valuation as a fundamental social activity, Krüger and Reinhart (2017) highlighted the involvement of problem-solving and decision-making in the valuation process. Valuation is illustrated by practice of prizing

and appraising in which, prizing is associated with “subjective and emotional decision”, linking with “a definite personal reference” while appraising use the logic of comparison to put the subject of estimation in relations to others (Krüger & Reinhart, 2017, p. 270). As Lamont (2012) explains, the process of establishing value requires intersubjectivity in which individuals make agreement/disagreement on a matrix or a set of referents against the compared entity. The negotiation process to distinguish objects consider proper criteria deriving from the interconnected market processes and non-economic aspects of social life including “morality, status, identity, signaling, networks or other related dimensions” (Lamont, 2012, p. 12).

Lamont (2012) point out that, in economic sociology, the comparison in valuation process could happen in a way that “all items under consideration be compared against an external set of criteria (e.g., originality, significance) and not against one another” (p. 14). It also could be “comparing each item with one another in terms of how well they fare on specific pre-established dimensions” (Lamont, 2012, p. 14). Especially in artistic fields, the criteria is a combination between emotions and idiosyncratic tastes, with factors recognized from cognition and interaction process. The formalization of criteria hence is not attached to a certain element while evaluators often think of new dimensions for comparison in the process of assessing (Lamont, 2012). If the comparison involves different intertwined factors could be considered horizontal assessment, vertical valuation practises would be framed by conventions in which evaluators are constrained by precedents or previous public evaluations, which form standards of legitimacy and accountability (Lamont, 2012).

The self-concept is profoundly embedded in comparison, in how the appreciated object connect to evaluator’s objects of predilection, which is explained from irrational personal preferences (Lamont, 2012). Comparison or valuation process is also a result of social order and relation. Draw on Emile Durkheim’s study about how people attribute value to objects and practice, Krüger and Reinhart (2017) figured out that valuation and social hierarchy are inseparable and that “social groups with a particular position within a hierarchical social order” have immense impact on classificatory systems (p. 268). The correlation between the structure of social order and classificatory system sorting objects and practices into distinct groups make valuation a fundamental social activity. To put it another way, the particular hierarchy of objects and practices

in the classification ascribed with a specific value reflect the hierarchical social order. Valuation is explored as a collective representation of social order that provides the ground for making sense of the world through templates for a classificatory system (Krüger & Reinhart, 2017, p. 268).

Value is a part of complex establishment where the equilibrium point between market and consumer meets. In such complicated processes, corresponding economic techniques enacting value, consumers use their own experiences making sense of the world to operate their valuation and identify the object's value. Rosental (2011, 2017) argue that these non-human supports are increasingly common and play crucial roles in evaluative practices. This understanding of valuation process with the participation of various facilitators reflect a description from Helgesson and Kjellberg (2013): “actors accommodate and mediate a wide variety of value registers as part of performing markets” to construct value (p. 361). In other words, “market and economic actions (that) are configured and performed” influence valuation process (Helgesson & Kjellberg, 2013, p. 361).

Based on the past literature about valuation process, the paper uses the valuation factors, i.e., self, comparison, context, object related factors as a lens to understand the consumer valuation process in general. While the following section presents more specific tool or device used by marketers to evaluate goods and services.

2.3. Valuation devices

This section presents the existing scientific articles about the valuation devices used by marketers in various sectors to evaluate and qualify things in the market. Afterwards it presents the valuation device of online channels considered by online retailers to influence consumer value towards goods.

2.3.1. Valuation devices in general

Marketers use different market devices to create economic value of things and services with incorporation of politics and symbolic value (Helgesson & Kjellberg, 2013). Throughout the article of Helgesson and Kjellberg (2013), regarding value and valuation practices, market devices

and valuation devices had been interchangeably used. Similarly, with respect to this article, while reviewing the past literatures, valuation devices and market devices are used interchangeably.

“The market device is a simple way of referring to the material and discursive assemblages that intervene in the construction of markets. From analytical techniques to pricing models, from purchase settings to merchandising tools, from trading protocols to aggregate indicators, the topic of market devices includes a wide array of objects” (Muniesa, Millo & Callon, 2007, p. 2).

Some of the past researchers have explored how actors work with the valuation of goods and services. Different ideas and devices challenge marketers to evaluate the value of products and services (Beuscart & Mellet, 2013). The study addresses the systematic valuation of online advertisement space in France, where the author mentioned the quality of advertisement depends on how large the audience it can attract, content of the ad, ease to use indicators, and publisher’s website and forum. Besides these, sometimes value devices or forms of valuation can be done in informal ways (Larsen, 2013). The study of Larsen (2013) shows, how informal deal of car repairing service works in Sweden, as some Swedes repair their car with their friends because it cost them cheaper than of car repairing companies. In such services, valuation is done based on trust, friendship, and fairness to both service provider and taker, although it is not legal people qualify it as a good deal.

Besides, what things are worth can be manifold and change (Helgesson & Muniesa, 2013), and market devices can influence value by qualifying the market object, as per Muniesa et al. (2007) market devices play a significant role in configuring economic calculative capacities and in qualifying market objects. The study of Gregson, Crang, Ahamed, Akhter and Ferdous (2010) presents the case of Bangladesh, where the old ships from developed nations are turned into new furniture, the re-work of old ship’s materials is the market device that turned the rubbish value of ships into the new household furnishing sector. Similarly, the study of Corvellec and Stål (2019), has highlighted the takeback system as a market object to create the value for used clothes which eventually adds to the value of the environment and society. The key incentive for retailers to engage in take-back schemes is the possibility to create values beyond economic ones (Sandberg

et al., 2018). Thus, waste can be turned to have new values, however, it also depends on the customer to evaluate things, just like the example how people's valuation of used clothes differs from space/location (Gregson & Crewe, 2003).

Besides, according to Du Rietz (2015) marketers imitate the value devices. The author argues, "When we do not know how to compose a valuation device, looking to the composition of successful peers, orientation in the form of imitation is a possible course of action." (p. 2). In order to be secure from future uncertainty, companies prefer to rely on already established valuation devices from other peer organization. This nature of trying to replicate or copy other ideas in the organization is called isomorphism (Meyer & Rowan, 1977). Just like how norms guide people to do things, imitating one another business operations are the professional norms that are taken as a guide by companies (Czarniawska, 2004). Furthermore, following of fashions is a key element in the pragmatics of organizational change as a result; managers may be more attracted by institutional conformity than by technical performance (Corvellec & Eriksson-Zetterquist, 2017).

The ideas and concept company rely on for company progress, mostly come from somewhere else (Czarniawska, 2005). Cerase (2006) has criticized Czarniawska and Sevón (2005) about the action of ideas travelling around the globe is not a new phenomenon. Moreover, the author claims "although the travelling of ideas, objects and practices might differ compared to past, human beings have ceaselessly constructed and changed their identities and made their history" (p. 251). The argument is also in line with Corvellec and Eriksson-Zetterquist (2017), as the author mentioned imitation and transformation of idea created change in organization. Thus, manager prefer to rely on the existing ideas of their peer organization group (Du Rietz, 2015). However, it can be modified, termed differently in different location (ibid.). Having said that, retail industry is no exception. To be specific about the connection with the study, secondhand clothes retailers are transforming to online channel, following the firsthand retailers. Though it might be a new way for selling secondhand clothes for them, it is the already existed idea they are following with expectation to grab consumer attention. Secondhand retailers are adopting the similar online valuation devices with the aim to create change in the secondhand market. Next section discusses the valuation device that online secondhand retailers are taking for consideration to qualify the value of secondhand clothes.

2.3.2. Online valuation devices of secondhand clothes

With the emergence of digitalization and e-commerce, most retailers today have transformed their business in online platform (Matzner, Büttgen, Demirkan, Spohrer, Alter, Fritzsche, Irene, Jonas, Martinez, Möslin & Neely, 2018) and secondhand retailers are no exception. Just like firsthand retailers, secondhand retailers are shifting their trading from brick-and-mortar retail such as shops, farmers' markets and garage sales to the online channel to expand their market (Hristova, 2019, p. 64). Many companies such as Poshmark, eBay, and ThreadUp have created an online market for secondhand clothing (Sorensen & Jorgensen, 2019). In this online channel, secondhand retailers are using various value devices, which in a way are similar to new clothes retailers in order to upgrade the secondhand clothes image among the consumer who have negative perception towards secondhand clothes. Hence, the value devices used by the secondhand retailers are product information, display or presentation of products and categorization feature and layout.

2.3.2.1 Display of the clothes

Product presentation can enhance customer fantasize the product in the online setting, especially in the apparel website (Jeong et al., 2009). This gives the consumers opportunity to view the apparel from different angles and in detail, which helps them to get the information of the product and might influence them to increase the purchase intention (Park Lennon & Stoel, 2005). Similarly, Gonzalez et al. (2021) mentioned that better presentation of clothes, effect the willingness to purchase as well as consumer especially women are more likely to pay higher for the product.

Besides, consumer finds the apparel displayed featuring models superior to the white or flat background (Gonzalez et al., 2021). Similarly, Kim et al. (2009) mentioned that apparel on the human model evokes a more positive response and feeling towards the apparel than the items displayed in the flat background. Moreover, human-like mannequins also influence purchase intention than the stylized display of the product (Lindstrom et al., 2016). Nevertheless, Gonzalez et al. (2021) argue the effect of product presentation does not apply in the case of a functional product where the display of the product might not be helpful to make a rational decision for instance the product like; laptops and mobile phones.

In the case of clothes, the dynamic presentation of products fosters consumer preference and increases engagement with the items (Roggeveen et al., 2015). Display of the image plays a crucial role in giving customers meaning regarding a product which can enhance the value towards the goods (González et al., 2021; Heuts & Mol, 2013; Sweet & Wu, 2019), thus presentation of clothes is a value device which retailers are using to influence consumers to make better evaluation of secondhand clothes.

2.3.2.2 Information

Today, consumers are more critical of what they buy and consume (Herjanto, Scheller-Sampson & Erickson, 2016). Consumer attitude depends upon experience (Hristova, 2019). In order to provide customers with better experiences both online and offline, the retailers need to provide adequate quality information and facilities such as information about the used product, guarantees of the quality, choices of brand, easy sorting of product as per their preferences, so that the consumers can have a better understanding about the available goods (ibid.). “Information quality is defined as the usefulness of the available information attribute of a product in helping a decision maker evaluate the product” (Goa et al., 2012, p. 775). Similarly, in the analysis of the Chinese online marketplace Chen et al. (2018) highlights the lack of information regarding the product condition can significantly influence the actual value of a product. The information detail of the secondhand products in online channel is important for buyer because based on the information provided regarding the condition of the product; consumer make evaluations and it also influence their purchase decision. Furthermore, the information availability of the product also determines the reputation of the seller based on which attitude towards the retailer is built among consumers (Chen et al., 2018). However, Goa et al. (2012) argue the rich quantity information can make consumers confused to make their choice, so the author suggests to providing quality information than quantity to influence consumers. Besides, because of the uncertainty of online shopping and secondhand shopping itself, information is crucial valuation device that secondhand retailers have considered to enhance the value of secondhand clothes.

2.3.2.3 Product categorization and layout

Shopping secondhand in physical stores usually requires lots of sorting and shifting (Parker & Weber, 2013). It is challenging for secondhand retailers for sorting, pricing, shifting and marketing of large volumes of unique items (Sweet & Wu, 2019). However, online secondhand clothes sellers can organize and sell pre-used items in more rationalized forms (Parker & Weber, 2013). For instance, using eBay customers can purchase more conveniently with system search of specific items (ibid.). Secondhand clothing sellers have realized it is more convenient to resell through online platforms and offer a variety of clothing compared to local physical stores (Armstrong & Park, 2020). Sweet and Wu (2019) add, along with easier to sort goods, digital channels also have the potential to make the sale of lower-value items at a high cost by organizing the display of the goods in which the customer finds more value. In addition, customers are willing to pay a high amount for the goods which are clean and tidy and sorted instead of the clothes which need to be sorted in the box (Sweet & Wu, 2019).

