Drivers and motivations for second-hand shopping
A study of second-hand consumers
Frida Haraldsson and Sonja Peric
Abstract
In recent years, second-hand products have received more attention and the demand for second-hand products has increased. In line with the demand for second-hand products, ethical consumption has also increased. There have been earlier studies done on ethical consumption and the drivers of its consumers. Meanwhile, there is a lack in the research regarding what it is that drives and motivates consumers to purchase second-hand products. The purpose of this study was to explore what drives and motivates consumers to shop second-hand products. The study used a qualitative method. The data was collected through interviews with employees and volunteers at second-hand stores, and through a focus group with second-hand customers. The empirical findings show that there are various drivers and motivations for second-hand consumption. However, there are some drivers and motivations which are more common than others. The conclusion is that consumers are motivated and driven by various factors. They are motivated by consumer responsibility, decrease of impulse purchases and reference groups. They are driven by dissonance, self-fulfillment, thrill of the hunt and finding unique products.

Keywords
Second-hand shopping, consumer behavior, ethical consumerism, social environment, lifestyle, voluntary simplicity, self-concept, motivations
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Frida Haraldsson                                  Sonja Peric
Table of content

1. Introduction ........................................................................................................................................... 6
   1.1 Problematization ............................................................................................................................... 9
   1.2 Purpose ............................................................................................................................................... 11
   1.3 Research question .............................................................................................................................. 11
   1.4 Outline ............................................................................................................................................... 12

2. Theoretical framework .......................................................................................................................... 13
   2.1 Consumer behavior ............................................................................................................................ 13
   2.2 Ethical consumer behavior ................................................................................................................ 14
   2.3 Voluntary simplicity and Lifestyle ................................................................................................... 16
   2.4 Self-concept ....................................................................................................................................... 17
   2.5 Motivations for second-hand consumption ....................................................................................... 18
   2.6 Motivations for consumption in the social environment .................................................................. 19
      2.6.1 Reference groups ....................................................................................................................... 19
      2.6.2 Word of mouth ............................................................................................................................ 20
   2.7 Theoretical model .............................................................................................................................. 22

3. Method .................................................................................................................................................. 24
   3.1 Research approach, strategy and design ............................................................................................ 24
   3.2 Choice of method ............................................................................................................................... 24
   3.3 Interview as data collection method ................................................................................................ 25
      3.3.1 Sampling selection ...................................................................................................................... 26
      3.3.2 Interview guide ........................................................................................................................... 27
      3.3.3 Interview practice ....................................................................................................................... 27
   3.4 Focus group as data collective method .............................................................................................. 28
      3.4.1 Sampling selection ...................................................................................................................... 28
      3.4.2 Interview guide ........................................................................................................................... 29
      3.4.3 Focus group practice .................................................................................................................. 29
   3.5 Data analysis ...................................................................................................................................... 30
   3.6 Limitations ......................................................................................................................................... 31

4. Analysis ............................................................................................................................................... 32
   4.1 Ethical consumer behavior ............................................................................................................... 32
      4.1.1 Consumer responsibility ............................................................................................................. 33
      4.1.2 Dissonance ................................................................................................................................... 35
   4.2 Voluntary simplicity and Lifestyle .................................................................................................. 40
      4.2.1 Voluntary simplicity ................................................................................................................... 40
      4.2.2 Lifestyle ..................................................................................................................................... 42
   4.3 Self-concept ....................................................................................................................................... 46
   4.4 Social environment ............................................................................................................................ 48
   4.5 Motivations for second-hand shopping ............................................................................................. 52
      4.5.1 Recreational motivations .......................................................................................................... 52
4.5.2 Fashion motivations .................................................................54
4.5.3 Economical motivations .........................................................56

5. Discussion and conclusion ..........................................................62
  5.1 Research question revisited ....................................................62
  5.2 Conclusion ..........................................................................62
  5.3 Future research ....................................................................65

References ......................................................................................67

Appendix 1. Interview guide – Employees and volunteers ......................75
Appendix 2. Interview guide – Focus group .........................................78
1. Introduction

People all over the world have been able to buy second-hand products for centuries and reuse older objects (Van Damme & Vermoesen, 2009). In present time, the range of second-hand products is wide and some of the most commonly purchased products are clothes, toys, books, instruments, furniture, bicycles and cars (Elkins, 2015). During the last twenty-five years, there has been a major increase in the demand for second-hand products. ERIKS Development Partner Second Hand write on its website that second-hand shopping has become a natural part of people’s consumption pattern, and that today’s second-hand consumers have a sense for trends and are more environmentally aware (Erikshjälpen Second Hand, 2017). One reason for that change could be that there is a remarkable higher acceptance for the purchase of second-hand products in society, and those who have higher acceptance are also those who keep the environment in mind (TT Nyhetsbyrå, 2014).