Consumers expect online consumer reselling platforms to be as regular online retailers, for instance, convenience, affordability, quality, variety and employing search and screen competences with online navigational features (Armstrong & Park, 2020). Since the experience on the online channel influences consumer purchase choice and their evaluation towards the product, online retailers are organizing their layout and features.

Using the case of Myrorna the paper explores how the deployed value devices influence customers' valuation of secondhand clothes.

2.4. Chapter summary

Review of the past literatures shows, the valuation process is vague, and one's valuation might depend on the various factors i.e. self, devices, object related factors, social hierarchy, context, comparison, price concern, display, information and categorization and layout are the key concepts that the paper uses for the analyzing the empirical material. The presented theoretical framework will be used as a lens to see the consumer valuation process of secondhand clothes in Myrorna's online platforms. The next chapter presents the Myrorna case in detail and about the methodological considerations of the paper.

3. Method

The chapter discuss in detail regarding the methodological consideration, starting with research design it presents the case of the thesis. Further, it presents the research strategy, sampling technique, focus group discussion procedure, data analysis, research quality and finally the ethical consideration.

3.1. Research design

The research design of the paper is based on case study. Case study is designed to explore the unique context of a person, company or any other phenomenon (Ebneyamini & Sadeghi Moghadam, 2018). Thus, researchers need to select a case carefully. The paper considers Myrorna to be a case, and below is the detailed information about Myrorna and why it is a suitable case for the paper. To write the case description, Myrorna's articles and reports which were in Swedish were translated in English using Google translation.

3.1.1 General case description

Myrorna is the Sweden largest secondhand retailer offering a wide variety of secondhand collections and items, including clothes (Palm, Elander, Watson, Kiørboe, Lyng & Gíslason, 2014). Myrorna is not a corporation but a non-profit organization promoting reuse, selling secondhand commodities and declaring its mission as to contribute to a sustainable society. For over 120 years, Myrorna has developed in step with society, but the purpose has always been the same - to do good and contribute to a more humane and sustainable society. Today, together with around 300 collection points for used items collection all over Sweden, there are 33 Myrorna stores located in top major cities such as Stockholm, Gothenburg or Malmö and in smaller ones with populations ranging around 40,000 or 50,000 inhabitants such as Borlänge (42,947), Trollhättan (49,897) (Myrorna, 2019, sustainability report). As per the information in its website and sustainability report 2019, their aim is to offer consumers the opportunity to be fashionable, creating their own style, while at the same time contributing to environmental sustainability and important social work. Besides, as per the sustainability report 2019, Myrorna is working on making their store attractive by being creative in order to increase the base of the customer. The report further mentioned, unlike traditional stores, the company has opened more stores with new concepts providing good quality clothes.

“The marketing work of Myrorna is organized around an image of the consumer as a creative individualist in search of their own style” (Fuentes, 2015, p. 378). Myrorna generates consumer interest with the coexistence of seemingly contradictory concepts: fashionable, lifestyle, environmentally friendly, economical, socially sustainable (Shove & Pantzar, 2007; Fuentes & Svingstedt, 2018). Myrorna enlists multiple marketing devices to market itself without deploying conventional marketing channels such as catalogues, brochures or TV commercials. Instead, to promote its products and increase media coverage, Myrorna relies on its own media platforms such as website, Facebook, Instagram, Twitter and Pinterest together with its store decoration and location (Wiese, Zielke, Toporowski & Fuentes, 2015; Fuentes, 2015). The company follows the new trends, seasons and even the festivals and collaborate with some fashion retailers including Lindex, Åhléns, MarQet to present Myrorna’s upgraded clothes in these stores and/or become Myrorna’s collection point for used garments (Myrorna, 2019). In May 2018, Myrorna announced its presence on Tradera – an online shopping platform devoted to circular economy. The purchased goods are delivered by post or picked up in Myrorna store located in Stockholm. After the introduction of MyrornaStockholm store on Tradera, in May 2020, Myrorna expanded its collaboration with Tradera by presenting MyrornaGothenburg on this e-commerce platforms. The presence of MyrornaGothenburg on Tradera is equipped with the development of a large warehouse in Tagene, Gothenburg where Myrorna daily classify around 15 tons of textiles, clothes, gadgets and furniture for distribution to stores in western and southern Sweden. The warehouse is now facilitating Myrorna sales on Tradera by sorting, taking photographs for items, publishing and providing delivery service (Myrornas webbshop står stark i krisen - växlar upp samarbete med Tradera med Göteborgssatsning, n.d.)

3.1.2 Myrorna valuation device

Before critically examining consumers’s valuation towards secondhand clothes on different online channels, a brief overview of valuation devices deployed across Myrorna virtual platforms is of importance for further investigation as well as analysis. Myrorna’s adoption of regular fashion retailing, marketing and merchandising on virtual space started by assumption through initial observation and subsequently received confirmation by Myrorna’s Communication and Marketing Chief - Åsa Bloomberg through email. According to Åsa, the outlook of imitating strategy

implementing online channels boils down to one thing - lower the stigma around used clothing and items. At first glance, these efforts on virtual space include:

Website presents logo, a big banner linked to a featured article and site menu on the top. Myrorna dedicates the largest portion of its homepage to display articles as the grid. Articles visualize with colorful photos, tell story about how people create their own style with items purchased from Myrorna or give Do-It-Yourself tips of how to remake an old piece of clothing in wardrobe to have a sustainable lifestyle. Different category tags such as Clothes, Home and Gadgets attached on the top of each article. Website also display a collection of Instagram posts using hashtag #myrornastil. Photos of available clothes worn on dummy in the white background with a text line “Seasonal garments from 1 sek” are located at the lower part on the homepage. By clicking on Instagram post or product photos, the homepage will direct visitors to Instagram or Tradera respectively. Several information is displayed with the photo, which include brand, type of item, size, current price, number of bids, closing date of auction. There is a “Myrorna webshop” button shown under these product photos linked to Myrorna webshop (Image 1).

Instagram and Facebook display the similar content featuring post linked to articles or top items in the auction process of Tradera (Image 2)

Webshop have search function at the top of its homepage, showing different types of items with 4 filters: newest first, most bids first, lowest bids first, highest bids first. Each item will be displayed with one photo, equipped with identical product information as shown on website (Image 3)

On Tradera, each product is displayed with 4 photos including front and back side of the item, brand and clothing labels. Myrorna choose auction instead setting a specific price. Product is bidden within 1 week, starting from 1 sek. Other information including product delivery and return policy also presented: Delivery service is given to the buyers and delivery cost of 1 item is 59 sek while delivery of 2-4 items is 69 sek. Pick up option is

only available in Stockholm and Gothenburg stores. Buyers are allowed to return product within 14 days. Customers bear the return delivery cost on their own (Image 4).

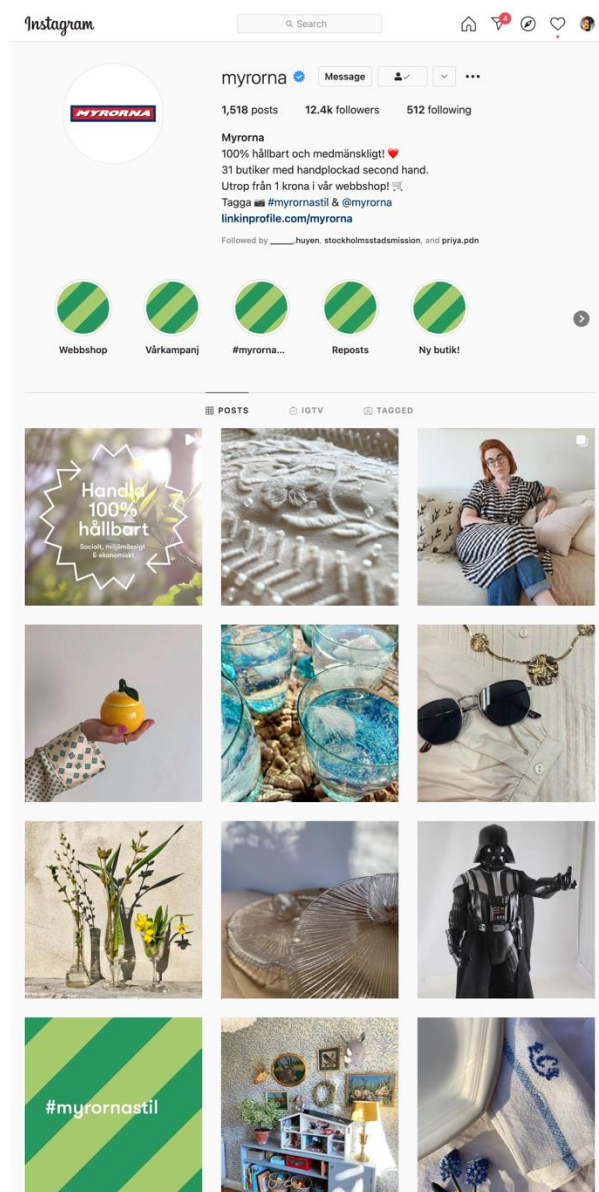
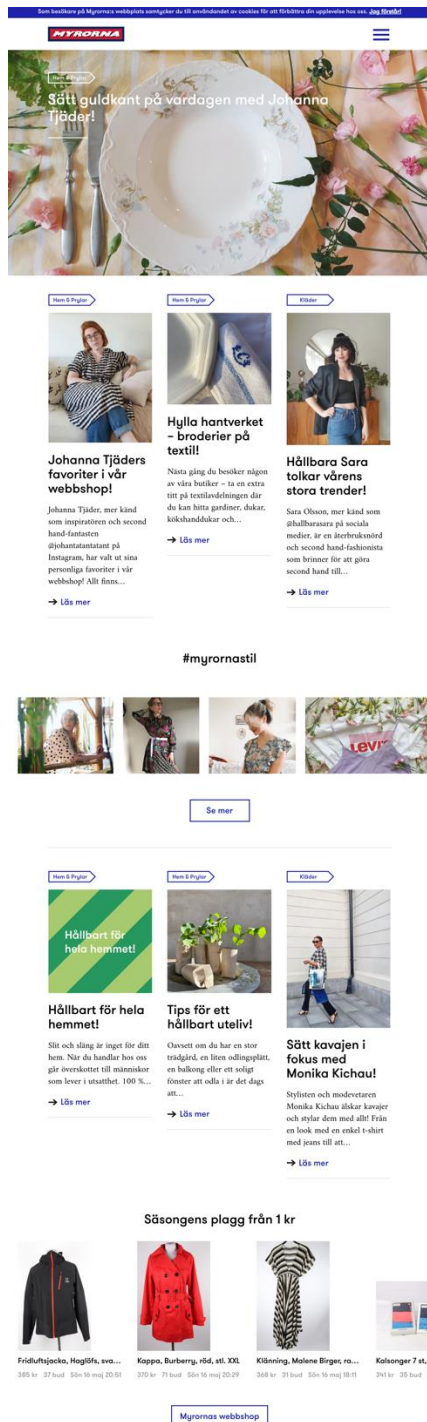