In recent years, second-hand products have received more attention and the demand for second-hand products has increased. This increase can be seen in turnover of four Swedish second-hand stores: two online-based (Tradera and Blocket) and two physical (Myrorna and ERIKS Development Partner). Tradera is an auction site where people can bid on second-hand products (Tradera, 2017). Tradera has increased its net sales from 142 million SEK in 2013 to 169 million SEK in 2015 (Allabolag.se, 2016). Blocket is a website that offers both sell and buy ads. Here, one can find a wide range of products, from porcelain and clothes to houses and cars (Blocket, 2017). Blocket has increased its turnover with nearly 86 million SEK during 2011 (Byttner, 2012). Myrorna is a part of Frälsningsarmén, and in 2015 Myrorna accounted for 36% of Frälsningsarmén’s turnover. Between the years 2013 and 2015, Frälsningsarmén increased its turnover from 713 million SEK to 773 million SEK (Frälsningsarmén, 2015). ERIKS Development Partner’s organization is divided into two units. One is ERIKS Development Partner, which is profit-driven with employees. The other unit is ERIKS Development Partner Second Hand, which is not profit-driven and operated by volunteers (Erikshjälpen, 2017). ERIKS
Development Partner’s turnover year 2013 was 118 million SEK, which is an increase of 21% from the previous year (Erikshjälpen Second Hand, 2014).

In line with the increased demand for second-hand products, ethical shopping or being an ethical consumer has also increased (Adams & Raisborough, 2010). Freestone and McGoldrick (2007) discuss that an ethical consumer is someone who avoids products which will damage the health of consumers, damage the environment during the manufacturing by using unnecessary amount of energy and water or involve unnecessary waste, products that involve cruelty to animals or products which use materials derived from threatened species or environments. Numerous people associate fair trade with being an ethical consumer, but as Pyke and Regan (2015) state, being an ethical consumer is about more than just that. Pyke and Regan (2015) continue to explain that an ethical consumer may knowingly evaluate the day-to-day decisions. It is about choosing whether to take public transportation or your own car, or buy clothes produced in your home country or clothes that are imported from another country. One way to be an ethical consumer is to shop at second-hand stores since the second-hand stores are sustainable in the way that they only sell re-used goods (Nationalencyklopedin, 2017; Thomas, 2011). By reusing goods, a customer is not contributing to negative social or ecological effects which new production may cause (Graafland, 2003). Therefore, by shopping second-hand products, and not shopping newly produced products, a customer is performing an ethical action and is involving in ethical shopping. It shows how ethical shopping and second-hand shopping are associated with each other.

By selling second-hand products, a non-profit organization can acquire money for its social work (Erikshjälpen, 2017). Non-profit organizations can be described as voluntary organizations that are formed to promote for example religious, cultural and educational objectives (BusinessDictionary, 2017). Non-profit organizations must help the public and society in some way. Through charity, they can offer services, products or a combination of these two (Investopedia, 2017). Non-profit organizations differ from governments and profit-driven businesses. Profit-driven businesses supplies either goods or services and governments controls. Non-profit
organizations neither supplies goods or services, nor controls. Instead they can be seen as human-change agents (Drucker, 2011).

Consumers may purchase second-hand products at various places. One of these are physical second-hand stores which are operated by non-profit organizations. In Sweden, these physical second-hand stores can be found both in the center of big cities and in smaller municipalities around Sweden. In Sweden’s second largest shopping center Emporia in Malmö, one can find Myrorna right next to the large and famous clothing chains, such as Tiger of Sweden and G-star (Myrorna, 2016). One can also find several physical stores of Myrorna within the Stockholm area, two of them located at Södermalm which is a hot spot in Stockholm (Myrorna, 2016). ERIKS Development Partner Second Hand and other physical second-hand stores, for example Red Cross, can today be found both on the countryside and in the middle of big cities in Sweden (Erikshjälpen Second Hand, 2017; Röda Korset, 2017). Another popular place where consumers may purchase second-hand products are flea markets. Flea markets is a growing trend. In 2013, there were 333 flea markets around Sweden. Flea markets offer used products at a favorable price and the products are usually unique which means that the consumers can find something very personal to bring home (Lindh, 2013).

It is not only flea markets, physical stores (Myrorna and ERIKS Development Partner) and online-based stores (Blocket and Tradera) that have expanded and become popular places for buying and selling second-hand products. In the magazine TheStreet which covers business news, they discuss that even apps have become a marketplace for second-hand products. The magazine also lists five apps for buying and selling used products. Some of these apps have differentiated and only sell for example accessories, while other apps offer a wider range of second-hand products. Even Facebook is becoming a more and more integrated meeting-point for sellers and buyers of used products. For example, Facebook has member groups designed for helping the members to buy or sell used products (Del Rey, 2016).
The discussion above indicates that buyers and sellers of second-hand products can get in contact with each other in many ways today. Either face-to-face in physical second-hand stores and flea markets or behind a computer screen or a phone through various webpages or apps. By exploring what it is that makes consumers purchase various second-hand products through these meeting-points, researchers could increase the understanding of second-hand shopping.

1.1 Problematization

Consumers can choose to distance themselves from the mainstream market for moral or ethical reasons by shopping second-hand products, recycling and fighting against waste. Second-hand shopping is a way for consumers to create and express a socially conscious self and it enables the consumers to express sustainable consumption practices (Ferraro, Sands, & Brace-Govan, 2016). The increased awareness of the environment is something consumers have in mind in their day-to-day living and shopping. One reason for this increased awareness is that many firms place more emphasis on social responsibility and sustainability (Giesler & Veresiu, 2014). CSR is a shortening for Corporate Social Responsibility and define the idea that companies and organizations should take responsibility regarding how they affect the society; from an environmental, social and economic perspective, through their operations (Crane & Matten, 2010). Crane and Matten (2010) state that CSR is a key topic which will continue to develop and become an even more significant topic in the future, while Mazereeuw-van der Duijn Schouten, Graafland, & Kaptein (2014) state that CSR has received increased attention in academic literature.

As stated in the discussion above, the number of second-hand stores has increased and the term ethical shopping is becoming more well-known. Myrorna and ERIKS Development Partner Second Hand are two out of many non-profit organizations in Sweden. The money Myrorna acquires do not pay the salaries to the people working there, since these are volunteers. Instead the money is used to support the work that Frälingsarmén does in different places in Sweden. This can imply everything from helping and supporting a single parent in one place, to helping an addict sign into a rehab facility (Myrorna, 2017). This refers to ERIKS Development Partner Second
Hand too. The money ERIKS Development Partner Second Hand acquires is used to support safe homes in Rumania and give safe homes to street children in Uganda (Erikshjälpen Second Hand, 2017).

Ethical consumers will focus on buying products that have the least impact on the environment and the society, as a result they chose to purchase products that are the greenest (Godson, 2013). Szmigin, Carrigan & McEachern (2009) together with Papaoikonomou, Ryan & Valverde (2011) also explain that ethical consumers will reduce their impulse and libertine purchases and instead choose second-hand products and transportation that do not harm the environment in any unnecessary ways. However, ethical consumers can also act in an extreme way. To show their commitment to the environment, they might even go so far to boycott certain companies or organizations (Crane & Matten, 2010). During the last few years, different attributes which influence the consumer buying behavior have developed. Among these attributes, the ethical attribute has had a remarkable development and is now one of the most important attributes within the consumer buying process (Annunziata, Ianuario, & Pascale, 2011). As explained earlier, second-hand shopping and ethical shopping are associated with each other. Shopping reused products will have an positive impact on the environment as new production often contribute to negative social or ecological effects (Thomas, 2011 : Graafland, 2003). In this study, shopping second-hand products is defined as an ethical action.

There have been earlier studies and research done on ethical shopping and what it is that drives consumers to shop ethical; Freestone and McGoldrick (2008), Paulsson and Eriksson (2017), Ferraro et al. (2016) and Forssén and Teng (2016). Freestone & McGoldrick (2008) based their study on the indications that many consumers were switching towards more environmentally and socially responsible products. Therefore, they aimed to find out the motivations of the ethical consumers’ purchasing decisions. Paulsson & Eriksson (2017) studied how the knowledge regarding the products’ impact on the environment, the working conditions and human rights affect the consumers’ willingness to pay for an ethical produced product. Ferraro et al. (2016) studied what motivates consumers to purchase second-
hand goods with focus on fashion as one of these motivations. Forssén & Teng (2016) studied the relation between second-hand clothes and social status. They focused on how social status is achieved by creating a unique personal style by wearing second-hand clothes and by being an ethical consumer. However, the literature review concerns different aspects of ethical shopping and fewer aspects of second-hand shopping. It also shows that information and research regarding what it is that truly drives and motivates consumers to shop second-hand products is needed.