Image 1: Myrorna website's homepage

Image 2: Myrorna Instagram

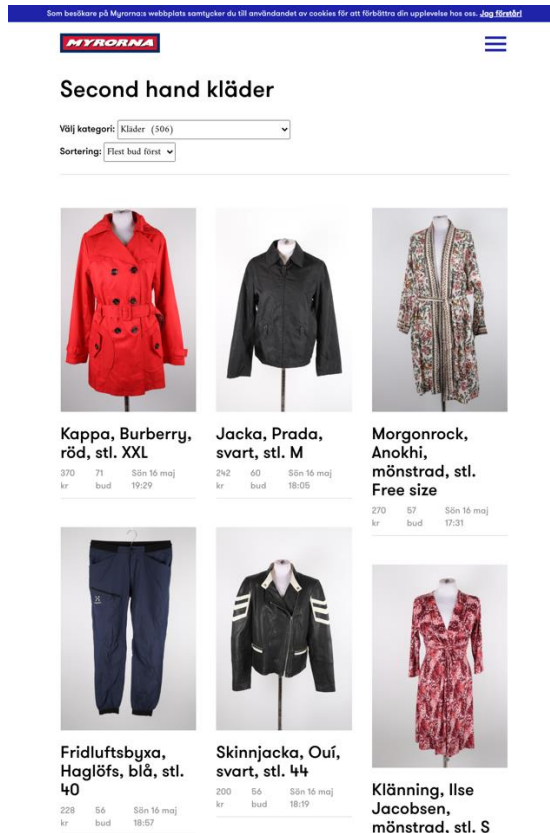


Image 3: Myrorna webshop

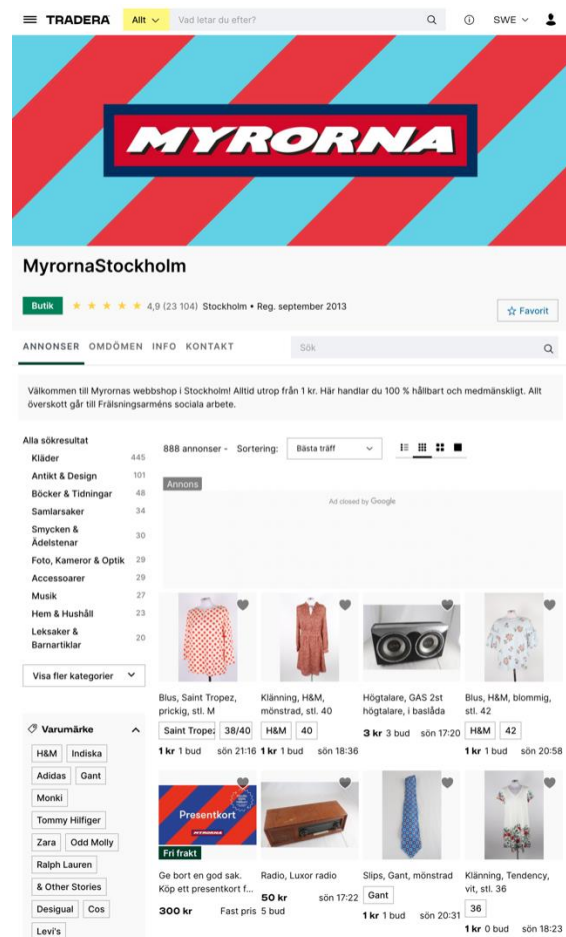


Image 4: Myrorna on Tradera

The case of Myrorna is hence potential for the research because unlike traditional secondhand shops, Myrorna has started to enhance its market on online platforms and has put more efforts on showcasing the clothes in more stylish and fashionable ways which look similar to the new clothes along with providing additional online services which are also provided by firsthand retailers. As a result, Myrorna is standing out from the crowd, and gaining insight from customers, especially from the one who has less experience of secondhand clothes shopping can show if the Myrorna online marketing and sales can influence people's view towards secondhand clothes.

3.2. Research strategy

There is a wide range of qualitative techniques available to explore consumer's attitudes and perceptions regarding valuation, such as individual interviews, focus groups. Given the time

constraint, especially under the pandemic situation and the research objective, we identified focus group interviews, particularly computer-mediated discussion as the most appropriate method for this study, due to the ability to actively encourage the group reactions to new information as they are expressing their thoughts (Flick, 2018; Bryman, 2016). Rather than discussing a certain issue as individual voices, informants consider the issue as members of a group in which similar types of participants are identified by some shared features including age, occupation, purchase habits (Krueger, 2014). It will be especially appropriate in exploring the complex viewpoint consumers hold on fashion, which is constituted from a dialogical process linking self-presentation, personal outlook, lifeworld, context-specific interest, social system, influence of peer groups (Thompson & Haytko, 1997). On the ground of common types, group dynamics and generated social interaction, participants in focus groups can elaborate their opinions upon points raised by other participants, thus considering elements that might be overlooked in-depth interviews. Hence, focus groups, as pointed out by Bryman (2016), are efficient to identify quickly the full range of perspectives held by the participants in the group discussion.

Besides, the questions were semi-structured, in order to gain the clarifications and elaborated qualitative answers in line with the research topic (May, 2011). As per May (2011), although the questions are specified the interviewer can ask questions beyond the answers in a prejudice free manner. Unlike structured interviews, semi-structured interviews enable comparison, as there will be variation in the quality of the information obtained from each interview (May, 2011). As a result, the paper considered semi-structured questionnaires. The interview guide can be found in Appendix.

3.3. Sampling and sampling technique

Upon Myrorna's representative sharing about its key target audience, the research focuses on individuals who self-identify as women, aged from 20 to 35, who belong to gen Z and millennial generation. Because as mentioned earlier, compared to other generations these generations are positive towards secondhand shopping, active users of digital channels (Kim & Kim, 2020, Hristova, 2019). However, they also shop more compared to other generations (Sorensen & Jorgensen, 2019). This also reflects the demographics of major consumers in secondhand shopping explored by different scholars and reports (Kim et al., 2021; Hristova, 2019; Sorensen &

Jorgensen, 2019). Since Myrorna operates its communication and activity in Swedish and to investigate various online channels' impact on consumers, the research looked for participants who are able to use Swedish. Or else, informants should be comfortable with using translation tools while exploring Myrorna varied online channels. Another language requirement for informants is English proficiency to communicate easily throughout the process with both researchers who are international students as well as facilitate clear and smooth discussion. Based on the mentioned criteria, participants were chosen, and this method of selecting participants is known as purposive sampling by Bryman (2012). The goal of purposive sampling is to sample cases/participants in a strategic way, so that those sampled are relevant to the research questions that are being posed (Bryman, 2012). The participants were approached through a Facebook post. We started the recruitment from 3rd March 2021 to 10th March 2021. In the Facebook post, we also attached a Google form which helped us to identify our potential participants, i.e., participants with less experience of secondhand clothes, not the regular secondhand shoppers since the irregular shoppers are more likely to perceive the barrier and stigma towards secondhand clothes than regular one, so the goal is to see the online channel effect in their evaluation of secondhand clothes. Participants selection process has no bias since participants need to have various criteria, as mentioned above. Participants were further contacted via email asking their time preferences and based on their preferences the total of 17 participants were interviewed.

3.4. Focus group discussion procedure

Interview guidelines were developed based on the research objective, reviewed literature and was organized in two sections. Participants were asked to spend at least 30 minutes going through Myrorna varied online channels including Facebook, Instagram, Website, Webshop and its digital presence on Tradera before joining the discussion. Given the fact that each focus group interview lasting approximately 90 minutes together with another 30 minutes of individual preparation by exploring sites is relatively time-consuming to participants, a pilot study with 4 friends who are volunteer and as similar as possible to the target population was conducted to try out interview guidelines, particularly the invitation of visiting different sites, questionnaire as well as interview schedule. After the pilot ended, the participants were asked to provide feedback on the research procedure. The potential practical problems were then identified as one of the pilot group revealed: "30 minutes is not enough to know about each channel" while the other said

“Asking people to come for an interview for around 1 to 1.30 hours and asking them to invest more time in online sites might be too much, especially for a stranger”. The trial run also suggested that actual research results could be affected if the interview guidelines are not taken seriously by participants, particularly to the amount of time spent on Myrorna’s multiple online channels. Without a fully comprehensive look at Myrorna’s sites, multiple visible factors that could have played a significant role in consumer’s perception were neglected by entire participants.

As a result of conducting the focus group pilot, and the substance of participants’ exposure to Myrorna’s channel prior to the discussion, it is necessary to include an incentive as encouragement for participants’ involvement throughout the research process. Due to the anticipation that there could be some recruited participants temporarily who have not been in Sweden, as well as the limitation of pandemic with regards to traveling to buy gift vouchers or to giving away movie tickets, in-kind offers are inappropriate. Monetary incentive therefore becomes a more suitable option for the research process to ensure the sufficiently open-ended and intriguing enough to motivate active and lively engagement. Each participant is hence compensated with 100 sek, which could be received via bank transfer, Swish or could be donated to Myrorna on behalf of their names. The amount of money was thoroughly discussed to avoid the risk of attracting participants on the ground of financial incentive interest only. The compensation given to the participants was funded by Campus Vänner, as researchers received the scholarship for field work purposes.

Due to both time and budget constraints and from the consideration of the actual number of recruited informants, the study planned to conduct 4 groups, from 3 to 5 people each group. This group size could be quite smaller than some regular suggestions referring six to ten members (Bryman, 2012). Also, the research did not plan to have an equal number of members among groups due to the consideration of “no-showing” (Bryman, 2012). Furthermore, smaller groups enable participants to have sufficient time to express their reflection as well as to forge group interaction evenly among members on the research topic. The practice of implementing focus groups including three to five participants also supported by Peek and Fothergill (2009). This had been reaffirmed through the pilot study.

However, it was difficult to match participants' timing and two participants did not show up, so, we had 8 groups in total, 7 groups with 2 participants and only 1 group with 3 participants, in total there were 17 participants – a number that is higher than the research initial plan. It resulted from categorizing participants into similar type groups based on their occupation of either being student or worker, and of low-middle and high level of average budget spent on clothes consumption last year. The focus groups were conducted from 18th of March to 23rd of March, 2021. The focus group interviews were conducted via Zoom and interview recording was also done using Zoom.

Table 1: Participants and interview detail

Participants												Interview schedule		
No.	Group characteristics			Pseudonym	Country of origin	Individual remarks			Group remarks	No.	Date	Duration		
	Occupation	No. of group	Average yearly spend on clothes			Age	Others							
1	Students	1	Low	1A	China	23				1	18 Mar 2021	01:08:35		
2				1B	Vietnam	27	Pursuit minimalism lifestyle							
3				2A	China	26								
4				2B	Nepal	24	Studying "Development studies"				2	22 Mar 2021	00:59:14	
5	Students	2	Medium	2C	NG	32	Has lived in Helsingborg in the last 8 years		Love sales season	3	20 Mar 2021	01:02:43		
6						Being a mother of 2 kids								
7				2D	NG	23	Lived 6 years in Stockholm before move to Helsingborg in 2019							
8				2E	China	23								
9	Students	3	High	3A	China	29				4	23 Mar 2021	01:03:54		
10				3B	China	23								
11				3C	Vietnam	27				5	23 Mar 2021	01:34:08		
12				3D	China	23								
13	Workers	4	Low	4A	UK	27	Has been living in Sweden for the last 2.5 years		Colleagues in an N.G.O	6	19 Mar 2021	01:06:28		
14						Has been living in Sweden for the last 4 years								
15				4B	Brazil	26								
16				5A	Nepal	22								
17	Workers	5	Medium	5B	Vietnam	30				7	20 Mar 2021	01:33:48		
18				6A	China	26	Studying Swedish in SFI							
19							Being a mother of 2 kids							
20				6B	Vietnam	33	Working as a teacher (modersmålslärare & studiehandledare)			8	21 Mar 2021	01:13:49		

Table 1 gives the details of participants' information and about interview details. Country of origin are stated because some participants make comparisons while sharing their view with the home country. Group remarks are presented to show some participants did not have a Swedish language barrier to go through Myrorna online channels. Likewise, one of the group of workers had a colleague who works at an NGO.

Regarding the focus group discussion, it started with participants introducing themselves to open up the conversation. At first, participants were asked to share their experience and their thoughts towards secondhand clothes and secondhand stores, to understand their general valuation towards secondhand clothes. Afterwards, they were asked about their assessment of secondhand clothes presented on Myrorna's different online channels, to explore participants' valuation towards secondhand clothes on Myrorna's online channels. Apart from the structured questions, follow-up questions were asked where no clarifications needed to extract more data from the discussion.

As Bryman (2012) mentioned that it is more difficult to conduct interviews online than physical, the researcher also faced some technical issues. In some of the interviews, one of the researchers' internet was interrupted due to weak internet connection, so for a few minutes the discussion was paused until the connection was in good state. While in another interview at the end of the discussion, one of the participant's internet connections became super weak, so she was asked to leave for that moment. Therefore, right after the discussion ended with the other participant, she was immediately contacted via telephone by one of the researchers, and the remaining two questions were asked to her, which took around 10 mins. Overall, the group discussion went around 1-1:30 hours.

3.5. Data analysis

The researchers used Otter.ai and Microsoft 365 for transcribing interviews, however, the final transcription was done manually. Transcribing was done as soon as possible after each interview in order to get familiar with respondent sharing, as Bryman (2012) suggests. As per Bryman (2012) transcribing focus groups is difficult compared to traditional interviews because of difficulty to recognize participants' voices and also people taking over each other. However, the researcher did

not face any difficulty in recognizing participants' voices since there were only 2-3 participants in a group and because the final transcription was done seeing the video recording.

The coding was done in the excel sheet and only the data which are in line with the research questions were prioritized. Transcripts are gone through quickly in the beginning to detect what align with predetermined factors in motivations and barriers. From these noticeable alignments, the researchers recognize the overall similarity and disparity of valuation in the context of Myrorna online channels and of regular secondhand clothes shopping. After browsing the whole transcript for a few times, relevant pieces are brought together and labelled. The process of coding these transcripts goes along with the presence of pre-conceived major concepts from consumers' perspective in valuation studies including comparison and valuation devices. While the detail of which instruments Myrorna implements that impacts on consumers' valuation journey is vague at this stage, with open coding, repeated patterns revealing the influential equipment of Myrorna online channels are identified. Based on a plethora of initial codes generated, combined with the consideration of what differentiates experiences between regular secondhand clothes retailers and Myrorna's practices in the reflection of consumers, the most important codes are gathered under various categories while other codes are dropped. The eliminated codes could be associated with previous studies of motivation and barriers in secondhand clothes consumption without any attachment to Myrorna's virtual spaces. Categories are grouped under 2 main concepts: valuation devices and comparison. Table 2 summaries which codes and categories are generated and aligned with the valuation studies.

For data analysis, at first the researchers looked at the common patterns about participants' evaluation of Myrorna's secondhand clothes shared within the group with respect to the categories mentioned above, afterwards common and contrast sharing between the groups were grouped together to show the similarity and differences between their sharing.

Table 2: Coding process

Concepts	Categories	Code
Valuation based on Value devices	Display	Clothes presentation, quality of picture, quantity of picture, presenting method
	Information	Product description, product history, reliable information, inspirational information, price orientation, treasure hunt, cause branding
	Categorization and layout	Less categories, less variety, difficult to search, Tradera confusion,
	Auction	Time consuming, Price increment, bidding not worth, Interesting, fixed price preference
	Delivery option and charge	Fee concern, no option for delivery
	Return policy and charge	Purchase security, Fee concern, no option for return, environment concern
Valuation based on comparison	Across Channel	Clothes visual, channel engagement
	Category available in other retailers	Shipping charge option, Return policy option
	Personal preference: clothes style	Specific group focus, variety available

3.6. Validity and reliability in qualitative research

To determine the quality of the qualitative research, the term credibility and reliability are used because some researchers argue validity and reliability to be a quantitative term (Lincoln & Guba, 1985). As per Bryman (2012) credibility parallels with internal validity and dependability parallels with reliability. A credible research should be carried out according to the canons of good practice and submitting research findings to the members of the social world who were studied for confirmation that the investigator has correctly understood that social world, which is referred as respondent validation (Bryman, 2012). However, in this research the researchers did not send the transcription to the participants rather they were careful about respondent sharing and their understanding during the focus group. To confirm the interviewer's understanding matches with participants' sharing, the interviewer summarized participants' sharing after each question and only after participants' agreement about the summary point the interviewer moved to the next question. Similarly, asking various follow up questions made both the participants and researchers grasp the ideas of participants.

To ensure the dependability, the research applies the audit approach as Lincoln and Guba (1985) suggest. Every detail of the research procedure is accessible i.e. problem formulation, selection of research participants, interview transcripts and data analysis decisions. Thus, these documented research procedures allow the readers to follow, audit and critique the research process (Moon, Brewer, Januchowski-Hartley, Adams & Blackman, 2016).

3.7. Ethical consideration

Ethics is concerned with the attempt to formulate codes and principles of moral behaviour (May, 2011, p. 61). It is a crucial part while conducting the research, since it informs reasons for action in the conduct of social research and protects participants and the integrity of inquiry (May, 2011).

As a result, in the process of conducting a focus group and writing the research, ethics is highly prioritized by researchers. Attention was paid to inform the participants about the research, their voluntary participation in it, their anonymity in the research's findings, and the explanation of the research material to be destroyed at least six months at the latest. Before joining the focus group

participants were provided with a consent form through email where the detailed information regarding the topic, the research aim was clearly expressed, descriptions regarding their confidentiality in the research process, similarly clarified their participation value in the research, and about the information regarding sending a copy of research once the study is complete. Furthermore, verbal consent was taken from the participants to record the session and they were encouraged to leave the focus group anytime in case of their disinterest or from any uncomfortable situation during the discussion. The recordings were saved in the researcher's laptop, it was not shared with anyone and was only used for the research purpose only. Apart from this, the usage of any secondary data from any source was acknowledged with appropriate references, and referencing was done as per APA style.

4. Analysis

This section presents our findings based on selected methods and available data given the purpose of the study. Two major themes are identified from what was shared in the groups: valuation based on valuation devices and valuation based on comparison. Critical factors influencing the process of consumers' evaluation using Myrorna online channels include display - how clothes presented on virtual spaces, product related information which describe the garments condition as well as narration of history and original value, inspiration generator referring to do-it-yourself tips or an alluring portrait of sustainable lifestyle, reliability – where and what consumers look at to seek trust and assess trustworthiness in online consumption, choice to make selection among various options of clothes and easy navigation on website, and other cost related factors such as auction, delivery cost and return option and cost. Furthermore, the trail of evaluation constituted in a comparative sense in which, secondhand clothes offered by Myrorna is analyzed under the established experiences involved with regular fashion items or pre-used garments sold by other secondhand clothes retailers, likewise, their valuation consist of comparison with their previous experience of online shopping with other secondhand retailers and comparison with self-preference.

4.1. Valuation based on valuation devices

As discussed above, about how marketers use different value devices to create economic value of things (Helgesson & Kjellberg, 2013), similarly customers also evaluate things based on certain valuation devices. In the study to evaluate secondhand clothes in online platforms participants relied on display, information, category and layout, auction, delivery cost and return policy and cost are the value devices based on which participants evaluate the secondhand clothes.

4.1.1. Display

In the emerging digitalization and the shift toward e-commerce, there is always a search to enhance customer experience and overcome the inability to touch and feel the fashion products (González et al., 2021). The ongoing debate on different implementations of the product presentation involves with or without contextual relevance, plain white backgrounds, mannequin or fit models. It is even more crucial to secondhand clothes retail since the customers frequently acknowledge the product imperfection. It is mentioned repeatedly through this research participants sharing about what

factors they look at when making a purchase decision. Both quantity and quality factors of product pictures have potential impacts upon the consumers, which compensate for visual, tactile and kinesthetic senses in purchasing fashion products. Besides the fact that the more, the better is common among participants in terms of number of picture preferences, consumers emphasize on their need for product investigation. Hence, higher resolution photos which benefit consumers in examining the product flaw become crucial in the assessment process. However, participants express different points of views towards which methods Myrorna uses to display the secondhand clothes across platforms. In this study, concerns regarding wrinkled or wrinkle-free apparel featured on a bodily form including dummies or human models, or hanged on racks, all facilitate the customer valuation process.

4.1.1.1. Photo quantity

The research participants are sensitive to the number of photos displaying products, which are explained as a primary concern when they look through Myrorna's webshop and its presence on Tradera. Both group 1 and 2 determine that an adequate number of images would influence how they access the products, which affects overall purchase intentions. The quantity of clothes photos also was mentioned as their suggestion for Myrorna.

They only provide 2-3, sometimes 4 photos, but only 2 photos of the clothes and others are their labels. So I think it would be better if they shows more details of the clothes rather than the labels. (1B)

As a result, the incorporation of a limited number of pictures available to facilitate purchase decisions is not persuasive to achieve a comprehensive evaluation of Myrorna secondhand clothes. It is not enough to give customers an accurate feel for the quality of the inventory. As 1A pointed out, the current display of apparel on Myrorna virtual space, which is considered less than 1A's requirement, plays the role of just an online catalogue. The lack of shots featuring different angles and close-up detail of the item prevents customers from understanding the product, hence ending up with an incomplete valuation process of the used garments using online platforms. Consumers are not convinced to buy the item until visiting the store directly to properly check it.

Besides putting their clothes on the mannequin to photograph the style and stuff, they can always put up more photos I guess. I mean, it would be easier. Or else, the webshop is nothing actually an online catalog or whatever for people that go through before they shop offline and scavenge through all the different items. (1A)

4.1.1.2. Photo quality

Not only the presentation of a certain number of product shots matters, informants assess fashion items through the photo quality. González et al. (2021) pointed out that the detailed image helps compensate for the sensory experience absence of online shopping. This becomes more critical to secondhand fashion items purchase, which always exposes the buyers to the risk of getting a product with some certain problems. The item condition is recognized as a major concern of participants during their consideration process, besides personal preference including style, color, brand and their budget range. To some informants in group 2, they particularly focus on whether the photo is good enough to know the real colors of the considered piece of clothes. Whereas, according to participants in group 1 and 2, qualified photos could deliver visual cues about the product conditions. The clearer the photos are, the stronger confidence consumers have to make decisions on purchasing items. The concern about photo quality appears as a major barrier that participants in group 2 found on Myrorna's channel and they also make suggestions reflecting on it to boost more enjoyable and comfortable experiences. Informants particularly pay attention to easily broken parts of apparels and in their perspectives, a decent photo is associated with the clear depiction of the product fault. A perfect photo is hence to show the imperfection, visible defects of secondhand clothes.

I even found a picture which was a blue sweater and it had a thread off. So the picture was very clear that it had some real condition of that product. Actually it was a thread that was flipped off [...] so I feel it's good enough. (2C)

4.1.1.3. Display method

The collected data shows that the presence of clothes on dummies, with or without wrinkle, on white plain background, simply hanging on the rack, with or without the mix and match of other items, or on real models matters to consumer valuation.

Elaborating on the reason behind the preference of seeing products in a more realistic form rather than just in style of flat lay photography, 3A focuses on the importance of being conveyed about how the item will look when they wear it. Mannequin or live models give a human shape display for the garments, and allow online shoppers to visualize the products in their imagination and consideration.

Many, many websites, they took the picture of the clothes only so without putting on a person or model so it's just a picture of the whole flat clothes. So it's very difficult for me to see how big it is and how it might look like when you actually wear it. (3A)

However, participants hold different view on each display method: some informants express positive valuation of clothes worn on mannequin laying on a plain white background which allow them to see the details clearly, others think that the same presentation evoke of a “real secondhand clothes” impression, especially when the apparel is captured with wrinkles or creases.