The number of people shopping second-hand products has increased. One reason could that there is something that drives them to look for the greenest and most sustainable products to purchase. Another reason could be the increased awareness regarding ethical consumption. There is much evidence which suggests that a lot of consumers have a positive attitude towards sustainability. One of them is from Luchs, Phipps & Hill (2015) who made a study regarding sustainable consumption. Out of 252 participants, 180 of them were willing to purchase a product from a company with sustainable practices. This shows that more than the majority of the participants were interested in sustainability. Considering these facts, the discussion in this chapter, and especially the previous research done by Paulsson & Eriksson (2017), Ferraro et al. (2016), Forssén & Teng (2016) and Luchs, Phipps & Hill (2015) within this field, one can see that research about why consumers shop second-hand products is needed. The research gap and the lack of empirical research regarding second-hand shopping and the consumers’ motives to shop second-hand products, has led to the following purpose and research question.

1.2 Purpose
Aim of this thesis is to explore what drives and motivates consumers to shop second-hand products.

1.3 Research question
What drives and motivates consumers to purchase second-hand products?
1.4 Outline

This thesis consists of 5 chapters. The first chapter presents the background, problematization, purpose and research question. The second chapter present the theoretical framework consisting of previous theories and literature. The third chapter presents the method used for this thesis. This includes the research design, approach and strategy as well as the choice of empirical method, which is interviews and a focus group. The fourth chapter consists of the analysis. The fifth chapter presents the conclusion, discussion and future research.
2. Theoretical framework

In this chapter, the theoretical framework consisting of previous theories and literature will be presented. Firstly, we will address consumer behavior and ethical consumer behavior. Secondly, the effect of voluntary simplicity and lifestyle will be presented. Thirdly, the power of the self-concept will be explained. Fourthly, different motivations for second-hand shopping will be presented. Fifth, motivations for second-hand shopping in the social environment will be explained. Finally, a theoretical model will be presented.

2.1 Consumer behavior

Consumer behavior can be defined as the activities people are involved in when obtaining, consuming and disposing products and services. Consumer behavior consists of certain actions, thoughts, experiences and decisions that will satisfy the consumer’s needs and wants. It is based on people’s ideas or expectations of satisfying their needs and wants (Cohen, Prayag, & Moital, 2014). Wu and Chan (2011) explain that consumer behavior is consumers seeking, purchasing, using and evaluating products or services and ideas matching their expectations. Consumer behavior explains why individuals act in the way they do and therefore provides what internal and external factors that make customers act in the way they do (Patch, 2006).

Ethical consumerism has existed for centuries, but it is during the last three decades that it has received much attention both among consumers and in the academia (Yeow, Dean, & Tucker, 2013). Ethical choices are increasing in the minds of consumers, and the understanding of this has become an important research area (Szmigin et al., 2009). One reason for it is because consumption is a large part of our lives and by understanding our consumer behavior we can tell a lot about ourselves as human beings (Papaoikonomou et al., 2011). Consumers’ attitudes and beliefs of ethical consumerism has become significant for businesses and organizations (Yeow, Dean, & Tucker, 2013). Consumers will not only buy and use environmentally friendly products, but also engage in recycling and pro-environmental political actions (Papaoikonomou et al., 2011). One way to describe ethical consumerism is
the way consumers can express their ethical concerns towards products and organizations by carefully choosing which product to buy. Ethical consumerism can be achieved by excluding a product that does not meet the consumer’s ethical standards (Cho & Krasser, 2011). Consumers’ consumption behavior can be influenced by ethics (Hamelin, Harcar, & Benhari, 2013), in the sense that each purchase will have ethical, resource, waste and community impacts (Young, Hwang, McDonald, & Oates, 2010).

2.2 Ethical consumer behavior

Ethical consumer behavior can be explained as consumers basing their shopping decisions on social and environmental considerations as animal, social and environmental welfare (Low & Davenport, 2007). Consumers adopt ethical practices over time to decrease their consumption levels. They decrease impulse and libertine purchases, choose second-hand products, and prefer greener transport (Szmigin, Carrigan, & McEachern, 2009: Papaoikonomou, Ryan, & Valverde, 2011). Papaoikonomou et al. (2011) summarizes previous studies which aimed to identify the drivers of ethical consumer behavior. A common finding was that ethical consumers do not always strive for social change but sometimes try to be authentic and real with their ethical self. Regarding the identity structure, findings show that ethical consumer practices serve as a way to construct an ethical self and to distinguish them from other consumers. One way for ethical consumers to do so is to carry visible objects like green bags (Papaoikonomou et al., 2011). Another way for consumers to due to moral or ethical reasons, to avoid the mainstream market, is by buying second-hand products, involve in recycling or fighting against waste (Ferraro et al., 2016). Therefore, by choosing second-hand shopping, consumers can express sustainable consumption practices which will distinguish them from other consumers (Carrigan, Moraes, & McEachern, 2013). Cherrier (2007) argues that ethical consumers run a social movement to consolidate different persons in a society through similar norms, personal meanings, values and interests. Caruana & Crane (2008) discuss consumer responsibility of the social, ethical and environmental impacts of consumption decisions. They state that studies of consumers’ responsibility have shown that consumers may take their responsibility by choosing
socially beneficial products. Consumers may use their ‘purchase votes’ to show preference for positive social outcomes. Luchs et al. (2015) made a study to help situate consumer responsibility. Their results suggest that if consumers have a broad attitude towards sustainability and feel responsibility for sustainable consumption, then this attitude will have a positive interactive effect on their behavior. In other words, when a consumer has this attitude and feeling then sustainable consumption behavior is most likely to occur. Roux and Korchia (2006) also mentions that a way for consumers to develop and express a socially conscious self is to involve in second-hand shopping in order to fight against a society that promotes waste.

Yan, Bae and Wu (2015) state that second-hand markets will reduce a consumer’s demand for new goods if there is a supply of used products that are still valuable. Therefore, second-hand markets will have meaningful environmental implications. Indeed, a study from Farrant, Olsen and Wangel (2010) with data from 200 consumers in Scandinavia showed that the reuse of clothes will contribute to the reduction of clothing’s impact on the environment. It was assumed that out of one hundred collected products, sixty would be reused, thirty would be recycled in another way and ten would be disposed of. Therefore, consumers’ purchase choices can be influenced by their attitude towards the environment (Farrant et al., 2010). Szmigin et al. (2009) discuss how there is a strong correlation between the self-concept and ethical consumption, as ethical consumption involves various choice decisions. For the customer, these choice decisions mean that they must decide what to prioritize. When shopping, it may be to trade off quality and price with social or environmental concerns as how far the product travelled or under what condition it was produced. This process will most likely create dissonance. Dissonance occurs when an individual experiences a situation which creates inconsistency between the self-concept and behavior. For the customer to deal with dissonance, flexibility in rationalization and self-justification is important.
2.3 Voluntary simplicity and Lifestyle

Jensen (2009) explains that a lifestyle is our everyday activities and routines. To proceed with a lifestyle an individual needs beliefs, desires and intentions. A belief is what an individual knows about things based on their perception, a desire is what an individual wish or want, and an intention is what an individual mean to do based on their goal. Therefore, the way an individual perceives the world will determine his or her beliefs about the nature, which in turn will determine how he or she acts within it.

A psychographic approach can be used when studying lifestyles. The approach is concerned with people’s values and approaches to life, with the purpose of relating those lifestyles to the consumers’ purchase behavior (Fraj & Martinez, 2006). Crane & Matten (2010) state that personal values are influential in the type of decisions we make. It is especially true of ethical decisions since values are key repositories of what we believe is good/bad and right/wrong. The psychographic approach is also concerned with attitudes and lifestyles. For example, a person with a ‘green’ set of values will likely have a matching lifestyle, which means that the person would rather choose transportation in form of a bike rather than a car. Therefore, in decision-making, a powerful source could be ethical values (Fraj & Martinez, 2006). Further, Fraj and Martinez (2006) explain that consumers who behave in favor of the environment, emphasize ecological products or recycling and help the environment through various activities, are characterized with a self-fulfillment feeling. They strive for improving themselves and to live an ecological lifestyle. This ecological lifestyle implies taking care of the environment, selecting products that are environmentally friendly and recycling products.

Cherrier (2007) brings up the phenomenon voluntary simplicity, which is a life choice where people chose to live a simple life. People usually work less, want less, spend and consume less and, in the process, become happier. Cherrier (2007) continues by explaining that this choice of living implies a change in the consumption lifestyle towards a more harmonious life with more purpose. Therefore, voluntary simplicity means that people will reduce their consumption and their working hours,
and as a result live a simpler life (Cherrier, 2007). Papaoikonomou et al. (2011) also discuss that a voluntary simplifier can reduce his/her consumption by cutting down on impulse purchases, prefer second-hand products and avoid using private transportation. Voluntary simplicity, frugal consumer behavior and sustainable consumption are thought of as proactive lifestyle choices. Individuals make these choices to achieve a longer-term goal by avoiding possessing or acquiring goods (Pepper, Jackson & Uzzell, 2009).