I like how they were presented. Like the pictures are really nice. It's a nice, clean, white background. You see the thing very clearly. I think it would be better if we could see it on the people and on a person will be a little bit better. But in terms of pictures, I think that it's good. It's good pictures. And that's a big step towards buying something so I could be interested in these things based on pictures basically. (4B)

And the dressing dummy makes them look even more vintage, maybe that's what people are looking for, but it lowers the desire to purchase. They're trying to make the clothes look good by dressing it on a dummy, but it's not that good. (1A)

When I opened the category, for clothes the first page, when you open it you can see, there is a black piece of clothes, but the clothes are so wrinkled, I never want to buy such thing, it looks like they didn't prepare it properly, if they want to sell it at least they should show some good-looking clothes. (3B)

There is a vintage Christian deal jacket. Uhm, and I'm actually curious to see it, or to try it if it's in the real store. But I can see they didn't iron jacket. So it looks not that nice anymore. (6A)

1A and 1B share their common idea about the paradox of buying used fashion items with the expectation of similar new clothes experience. The clothing should have good looks and be well-ironed. As 1B explained, “many people buy second clothes not just because it's cheaper, but because they also want to promote environmental concerns [...] not because they don't have the money to afford the new ones, but because they want, you know, reduce the waste and things like that”. This reflects what Ryding, Henninger and Cano (2018) indicate in the study about rapidly expanded of secondhand fashion market: “It appears that the growing consumer segment for secondhand fashion searches for something more than affordability and low prices; for many, secondhand consumption offers the end-value of individuality, the experience of treasure hunting or that feel-good moment produced by reducing the environmental footprint and rescuing an item from landfill” (p. 12). Hence, in consumer valuation process towards secondhand clothes, while visible defects such as loose threads or missing buttons are acceptable, a proper presentation of used garments reflecting new item sales would encourage consumers to buy more and any display showing the poor preparation of retailers become an obstacle in consumer experience.

Some other participants as 6A also express her own interest in the storytelling techniques Myrorna uses one item or combine few items in a photo, display with accessories or provide certain context that complement the product, especially in the emphasis of vintage style. The arrangement of products are created to fit the vintage style that Myrorna tries to convey for the whole brand concept.

These positive comments are mostly about product display on social media platforms, particularly Instagram, not website, Webshop or Tradera.

I think they're pretty good at taking pictures because they're not just taking pictures like hanging the clothes in the store. They made the picture a little bit story, or at least decorated a little bit and matched with other stuff like a little bag and shoes. And in that

way I think I'm quite curious to see in the real, or try something I can see that from different seasons. (6A)

Despite these differences, there is a common favourable attitude towards apparel vividly presented on real people which are featured through contents either shared by Myrorna's buyer using a hashtag or developed by Myrorna in cooperation with some sustainable fashion enthusiasts. Besides showcasing the garment's shape with realistic form, the real-world pictures which include used clothes on real people – who could be professional and amateur models generate inspiration for potential shoppers.

4.1.2. Information

Despite the widespread online shopping, the inability to see, touch and try on products is still a major barrier to consumers (Kim & Lennon, 2010). Perceived risks in online shopping often are observed through the lack of opportunity to examine products prior to purchase (1), financial insecurity due to disqualifed online retailers (2) and privacy information leak (3) (Kim & Lennon, 2010). The collected data shows that research participants seek sufficient information that reduces risk perceptions regarding (1) – product description and (2) – credibility. While (3) – misuse of personal information is mentioned nowhere in their opinions, the existence of aspirational tips and tricks to recreate used items or fix minor visible defects of secondhand clothes facilitate consumer valuation process. In this study, together with the availability of product related information and reliability, additional and beneficial information shedding a light on a sustainable lifestyle have an impact on the consumer assessment journey, increase consumer satisfaction and reduce perceived risks associated with secondhand clothes consumption. Noticeably, for valuation of pre-owned items, this investigation consumers also look for a specific good reason, a worthy cause embedded in Myrorna business. Besides product description, credibility, and inspiration which are indicators of savvy fashion buyers, to some other consumers, if they could figure out charity that they wish to support that have connection with Myrorna's activity, there will be more favourable attitudes in their valuation process.

4.1.2.1. Product related information

On online secondhand markets, buyers acknowledge the risk of unpleasant transactions caused by acquiring insufficient product description leading to a failure in product quality judgment. To lower this risk, buyers seek for valuable information provided by sellers. As Chen et al. (2018) explored, the information customers looking for in the process of product assessment need to feature various product specific topics that fulfil customers' expectations. In the example of selling suit-dresses on a secondhand market, these topics reveal color, size, style, fabric, design, suitable season and condition. The availability of product information conveys a sense of trust, ambiguity or clarity regarding the product. As 2C points out, there should not be any correlation between the low cost products and the limited accessibility of product description. In her own situation, 2C indicates that she will buy a piece of secondhand clothes not because it is cheap. If she finds the product fits her personal preference perfectly, the product is worth buying. The lack of comprehensive product descriptions hence stops her from a positive evaluation. 2C repeats her opinion about the importance of product-related narration, even in the last section of the discussion, when being asked about suggestions for secondhand clothes sellers.

Yeah, in the case of online, I also would like to have a clear description of the product so that it is easy to choose. Yeah that's nothing more. They don't write much and they just give you a single picture. And if I don't really know what is happening around here. (2C)

To some informants, a short and simple description is not enough to evaluate products. The research discussants specially focus on the availability of size description. 2D elaborates on her frustration:

I feel like it's hard to find my size. First thing I noticed. Everything is so big but also they don't really specify in detail with the sizes they just said. Oh sometimes right medium. OK, give you more than just medium. (2D)

Both group 2 and 3 claim apparel sizing varies brand by brand. The staggering inconsistency size seems not a big concern to standardized products in shipment and return according to these groups. However, since consumers themselves handle shipping and return charges when buying at Myrorna online store, they have a tendency to avoid the hassle of losing time and money. 2D and

3A insist on the reason to prevent them from shopping secondhand clothes online due to the concern of size since they find that the provision of size information is not sufficient enough for their valuation process. Size information becomes less necessary if consumers are open to oversized loo with some certain types of garments as 3C and 3D reveal on their own choice of a shirt and jacket respectively.

Item condition is disclosed through not only visual but also product description. In the deficiency of garment images revealing product attributes, consumers always look for compensation from information. Upon examining similar items offered by 2 distinctive retailers, 1A expresses greater interest to the one with more details in description, which assists her better in assessing the used garment to make a purchase decision, despite the fact that its photo is just acceptable, not taken nicely and professionally like the other's. To items with visible defects, consumers are curious more about the product description to overcome the perceived risk of buying a faulty product and wasting their money, even when the item is not too expensive to worry about the budget. Product description with details around these errors act as a critical value proposition to potential customers. Consumers look for a chance, a feasible adjustment in product description to reinvent the imperfection into a desired item. Product description allows consumers to imagine whether having the item will bring them pleasure or confusion, disappointment.

The jacket, for example, that I found only said the size and what's the color and the left shoulder is a bit dirty. That also bothers me. Like what do you mean a little bit dirty. It means unfixable or it can be fixed. I just need to wash it myself? Yeah, and it didn't say any other, give me any other more information about the materials like is it made out of wool or anything like that. (6A)

Another type of information that customers seek in the valuation process is the product history. The product history has influence on enhancing consumers' trust and increasing perceived hedonic, social and economic benefits towards products or services, which generate the intent of products purchase or service usage, especially to the concern regarding products contamination on secondhand markets (Kim et al., 2021). As the investigation from Kim et al. (2018) disclosed, there is a strong correlation between the understanding of the background of the product and the

level of uncertainty and doubtfulness about the product, which have impacts on overcoming negative images associated with used fashion items. Elaborate further about the barrier 6B found in secondhand clothes online shopping with Myrorna, she indicated the importance of inspecting seller profile on Facebook marketplace for hygiene precautions.

You can click on their Facebook and [...] know the information behind, I think it's convenient for me to buy the stuff from the marketplace compared to other web shops like Myrorna. (6B)

Learning the story behind a product and about the previous owner not only alleviates the concern of hygiene but also elicits pleasurable feelings on a treasure hunt. The excitement of acquiring emotionally precious items reflects the need for uniqueness and nostalgic vintage products, which stands as recreational motivation for secondhand shoppers (Padmavathy et al., 2019). This was clearly stated by 2A as below:

And also I was expecting the description about where this item comes from, who is the owner, what's the history behind that. That's my major motivation to buy secondhand stuffs, because I feel like there is a story behind that. (2A)

Furthermore, the background of the product also sparks the joy of getting a great deal. Economic benefit of secondhand clothes, which refers to getting a satisfactory bargain compared with original price, would be revealed via the presence of product history. The availability of product history fosters favorable conditions or creates barriers to the valuation process of customers on selecting and purchasing secondhand clothes from Myrorna. This was reflected in 3C's opinion when she associated the lack of product history, mostly due to the original price absence, with the primary obstacle she found when she wanted to buy things from Myrorna.

Normally, my friend, when he is in secondhand clothes and if he would like to buy something, he usually google to search about the common price of the clothes brand. So I think that if you can have information about the original price. Yeah, so I think that, I will consider it easier. (3C)

Elaborating on the type of price, 3C gave more details: *Not exactly the price, it could be a general price of a certain type item in the brand*

Information about original price in the product history is highlighted due to its relevance to economic motivation, or to put it in a simpler way, price orientation – a significant factor that influences the consumers engagement with secondhand products (Padmavathy et al., 2019). In this research, price consciousness and the search for cheaper prices compared to mainstream market are found in almost all sharing from informants when they were asked about their motivation to engage with secondhand clothes. Noticeably, economic benefit always is mentioned as a key factor following personal preferences consisting of fashion style, sizes, colors, brands when they picked an example of a piece of clothes on Myrorna channels and gave their own explanation of their choice. In the below table which summarizes keywords demonstrating the response of 13 out 17 interviewees when they are asked to pick an example of desired item they wish to buy from Myrorna's online channel and elaborate on their selection, price is among the most common determinants (others skipped this question due to not finding out any interested piece of garment).

Table 3: Factors respondents prioritizing when shopping secondhand garments

	Size	Material	Price	Color	Design	Brand or Quality	Condition
1A	1	1	1	1			
1B	1		1				
2A	1	1	1			1	
2B	1		1	1	1	1	
2C		1	1		1	1	
2D	1	1	1		1		1
2E		1	1		1		
3A		1		1	1		
3B			1	1	1		
3C				1	1	1	
3D			1		1	1	1
6A					1	1	1
6B	1			1		1	1
Total mention	6	6	9	6	9	7	4

4.1.2.2. Inspirational information

Myrorna provides various articles featuring tips and tricks of skills and tools to modify and upcycle their clothes. It generates the idea of how consumers could be creative with their current garments by giving artistic touches to their old clothes. In this study, the results resonate with Norum and Norton (2017) and Bhatt, Silverman and Dickson (2019) in which, Norum and Norton (2017) indicates the positive effect of sewing and repair skills to the demand for secondhand clothes of US young female consumers while Bhatt et al. (2019) also find the correlation between consumers who are characterized with environmental concern, creativity, and fashion consciousness have

strong interest in learning upcycling techniques and purchasing upcycled clothing. In this research, the capability of modifying used fashion items encourages and facilitates the valuation process of informants towards secondhand clothes on Myrorna online channels. Inspirational information through these articles which tap into these correlations are broadly mentioned as appealing features which overall affect their valuation journey. Some informants also share that they appreciate these articles which impact how they interpret Myrorna and its product. They reveal that they prefer brands which promote sustainability rather than just pushing sales for their products.

I like the part where there is an article of how you can also reproduce the product, how you can just renew it [...]. I like the detailed article how you can also use it rather than buying it. It was more like promoting sustainability rather than only their brand. That's why I liked it. It's more about sustainability. (2C)

4.1.2.3. Reliability

With the surge of retailers using online platforms to display superfluous secondhand items for sale, as well as the products being described objectively by the sellers, it is crucial for customers to figure out how to evaluate the reputation of their counterparts to avoid bad trades (Chen et al., 2018). There is a strong likelihood that sellers who are perceived with a high reputation will provide valuable signals about products, fulfill effective evidence regarding the item condition which reduces risks of buyer dissatisfaction (Chen et al., 2018). Following the investigation of Goldsmith, Lafferty and Newell (2018), corporate credibility represents consumers' belief towards company's trustworthiness and expertise, which exert strong influence on purchase intentions. In such cases, credibility acts as a device to enhance persuasion and boost valuation towards better outcomes. Different platforms allow both sellers and buyers to set up different determinants. Information reliability has been established by Myrorna mostly throughout Instagram, Facebook and websites. On these channels, customers have used multiple indicators extracted from the seller's site to assess the information they are exposed to.