2.4 Self-concept

A simple way to gain information about a person’s personality is to ask that person what kind of person he/she is (Back, Schmukle, & Egloff, 2009). Wu and Chan (2011) discuss that self-concept is the belief which concerns how people evaluate their own characteristics. Therefore, self-concept can be described as a person’s ideas and feelings about him/herself. Further, Wu and Chan (2011) explain how in consumer behavior, the self-concept is of importance because it will influence a person’s attitude, purchase process and post-purchase behavior. Mittal (2015) agrees by stating that consumers do not purchase products only because of their function they fill, but also for their values as tools of identity expression. When consumers choose products, they try to match the attributes of products with their own self-concept. Consumers are constantly expressing their self-concepts in their everyday life and they use consumption as a prop for it (Mittal, 2015). Both Wu and Chan (2011) and Mittal (2015) discuss the influence of the self-concept on consumer behavior, which links to Blythe’s theory about self-concept. Blythe (2008) argues that people will buy products which match their self-concept, which influences their consumer behavior. Blythe continues to explain that the self-concept consists of five different components. Real self, is the objective self or as others see us. Self-image, is the subjective self, as we see ourselves. This component can differ through time because of feedback from others. Ideal self, is how we wish we were. This component triggers excessive spending as an attempt to fill the gap between self-image and ideal self. Looking-glass self, is the way we think other people see us. Possible selves, is the selves we may become or the selves that we wish we could become (Blythe, 2008).
The self develops through the process of social experience and consumers strive for positive reactions from others. Therefore, feedback and reactions from other people will have an impact on the growth of the self (Hollenbeck & Kaikati, 2012). Through traditional communications among customers, one opinion may reach some people, while with social media, one opinion may reach hundreds or thousands of people at one time (Mas-Tur, Tur-Porcar, & Llorca, 2016). Social marketing can offer customer value by making the customers feel as if they are doing something positive by helping those in need and helping their society becoming a better place (Fry, 2014). Murillo, Kang & Yoon (2016) show that one effective tool for non-profit organizations to market their activities, inform consumers about their work and encourage pro-social behavior is the internet. Galvez-Rodriguéz, Caba-Pérez & López-Godoy (2016) explain that online communication is a way for non-profit organizations to carry out their social actions such as community building, advocacy work and development. Additionally, through the internet, it is nowadays also easier to obtain information from consumers in form of their opinions and thoughts (Murillo, Kang, & Yoon, 2016).

2.5 Motivations for second-hand consumption

Traditionally, consumers with limited financial resources were involved in second-hand consumption. Through time, second-hand consumption has instead become a matter of choice for consumers and not only an economic matter (Yan et al., 2015). Ferraro et al. (2016) discuss the similarities between consumption and second-hand consumption. Consumption can demonstrate social, cultural and personal meanings, while second-hand consumption also is a way to express identity, meaning and experience. Based on this, they explored three categories of motivations for the shopping of second-hand products in their study. 1) Economic motivations derive from price sensitivity and price consciousness which can be shown in searching for a fair price and bargain hunting (Guiot & Roux, 2010). This is because people make decisions in their day-to-day living regarding the allocation of their assets (Ferraro et al., 2016). Economic constraints have been shown to be an important factor in the decision of second-hand purchases (Roux & Korchia, 2006). Second-hand shopping
can enable the consumer to satisfy their primary needs without spending too much money (Ferraro et al., 2016). Second-hand products are found at cheaper prices than new products and therefore, for consumers who have low incomes, second-hand consumption is a way to lighten the burden of poverty (Hamilton, 2009). 2) Recreational motivations involve the need for excitement, nostalgic pleasure and authenticity during the treasure hunting of second-hand products. These shoppers are collectors and are thrilled by the hunt of finding the unexpected among the products. Moreover, they hope to find products that will become meaningful to them and function as a marker of identity (Ferrero et al., 2016). These motivations are supported by the characteristics that differ second-hand stores from regular ones, i.e. the price, atmosphere and products (Guiot & Roux, 2010). 3) Fashion motivations are concerned with the need for authenticity and originality, these persons are trying to create a unique fashion style by following fashion trends since second-hand has become a desirable fashion (Beard, 2008; Ferraro et al., 2016). In the fashion world, second-hand products are appearing more frequently and are labeled as vintage, which are older goods in good condition (Cervellon, Carey, & Harms, 2012). Yan et al. (2015) state that second-hand stores give consumers a chance to find retro and vintage items that are no longer being produced. Consumers of vintage items are being motivated by creating a unique vintage style. Further, Yan et al. (2015) discuss that there are also consumers who are not only motivated by fashion and vintage, but also by friendly fashion which includes concerns for the environment.

2.6 Motivations for consumption in the social environment

Customers’ purchase decisions may be motivated or influenced by factors in their social environment. Two powerful factors are reference groups and word-of-mouth (WOM).

2.6.1 Reference groups

People are social beings who live in a social environment. People compare themselves to others, they strive for acceptance of others, belonging and prestige. Therefore, consumers are influenced by their social environment (Hammerl, Doner, Foscht & Brandstötter, 2016). Consumption does not only fulfill individualistic
needs, but also the social needs which are related to belongingness and social identity (Mittal, 2015). Hammerl et al. (2016) state that in the past decades, there have been several studies done which showed that reference groups have an impact on people’s actions and decision-making, especially in consumer behavior. Mittal (2013) and Palley (2010) argue that the individuals who a consumer has social contact with, will be more likely to influence that consumer’s consumption pattern than the group of people that the consumer only has casual contact with. Mittal (2013) and Krekula (2016) distinguish between two types of reference groups: normative reference groups and comparative reference groups. A normative reference group is a group which individuals will try to gain and maintain acceptance from. The acceptance is accomplished by adopting that groups perceptions, opinions and norms because it is the group that sets standards for individuals. A comparative reference group is a group which individuals get their point of reference from when they make evaluations and comparisons of themselves and of other individuals (Mittal, 2013; Krekula, 2016).

White and Dahl (2006) state that most previous research regarding reference groups focused on positive reference group. Therefore, in their study, White and Dahl (2006) explored the effects dissociative reference groups have on consumer preferences. A dissociative reference group is a negative group which individuals do not want to be associated or identified with. White and Dahl (2006) also identify two additional reference groups, which are both positive: membership reference group and aspirational reference group. The membership reference group refers to a group which the individual currently belongs to. This group can be a family or a peer group. The aspirational reference group is a group which the individual identifies and feels attracted to, but also a group that the individual wishes to be a member of, such as celebrities (White & Dahl, 2006).

2.6.2 Word of mouth
Groeger and Buttle (2014) state that for many years, WOM has been influencing people’s minds, feelings and what they choose to do. WOM is an informal mode of communication between consumers (Lim & Chung, 2014) and much research has
been done on organic WOM, which is WOM that occurs naturally and not something that is obviously aroused by marketers as a strategic move (Groeger & Buttle, 2014). Consumers seek information from other consumers to ensure themselves that they are making more informed decisions. This a common way for consumers to shape their attitudes and behaviors (Lim & Chung, 2014). Therefore, WOM can have a significant impact on other people’s thoughts, views and their decisions when buying a product. It is suggested that WOM can market products and services for a long time (Ahmad, Vveinhardt, & Raheem Ahmed, 2014). Martin and Lueg (2013) studied the factors which influence the efficiency of WOM. They showed that characteristics as trustworthiness, experience and evidence of the one who spoke about a product were significant. While the characteristics as self-perceived knowledge and purchase involvement of the one who listened to the recommendations, were significant characteristics that played a role in the actualization of the purchase. Conclusively, they showed that the linkage between the use of WOM and the attitude towards the recommended product were strongly correlated (Martin & Lueg, 2013).

Electronic WOM (eWOM) has, in line with the emerge of several social media channels, become a reliable source of gathering information for consumers when they are making purchasing decisions (Baek, Schmukle, & Egloff, 2009). While traditional WOM is communication between two individuals regarding a product, a brand, an organization or a service, eWOM is defined as “any positive or negative statement made by potential, actual, and former customers about a product or a company via the Internet” (Baek, et al., 2009, p. 14). According to Ring, Tkaczynski and Dolnicar (2016), eWOM is more advanced than traditional WOM in numerous ways: (1) through eWOM, the communication line is extended to many-to-many, many-to-one or one-to-many, (2) eWOM gives consumers extended WOM, both positive and negative, since eWOM is available globally, (3) eWOM allows strangers to share information with each other, while traditional WOM concerns shared information between friends and families, (4) eWOM can be shared through various channels and (5) eWOM can be collected and preserved compared to traditional WOM.
2.7 Theoretical model

The aim of this study is to explore what it is that drives and motivates consumers to purchase second-hand products. For us to do so, we have developed a theoretical model which is based on the previous literature in chapter 2 about consumer behavior and second-hand shopping. As displayed in figure 1, the model starts with various factors in consumer behavior which affects shopping in general. The model then continues with three suggested motivations for second-hand shopping only.

Figure 1. A theoretical model for the drivers and motivations of a second-hand consumer

The model starts with consumer behavior which may be influenced by ethical consumer behavior, voluntary simplicity and lifestyle, self-concept and social environment. Ethical consumer behavior will make individuals base their purchase decisions on their social and environmental considerations. Therefore, these considerations will have an impact on what product the consumers choose to purchase. Voluntary simplicity is when a consumer tries to live a simple life by wanting less and spending less. A lifestyle is said to be an individual’s everyday activities and routines which are based on his or her beliefs, desires and intentions. The self-concept is an individual’s ideas and feelings about him- or herself. The self-concept will influence an individual’s purchase process because individuals match
their purchases with thoughts of who they are or who they wish to become. In an individual’s social environment, there are different factors whereby reference groups and word of mouth are powerful. A reference group is a group which an individual try to gain acceptance from, or it can be a group which an individual get his or her point of reference from. Word of mouth is an informal mode of communication between consumers about a product and will shape an individual’s attitudes and behavior. Therefore, the social environment will influence an individual’s consumer behavior.