Publicly visible social media engagement metrics on Instagram and Facebook refer to the amount of likes, shares, comments on a branded post or on the whole site of a brand. As Chen et al. (2018) pointed out, consumers gather information from social communities to judge the brand credibility.

Social community activities demonstrating sentiment towards brands are presented through the figure of social media engagement. This is reflected in 3C sharing: *On Facebook I will trust if they have many comments and followers, especially when customers comment to ask for more pictures or videos about items.* In the same vein, both 1A and 1B had a high regard for Myrorna's presence on Instagram and used the number of followers on Myrorna's Instagram as an evidence to explain their positive feedback:

They [...] have a good amount of followers on Instagram [...] So I think they're doing pretty well with their social media. (1B)

There might be component that they have 12,000 followers. (1A)

3C also mentioned this figure as a positive signal referring an overall good impression before going to details: I think that they do really good with Instagram now because they have so many followers.

Customers perceive these number as a trustworthy indicator, especially when they see their friends also engage with the brand as 8B expressed:

For Facebook, I'm happy to see I have another two friends who are also like their page and they're both Swedish, so I think that's a good sign. Means this store is sort of reliable and Swedish are quite into clothes recycling. (8B)

Reliability indicators on online channels are crucial and diverse during the secondhand clothing acquisition of customers. With a clearer and closer connection with these indicators, such as in the case of 8B who found some Swedish friends in the Myrorna fanbase, there is a strong likelihood for them to continue their engagement with the retailers.

4.1.2.4. Cause branding

In academic research about secondhand clothes acquisition, sustainability and ethical consumption is a common motivational driver (Turunen, Leipämaa-Leskinen & Sihvonen, 2018). Besides factors affecting the valuation process due to economic motivation, the research participants look for information that meet their own requirement about critical motivation – a specific worthy cause that brand involves. Both 4B and 6B clearly share their opinions about information presentation

highlighting the underlying reason motivating customers to engage with Myrorna. As their consideration, this information helps Myrorna differentiate the brand with other competitors as well as declare the connection between the brand and the consumers.

I would suggest that they [...] needs to be clear what they stand for. Well, why would I donate money to these people? [...] I think. I think on one of the Facebook posts, they mentioned something about that, but it's really not clear. They're not using it as a selling point. And I think that they should use it as a selling point. (4B)

When I access Myrorna website the first time [...] I don't have a clear understanding about the purpose of this website. Is it similar with others secondhand shop like Lindra or like marketplace? Are they the same or do they have a different purpose? I have no idea where it's like. I have to try to click on and I tried to search some information but the first impression is like I'm quite not understand about the purpose of that website. (6B)

4.1.3. Categorization and layout

Consumer motivation to shop on an online resale platform is because they find buying online is convenient to search and navigate through various products easily (Armstrong & Park, 2020). This sorted and organized offering of used items in online platforms has better evaluation among consumers (Sweet & Wu, 2019).

The data gathered showed the easier navigation or search of the product matter to them, as most of the respondent were critical about the website usage. The difficulty they encounter looking for the clothes led to negative impression among customer towards Myrorna. Sweet and Wu (2019) mentioned online platform help, the buyers to filter the clothes as per their preference, however in case of Myrorna except Group 2A and 2B, all of the participants mentioned negative concerns about the webshop usage, which lowers their interest to search for the clothes. Some groups mentioned fewer choices to search the clothes; few mentioned it was unclear to find the actual clothes on sales, while others were confused about the Myrorna connection with Tradera.

Sub-categories feature in the online channel make consumer search of some specific items easier. However, when searching clothes in Myrorna's webshop most respondents found it inconvenient. Lack of choice or limited option to select the clothes as per their preferences some respondent shared the difficulty they encountered. They preferred to have more varieties of selection, while some even wanted the category to be based on the price. The researchers found 3B, 3C, group 5 and 6B agree with each other on it. For example, 3C and 5A shared:

For me, I don't really see subcategories. So if you want to search for a specific item you might need to search the keyword. I have not tried that but I thought there is a search but I don't know if that works. (3C)

Regarding the website, for me, the main problem was definitely the price filtration thing, I would like to search products in an easy way because of the range of the prices, they should organize that. (5A)

Lack of clarity to go to webshop from the website was another negative experience the respondent encountered while browsing Myrorna's website. The data showed, the layout and organization of the website could not guide the participants to look for the actual clothes on sale (i.e., to go to webshop). Group 4 participants mentioned they encountered difficulty in looking for the clothes being sold, the clothes presented on the homepage of the website was more about the articles and inspirational information, but since they could not figure it out easily it created inconvenient an experience for them. Similarly, 3D and 5B also agree with Group 4 on this.

Every time I tried to click on something to see some clothes, it sent me to some article to read about and I wanted to see the clothes. I don't want to read an article. So I was like now go back here. No, that's another article. There are two main links to the articles. And it's like, yeah, okay, you're giving good information shortly, like how you can reuse your own clothes, repair your own clothes. That's good. But like, give me an easy way to see the clothes. (4B)

Another concern the respondent mentioned is about the confusion about Myrorna collaboration with Tradera. Since in webshop, Myrorna does not have any information for consumers regarding

their connection with Tradera, the change in the platform made them distracted. In Tradera they found even more product which grabbed their attention, 4A even mentioned that she purchased some products from Tradera but not from Myrorna. 1B and 2C also shared similar concerns about their difficult experience while navigating the clothes.

When I finally found something like, well, this looks nice. And then it directs you directly to Tradera, I bought a few things in Tradera, but I didn't buy anything in Myrorna, because then it changes there. And then that makes it easier for you to find things that are more like around what you bought. And actually, I didn't know people were bidding on things and then I bid. And I didn't know how to take it back. So that's why I ended up buying. (4A)

While few were concerned about whether they have to create an account on Tradera, to purchase items on Myrorna. 5B has an account on Tradera, she understood how it works but she also mentioned other consumers who don't have an account might have to make the account first and then only they can purchase. She shared that some consumers might not feel motivated to go through all the steps of registration. The confusion about the account opening, organization of the website was not clear enough for them to know if opening an account is necessary. 3D shared:

I think it's very nice to have the combination with another website, the Tradera. But I don't know whether you have to create an account or not on Tradera to continue to browse different items or not. (3D)

4.1.4. Auction

Auction has become the important tool for internet sellers and the auction sites are usually designed to excite customers for bidding (Adam et al., 2015). Similarly, Myrorna also has an auction feature, the bidding of any secondhand product in Myrorna's webshop starts from 1kr. Although the bid price started from only 1 sek, most of the groups were unwilling to bid for secondhand clothes, while only few found it interesting to bid, but for only furniture not for normal clothes.

Time pressure and the vibe of competition for the bidders, auction creates an exciting experience for the bidders (Adam et al., 2015). However, in our study, most groups disliked the auction of secondhand clothes as a result; it lowered their intention to purchase the secondhand clothes in

Myrorna because of different reasons. They are time consuming, chance of increasing the price beyond its worth, while others prefer to have fixed prices instead of doing auctions. Such concern of the respondent towards auction is reflecting their negative evaluation towards Myrorna's secondhand clothes.

Time concern was one of the reasons that made some respondents dislike the auction. The feeling of competing, the necessity of keeping on checking the bid price and waiting to know if they won or not does not excite them to bid for secondhand items. Group 1, 3A and 3C agree on each other.

It's easy for me to get information or how it works with a bid. I also think that it affects the process of buying something, because I feel like I don't want to bid because it takes a lot of time. I need to pay attention to the price. If someone bid higher than you, then you need to do another bid. (3C)

One of the main motivations for most secondhand shoppers is affordable price or the chance to get the clothes in almost twice as less compared to the new one (Sweet & Wu, 2019, Hristova, 2019). However, because the auction can lead to an increase in the price of secondhand clothes when many people desire to get the same product, it demotivates some respondents to follow the bid process. 2A and 2B agree with one other that the bidding system can increase the price of a secondhand clothes beyond its value, so they are not interested in bidding. For instance, 2B shared:

I think of the bidding system as a competition because there is one product that everyone is bidding and the price goes up and up, then I think it's no longer a secondhand store in that way. Because it does not make sense. I know the price starts from 1 sek, but if lots of people want the same product then it increases and increases. That might not be their motto but it is different, so that is the only thing that I am not happy about. (2B)

Some other respondents preferred fixed prices instead of bidding so that they could decide if they wanted to purchase the product or not. Secondhand products are not worth waiting for 2C, 4B and 5A agree with one another on this. For instance, 2C shared:

The bidding system could be better if I just get the price, I pay and I just go. Not rather than making a bid and waiting and anticipating whether I will get it or not. No, it's not worth its product. (2C)

Nevertheless, few respondents find it interesting to bid. Consumers usually prefer buying with lower prices while shopping in an online secondhand marketplace (Sihvonen & Turunen, 2016). Similarly, the chance to get the secondhand product at a cheap price was one of the reasons some participants were attracted to the auction function. Moreover, their expectation of bid price won't get higher and their choice to make a decision on the final bid price excites them and they find it convenient to bid for Myrorna's secondhand clothes. 2D and 4B agree on this. 2D shared:

I think it's interesting. I mean you bid how much ever you want. It starts from 1 kr. I saw there were a few things that had the bid for just 4 kr. So that was, I think it's a really cool thing. You can just bid. I'm sure they have a certain amount that you need to bid on every time. But yeah, I think it's really convenient, so you decide if you want to buy it when it reaches a certain price and how much are you willing to pay for it. So I think that's a nice thing. (2D)

Besides, some respondents shared they would like to bid, but not for normal items that Myrorna has, auction is not interesting to them unless it is branded or vintage items. As their evaluation towards Myrorna's secondhand clothes is lower they do not find it exciting and don't feel it is not worth to bid. 3C and 6A agree on one another on this. 6A shared:

I guess if there is something I really like, I would like to bid for it. Yeah, but on the other hand, there's something like Zara and HM. I don't see the point why I would want to. Yeah, maybe some luxury jacket, I'd like to join it. (6A)

Similarly, few wanted to try to bid for furniture as they found it more antique and attractive. Their valuation towards Myrorna's clothes is lower as they did not find clothes to be appealing, so there is no motivation to bid for secondhand clothes. 5B share:

For clothes I am not sure, may be some people like it but I won't spend time following the bidding [...] If I would bid I would bid for furniture or something antique decorations that I like, then it's unique, it's worth bidding. (5B)

Likewise, 3B shared she almost paid by bidding for the furniture but not for clothes.

I would like to try it for the first time on that website but only if I find things that really attract me at first, like I said the furniture, I almost paid for it, but not for clothes, it is not attractive. (3B)

4.1.5. Delivery option and charge

Consumers are sensitive to the shipping charges (Lewis, 2006), which affects their purchase size and order value. The finding from Koukova et al. (2012) shows, consumers are likely to purchase more if they have the option of free delivery for buyers spending a certain amount. Just like other normal online shopping businesses, Myrorna also has a delivery service and they do charge for it but they only have the pickup station option at their Stockholm branch.

In the current study, while respondents were asked about the delivery option and charge of the Myrorna, only 5B shared that she would buy more items under one purchase to have one delivery cost.

I will probably buy more than one product, because it is not very worthy to buy only one product with delivery fee and one return, will just buy more maybe, try all at once. (5B)

On the contrary, other respondents share common opinions about their preferences on delivery options. They mention about their current practise/experience with firsthand retailers, especially fast fashion during the sale season which offers competitive prices with secondhand clothes and they expect the same services with Myrorna, including free delivery up to some certain amount of money spent on the purchased item or pick up. 2C, 2D, 2E and 3B sharing matches with each other. For instance, 3B shared:

On the website, they say it will cost 59 sek for the delivery, so we have to pay for the delivery, no free delivery that is one of the barriers, because the clothes are cheap, maybe

the clothes are less than the delivery fee. So I would not get a clothes that is cheaper than the delivery fee, it does not makes sense. (3B)

4.1.6. Return policy

There is a risk associated with online shopping that consumers are concerned about, especially in case of cross-border e-commerce (Shao, Cheng, Wan & Yue, 2021). Therefore, to minimize the consumer risk, retailers have return policies service (ibid.). Similarly, Myrorna also has 14 days return policy for its customers. When participants were asked about their thoughts towards the return policy and charges, some groups were positive about it while others had negative thoughts.

Return policy matters to some respondents, as they feel secure to make a purchase, especially when it is secondhand clothes and online shopping. So the return policy can give customers the assurance to return the purchased item in case they do not like the product. Group 1, 2A, 2B and 5A agreed upon the return policy to affect their purchase decision. For instance, 2B mentioned:

I think I saw that we also get an option to return the clothes or like item for like 14 days, that is why I want to buy, I was like if I can return then why not. Because otherwise secondhand stores don't have it, it's just like you get it but since this is really advanced so I don't mind shopping online. (2B)

Since consumers have to pay a delivery charge while returning the purchased items, some respondents were concerned about the fee and shared that they would prefer to return to the store instead of paying for shipment. 2D shared:

So I'm OK with that, but yeah then it. I mean they could have the option. OK you can return to any of our stores. You don't have to ship it. Then yes, I'm not sure if they have that right now. (2D)

However, one of the respondents was concerned about the environment instead of price the of the return policy service offered by Myrorna.

Shipment might not be environmentally friendly either so in the end of the day it is not environmentally friendly because I pay for shipping, they will use transport, gas and all to ship me. When you buy secondhand and try it at home and then return, then they have to

see, if they want to go in a sustainable way, they can say if the delivery is carbon free or not, I just feel like it may be not environmentally friendly. (5B)

4.2. Valuation based on comparison

The valuation process of consumers towards secondhand clothes on Myrorna channels is influenced by not only valuation devices but also comparison constituting from previous and existing experiences with traditional channels or virtual platforms. Shoppers establish secondhand clothes value of Myrorna through their exposure to retailers who could be identified as direct and indirect Myrorna's competitors, including new garments and pre-used items retailers. Their past engagement with clothes acquisition could be from both "brick and mortar" – physical stores and online sites. Noticeably, since Myrorna deploys different channels consisting of social networks, website, webshop and cooperation with Tradera, consumers also have their valuation reflecting characteristics of each platform.

4.2.1. Across channels

The inconsistent presentation of Myrorna's secondhand clothes across channels grabs consumers' attention and affects the whole valuation process. The informants notice the difference and report that while Myrorna's secondhand clothes which is presented on Instagram and Facebook evoke better impression, remind them of elegant, eye-catching style displayed by firsthand retailers, garments is poorly shown on webshop due to using old-looking dummy and exposing wrinkles or creases. Participants use multiple channels to gather information on products and brands before making any purchase decision. As 3D indicates, for physical stores, she just visits there, going with a friend who could give her feedback when she tries on different items. However, for online shopping, besides good impressions towards photos Myrorna showing, she looks for comments from other buyers. She expects to know more about their previous experience and satisfaction on item condition to make sure that it is worth any purchase decision she will make. In the same vein, when going through different channels and seeing the obvious gap in the look and feel, many informants express their disappointments. What participants express reflects the importance of a seamless customer experience in an omnichannel journey. The comparison is made based on the discrepancy between Facebook/Instagram and website, webshop/Tradera.

When I look through the information, I firstly opened the website and it looks nice. And then I opened the picture on Tradera, the interest will be lower. (2E)

The display of Instagram looks nice and I'm willing to look more into the price or materials, but when it comes to their shop I just lost the motivations to buy more. (6A)

4.2.2. Comparison with other retailers

When engaging with Myrorna's used items, participants always compare with other options: similar products offered by other retailers using Facebook Marketplace, Tradera or any other secondhand clothes as well as firsthand business. Every valuation device counts in this comparison process. To 3A and 6B, they prefer buying secondhand clothes from people with certain information, which ensures their understanding about the product hygiene. 6B emphasizes the convenience of buying used fashion items on Facebook Marketplace due to its search tool which enables her to easily find her best match within the surrounding area. Meanwhile, some informants report that during their interaction with Myrorna on Tradera, their attention is quickly switched to similar items suggested by Tradera. These garments, which are not from Myrorna, are interesting since there are more details in the description. As a result, when being provided with more helpful information, participants have a stronger tendency to buy from other sellers rather than from Myrorna. To several discussants who pay attention more about the cause of the brand, they prefer to buy from sellers who declare a clearer reason for their operation.

4.2.3. Category available in other secondhand retailers

Better usages of the website and easier navigation of one of the other online secondhand retailers made one of the respondents to share her contrasting experience. Just like other respondents who find it inconvenient to search for the clothes in Myrorna webshop, 5B also encountered the same issue, and she made a comparison of Myrorna with another secondhand retailer called Sellpy. The various filters available in Sellpy makes a search process easier and quicker, but since Myrorna website lacks the selection of clothes as per various categories she is not motivated to shop. 5B shared:

On this website, I don't see the categorization of different styles, size, different categories of clothes, or different categories of price range just for example. It just very basic functions. Whereas if you go to Sellpy, you can search for the range for price, color, size

specifically, I think they have 20 page or something and you have to go on every page and if you go on every page like that i buy lots of things online today, you should have the option to show at least 20 items of the page, because i don't have the patient to go every page like that. Myrorna has 4 items in one page, it's just so time consuming and there is no way to filter. (5B)

4.2.4. Shipping charge and delivery option

Consumers use different referents to evaluate shipping fee structures (Koukova, Srivastava, & Steul-Fischer, 2012). Similarly, few respondents compared the Myrorna available option with other secondhand online experiences, where they have a chance to pick up at the store so they can skip the fee. They don't find it worth it to pay delivery charges for cheap secondhand clothes, they would consider it to pay for items which cost them more than 1000. The convenient options provided by other online retailers and marketplaces which Myrorna does not provide has influenced in their purchase decision. 5B and 6A agree with each other on this. 5B shared:

I scanned items and saw they charge for delivery, I was like, why do I buy this? Product for 100 or 200kr and pay for the delivery 50kr, I think it is not worth it. Most of the marketplace in Facebook, I buy other stuff, I didn't buy clothes though, you can just write to the seller, like "hi, I like it, can I come there and pick it up". For the marketplace, I just go there and pick it up. So maybe the marketplace is exposed like that, so consumers can just go there and pick it up, and because they are in a city somewhere and you don't have to ship, it could be one way. Unless you buy a lot of things, it's like 1000 or 2000 SEK, or 500-600 then I would pay for the shipping fee. (5B)

4.2.5. Return policy and charge

Similar to comparison of delivery cost, few respondents also referred to other retailers when they asked about Myrorna's. Since most of the respondents were price sensitive, they were reluctant to pay for extra charge in the online delivery process. Instead, few respondents expect if there is the chance to return the clothes at the store or return on free like other online firsthand retailers. So, their evaluation is based on comparison with other retailers. 3B shared:

When you refund I have to pay for the return delivery, but I know most of the store, if you return you don't need to pay the delivery fee. So it's one of the barriers. (3B)

While 3A makes the comparison of delivery service of her home country with Sweden and since she finds the service system inconvenient, because of various product features related issues and unwillingness to spend time in trying and returning cheap products she is not interested in the return policy system of Myrorna.

I don't like the online service in Sweden because the delivery service is generally very inconvenient compared with China so even though they have return guarantee, oh you can return within 14 days there is no problem, but still I prefer to shop on physical store and size is a big problem as well and I also think if things is cheap I also don't want to waste time on return, or try and fail, so it is too much time consuming for me. (3A)

4.2.6. Comparison with consumers' personal preference

Personal preference is one of the factors that consumer's valuation is based on (Holbrook, 1999). Therefore, to evaluate goods they also try to refer to what they prefer. When participants were asked about the clothes presented in social media of Myrorna, some groups evaluated the clothes as per their preference of clothing.

Few respondents find Myrorna presentation of clothes especially in social media to be stylish and appealing. The display is giving them vibe of vintage, and there are mostly promotions of 80's, 90's style clothes. However, at the same time, they feel the clothes to be irregular, since they prefer to wear normal clothes that one can wear in everyday life they do not prefer to buy those clothes. Group 5 and 3A agree on this. For instance, 5B shared:

I checked their Instagram and Facebook, I think they are updated and they are quite colorful quite attractive, it's quite interactive, I know they have using some influencer, model or digital social media influence, but it just have the impression that the majority of style are very colorful style like 60's, 70's and 80's style . It is only targeting those consumers who prefer that style more. And if I don't have that style I am not sure is it a

right place to end up to buy a product, if I want to. Am I one of those or not? It looks very nice but I don't think I would use it (5B)

Meanwhile, 2C, 2D and 2E agree with each other that Myrorna is offering varieties of clothes and people can find clothes as per their preferences.

Yeah, I feel like they have a bit of everything for everyone, so if you really look when you shop, you can find something that you like. And yeah, they promote that and with the whole seasonal thing. I agree they promote as per season, so that's nice. (2D)

4.3. Chapter summary

This chapter presents research findings about how valuation is made from customer perspectives. The implementation of various valuation devices via images, information, and functions have different influences on customer valuation towards garments on online channels. Regarding product display, product and brand narrations, the more the better in the valuation process. Respondents also take consideration of aspirational aspects which are not directly about a specific product and more about sustainable lifestyle and charitable causes. These materials increase a sense of trust and confidence for consumers who are thinking about purchasing pre-used products in a virtual environment. For monetary factors such as auction, delivery and return option, consumers become critical and bring their own comparison reflecting the current and previous experiences they have with firsthand retailers. The practises respondents have been locked in with fast-fashion brands are barriers stopping consumers from increasing their secondhand clothes consumption. The comparative sense is also established across Myrorna's channels in which the respondents are looking for a consistency to continue buying or dropping their purchase intention. Impressions with other secondhand vendors also help consumers in their valuation process towards Myrorna's garments on online platforms. The next part will be the research discussion, particularly bringing answers to the research question.

5. Discussion

The chapter presents the findings of the study, which are critically discussed in relation to previous literature.

RQ: How consumers value secondhand clothes from Myrorna's different online channels?

Consumers evaluate secondhand clothes through a set of criteria, mostly including display of products, information provision, and easy procedure during consumer journey in online platforms. This assessment is also facilitated by the price and any factors affecting price such as delivery fee; material; conditions, uniqueness. Inspirational factors, which remind buyers of the charity cause or provide customers with helpful information, also create further favorable conditions for the valuation process. Furthermore, the consistent presence across online channels plays an important role in building up and maintaining consumers' impression and engagement. However, the apparent gap could generate unexpected attitudes or lower desire to purchase among consumers. It is obvious that the evaluation of consumers towards secondhand clothes is established based on their previous experience, especially their understanding of the regular fashion market. Consumers therefore always compare, overtly or tacitly, various factors before making any purchase. The clash of positive and negative impressions generated from different channels during the consumer valuation process pose a threat to the purchase decision. Furthermore, the recurring exposure to clothes market offered from both firsthand and rival secondhand sellers urge buyers to have comparisons, which amplifies the obstacles for Myrorna's potential customers.

Display of the clothes is taken as a value device by consumers to determine their valuation towards the clothes. Since the clothes presented in the webshop were wrinkled; participants were not surprised, as they did not have any expectation with secondhand clothes. However, the participants find the presentation of clothes appealing in social media, i.e., Instagram and Facebook. In order to change the secondhand market, Ferraro et al. (2016) has suggested connecting customers with fashion. The case Myrorna, of the current study is also trying to enhance secondhand clothes value, attracting customers by presenting clothes in fashionable and stylish ways using models and mannequins in social media and its web shop. Few of the participants were surprised to see secondhand retailers trying to make efforts to sell on online platforms and making it look

fashionable and stylish. While some mentioned it was attractive. But their evaluation towards the clothes was still negative, because they were not into fashionable and eye-catching clothes. Instead, they mentioned they would prefer to wear normal clothes (not too colorful, trendy) which is wearable to use in their daily life. For such customers, although their valuation towards fashionable, well-presented clothes is higher, they do not prefer to buy it since the style does not fit their personality. Focusing on only one group of consumers (i.e., fashion conscious), might lead to enhancing the image of secondhand clothes in that particular group only, however, it might not be the same in the eyes of people who do not follow fashion trends.

Information detail of the product is another factor based on which participants make a valuation of secondhand clothes. This was made clear by few participants, as they were seeking the history detail of the product and the actual condition of the clothes, they were quite skeptical to evaluate based on the display only, as their experience had taught them the display and the reality might not be the same. The past researcher Goa et al. (2012) and Chen et al. (2018) also showed lack of information about the product affects the value of the product. Similarly, the easier search of the clothes on the website is another factor that consumers rely on to evaluate goods (Sweet & Wu, 2019). As most participants found it inconvenient to search for the clothes and it was not clear enough to understand the process of shopping for them, they did not want to be Myrorna's customer. Therefore, to provide easier information search and make communication easier, online websites should have effective product search features and layout (Harris & Goode, 2010), which make navigation easier for consumers.

Besides, like many past literatures the study also showed that price is crucial to customer (Hur, 2020; Padmavathy et al., 2019), the current study finds that consumer evaluation of secondhand clothes is lower, as a result they do not want to pay additional cost for delivery and return policy. Instead, they want retailers to give options for them to leave at physical stores just like options provided by firsthand retailers to avoid the charges. These shows, how consumers reflect back to their experience with firsthand retailers while evaluating the secondhand clothes online. Similarly, most of the participants think that the auction function can increase the price beyond its value. They would prefer to bid for unique items, they don't want to waste time bidding on normal clothes.

Accepting existing practice from peer organization is reliable to create change (Du Rietz, 2015). Similarly, Myrorna is imitating the marketing and sales strategy of firsthand retailers. This is done to enhance the secondhand clothes value and eliminate the stigma associated with it, which was confirmed by Myrorna representative Åsa Bloomberg. However, participants' evaluation of secondhand clothes was still lower. Participants were mostly comparing their previous good experience of online shopping with firsthand retailers, especially for them, the webshop was not standard enough compared to firsthand retailers. Moreover, because of the wrinkled clothes displayed in Myrorna's webshop, it was not appealing enough to influence them to shop the clothes. The barrier that customer finds to purchase the secondhand clothes as per the previous literatures were clothes are dirty, smelly and old. Research participants revealed that it is easier for them to buy secondhand utensils or furniture, due to its moderate physical closeness to the buyer body compared with clothing. Similarly, Edbring et al. (2016) also found that consumer are more open to buy secondhand furniture, they still do not prefer to consume secondhand clothes due to hygiene concern. Participants' concern of the current study also lies in hygiene while clothes preferences and object related details are the later barrier for them.

Although people are conscious about the disaster fashion industry is creating, some people still do not prefer to shop secondhand clothes and this is because the stigma and other various barrier associated with secondhand clothes. Thus, in order to eliminate consumer negative perception, secondhand retailers these days are trying to replicate the firsthand retailers' online marketing and sales strategy (Hur, 2020). Similar to Myrorna, some other secondhand stores like Red Cross, Erikshjälpen are selling their products through online platforms, using visual marketing and styling clothes in trendy ways. As mentioned in the general case description about Myrorna collaborating with MarQet (MQ) (see 3.1.1), both of them are selling each other's clothes in their stores: while Myrorna sales the clothes which are unsold by MQ and some store of MQ has a section of Myrorna's upgraded clothes. The collaboration and juxtaposition of these two types of products portrays the potential of how new and used garments could interchange easily. They are similar from the look, especially in the same setting. Although the initiatives of Myrorna need developing further to remove barriers and reduce stigma, it signifies a possible way for secondhand clothes businesses to enhance the value of secondhand clothes by mirroring practises embedded in regular purchase experience and closing the gap on consumer preference. Moreover, working towards

enhancing the value of secondhand clothes will simultaneously help in working on various different value regimes i.e, can add value to the secondhand market, purchasing habits, environment and sustainability as a whole. Similarly, Corvellec and Hultman (2014) has shown how Swedish municipal waste management system can add in creation of multiple values, i.e., creation of economic value through waste invoice, social and environmental value through waste management rule and education for sustainable living.

Next section presents a brief overview of the study and highlights a few important topics, along with limitations and suggestions for future researchers.

6. Conclusion, limitation and future suggestion

Despite the growth of the secondhand market over the past few years, the existence of consumers' barriers and stigma towards pre-used clothes has not been eliminated, which damages the journey of sustainable niche practices becoming mainstream consumption. To accelerate purchase decision and boost shopping frequency from limited times to always, especially in the emergence of online markets and the rise of digital channels which has opened up the possibility of increasing the client base, it is vital to implement a comprehensive plan which tackle consumer valuations resulted from existing clothes purchase experience and engagement on different virtual platforms.

Past research has mostly focused on consumer's motivation and barriers towards secondhand shopping (Hur, 2020; Padmavathy et al., 2019; Edbring et al., 2016), there is no previous understanding regarding the valuation towards secondhand clothes, especially, on online platforms. So, the present study tried to put the contribution in the field of valuation studies, secondhand market and online market. The study fills the gap by focusing on consumer's valuation of secondhand clothes on an online platform. Since online shopping is in demand, and internet users are growing throughout the world, especially due to Covid situation, people prefer to shop online, thus there is the chance of a secondhand market to grow as well. Understanding the consumer valuation of secondhand clothes on an online channel helps the secondhand retailers to conduct the marketing and sales strategy as per consumer preference. For instance, the case of Myrorna showed that customer valuation of secondhand clothes is based on multiple factors such as display of the clothes, information of products, clothes options available, concern about additional cost, in which they also make comparisons with firsthand retailers and secondhand retailers.

Although the research finding is limited to Myrorna online channel, the finding about customer relevance of previous online shopping experience with firsthand, can be helpful for the secondhand retailers as it provides them the idea about what customer expects the secondhand clothes to be on online. Moreover, in order to be more competitive in the retail market, secondhand retailers need to have convenient services like firsthand. However, it might not be easy for them since most of the secondhand market are based on charity, so they might lack finance to make online marketing and sales as standard as the firsthand retailers. So, finance is something secondhand retailers needs

to think about because in order to promote secondhand clothes, retailers need to be competitive enough to influence consumers. Since the increment of the secondhand market can decrease dependence of the firsthand market and it will add to sustainability simultaneously (Armstrong & Park, 2020). Thus, secondhand clothes retailers can compete with firsthand retailers secondhand through digital channels.

About the limitation of the study, the research is case based so study findings cannot be generalized. The regular shoppers of secondhand clothes are excluded from the study and only irregular shoppers are included. Moreover, the participants were asked to join the focus group after going through the online channels of Myrorna for at least 30 minutes, so sharing from participants might vary depending on their time spent on these channels.

Finally, some suggestions for future researchers is to do comparative study of consumer valuation of online secondhand retailers and firsthand retailers. Similarly, the study of consumer perception towards online secondhand clothes can be useful for retailers to understand consumer choices. Since the study only focuses on consumers with less experience of secondhand shopping, future research can focus on regular secondhand shoppers. Besides, the researcher faced disturbance during interviews due to weak internet connection, so before starting the interview future researchers can make sure both the participants and researcher have good internet connection.

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Appendix

1. Interview guide

Welcome to focus group discussion regarding secondhand clothes. And thank you so much for joining us today. We are master's students at Lund University, and we are in the process of writing our master's thesis. So, your participation and discussion in this focus group is very valuable for us. The discussion will last up to 90 minutes and we will record the session as we want to capture everything you have to say. You have the right to leave anytime if you feel uncomfortable or not interested with the discussion anymore. Participants will remain anonymous, as we do not identify anyone by name in the findings. We can provide summary details once the study is complete.

So, are there any questions? Is it ok with the recording?

We will have 2 separate sessions, tentatively 30 minutes for each session. In session 1, we discuss about secondhand clothes in general and in section 2, we will discuss secondhand clothes based on different online channels you have been gone through before you join the focus group.

So, before we start the session 1, first introduce yourself.

Opening question:

1. What come to your mind when you think of a regular secondhand shop?

First part

2. What motivate you buy secondhand clothes?

3. Think back over all your experience or engagement you had with second-hand clothes and tell us, what factors you looked at to help you make decision to buy or not one item of secondhand clothes?

4. What stop you from buying secondhand clothes?

5. What suggestions do you have for secondhand clothes seller, to make your purchase of secondhand clothes easier?

Second part

6. What did you think about the different channels of Myrorna? Tell us about you impression on each channel Instagram and Facebook, website and trader.

7. What do you like best about these channels? What make you excited the most?

8. What do you think about the clothes appear on these channels?

9. How the good things that you mentioned about Myrorna impact your intention to buy second-clothes?
 10. Give me an example of a piece of clothes that you want to buy from Myrorna and share with us what factors motivate you to buy it?
 11. Do you find any difference in the image of secondhand clothes between Myrorna and other store?
 12. How has Myrorna channel shape your view towards secondhand clothes that you didn't think about before?
 13. What are the things that you don't like or barrier you find about Myrorna online channel?
 - 14 What suggestion you would like to give Myrorna to help you buy secondhand clothes easier?
- Last question:
15. Is there anything else you want to add to our discussion about secondhand clothes and Myrorna's channel?

2. Participant consent form

INFORMED CONSENT FORM

This consent form is part of the process required for ethical treatment of participants in research. It should give you the basic idea of what the research is about and what your participation will involve. If you would like more detail about the research process or procedures, please ask.

Invitation to participate

The research is twofold. Firstly, the research investigates how Myrorna – one of major second-hand clothes retailers in Sweden, implements different online channels such as website, Instagram, Facebook, Tradera to present second-hand clothes. Secondly, the research focuses on how consumer value second-hand clothes through these platforms. The research is conducted by Ngan Phan (aka Kim) and Priya Pradhan for their master thesis in Sustainable Service Management at Lund University.

Research purpose

The research paper looks at how consumer value secondhand clothes through different online channels from Myrorna – one of major secondhand clothes retailers in Sweden.

Research method

If you decide to participate, we will invite you to participate in a focus group comprising from 3 to 5 people. For example, your group will be asked how long you have purchased second-hand clothes and which factors influence your purchase decision when considering a piece of secondhand clothes. Your answers will be reported and analyzed together with data from other research participants.

Benefit

By participating, you will contribute to a better understanding of how consumer value secondhand clothes presented on different online channels of Myrorna. Moreover, upon the request you are welcome to read the thesis after it has been finalized and published, to learn more about how other consumers engage with secondhand clothes consumption.

Confidentiality - Anonymity - Security

If you decide to participate, your identity as a participant in this study, and other personal information gathered about you during the study, will be kept strictly confidential and will never

be made public. All data containing personal information from which you could be identified will be deleted after the data analysis. Electronic data will be password protected. When the study is completed, all data containing personal information will be destroyed. The published results of the study will contain only data from which no individual participant can be identified.

Voluntary participation

You are being asked to make a voluntary decision whether or not to participate in this study. If there is any part of the information that is not clear, please feel free to ask for clarifications. If you would like to consult with someone not associated with this study that will be alright, too. If you decide not to participate, or if you later decide to discontinue your participation, your decision will not affect your present or future relations with the researcher or Lund University.

Upon request, a copy of the information, data, and results will be made available to you. You will always be free to discontinue participation at any time, and all data collected up to that time as a result of your partial participation will be destroyed without being used in the study. If you decide to participate, please provide your signature as indicated below.

What your signature means

Your signature on this Consent Form indicates that you have understood to your satisfaction the information regarding participation in this research project and agree to participate as a participant. You are free to withdraw from the study at any time, without any consequence. Your continued participation should be informed as your initial consent, so you should feel free to ask for clarification or new information throughout your participation.

Signature of Participant

Date

Print Name

Contact Information

Ngân Phan (aka Kim) kimnganphan92@gmail.com

Priya Pradhan pp9319660@gmail.com

Best regards,

Ngân and Priya