These factors in consumer behavior, mentioned above, may affect how a consumer shops in general. Therefore, we have chosen to bring up three motivations for second-hand shopping only. We have chosen to name them “motivations for second-hand consumption” in the theoretical framework, but in our theoretical model they are specified. These can be recreational, fashion or economic motivations. Recreational motivations drive consumers who need authenticity and are thrilled by the hunt of finding the unexpected among the products at the second-hand stores. Fashion motivations refers to those consumers who try to create a unique fashion style with retro or vintage clothes. Economic motivations drive consumers who search for fair prices and bargain hunting which they are likely to find at second-hand stores.

In conclusion, there is a possibility for all or some factors in consumer behavior to be drivers and motivations for second-hand shopping. They may be combined or not combined with the recreational, fashion and economic motivations for second-hand shopping. Which of these factors does it take for a consumer to reach the blue circle in the model and become a second-hand shopper is about to be found.
3. Method

In this section, the research strategy, approach and design will be presented. Furthermore, the choice of method and interview and focus group as data collective method will be explained. Also, how we executed the focus group will be explained. Lastly, data analysis and limitations will be discussed.

3.1 Research approach, strategy and design

In this study, we did not want our own values and opinions to interfere with the result. Therefore, we had an objective approach when gathering our information. As Rosenqvist and Andrén (2006) explained, by not being objective one’s personal values and opinions can influence the result, and that is what we wanted to avoid.

This study used a qualitative research strategy. A qualitative research strategy is where the researcher put more emphasis on the words gathered from interviews, rather than focusing on quantification of information (Bryman & Bell, 2015). We wanted to increase our understanding of the drivers and motivations for second-hand shopping, and why consumers chose to purchase second-hand products.

The research design for this study was a cross-sectional design. Bryman and Bell (2015) explains that a cross-sectional design is where the researcher uses variation when collecting data. This variation can for example be within people, organizations or states. The variation in this study was within people, as we interviewed both volunteers and employees at second-hand stores and customers. Also, the data was collected at a single point in time (Bryman & Bell, 2015). The interviews with the volunteers, employees and the focus group which consisted of customers was done at a single point in time. None of the interviews nor the focus group was split up and done at two different occasions.

3.2 Choice of method

Bryman and Bell (2015) explains the difference between a quantitative and a qualitative research. They state that a quantitative approach is about measurements
as opposed to a qualitative approach which is more about creating an understanding about a phenomenon. This difference is important to understand for researchers in order to choose the right research approach which will fulfill the purpose and answer the research questions in the best way possible.

Since we wanted to create an understanding about what it is that drives and motivates consumers to purchase second-hand products, a qualitative research strategy is optimal for our study. A qualitative method has developed as a contrast to a quantitative method and is an overall concept to, for example interviews and observations (Ahne & Svensson, 2016). Ahne and Svensson (2016) continue to explain that qualitative data is not something that is measured. It is rather about establishing an understanding that it exists, how it works and in which situations it occurs.

Another argument for using a qualitative research strategy was that we wanted to be involved with the people we interviewed, since this helped us to genuinely understand how the interviewees view the world (Bryman & Bell, 2015). Bryman and Bell (2015) also state that a qualitative research strategy is more concerned with the small-scale aspect of the interviewees, an example is the interaction between people. This interaction was gathered through our focus group.

The reason for not choosing a quantitative study was that we wanted to focus on the values, perceptions and thoughts of the customers that purchase second-hand products, rather than finding a relation between two variables. Bryman and Bell (2015) clarifies that quantitative research strategy is useful when gathering sampling and analyzing greater data sets, therefore a quantitative research strategy would not be in our favor.

**3.3 Interview as data collection method**

Bryman and Bell (2015) characterizes a qualitative interview as being about the respondent’s point of view of things. Further, Bryman and Bell (2015) explain that in a qualitative interview the interviewer can differ from the interview guide or
schedule he/she might have. The interviewer can ask questions to follow up from the respondent’s answer. Also, the interviewer can both change the order and the phrasing of the questions throughout the interview. This indicates that the interview is a semi-structured interview.

3.3.1 Sampling selection

In our study, we did interviews which were executed with a total of four volunteers and four employees from five different physical second-hand stores operated by non-profit organizations: ERIKS Development Partner, IM - The Swedish Development Partner and Humana in Lund, Lions in Sölvesborg, Red Cross in Hässleholm. Anna is an employee at ERIKS Development Partner in Lund, Anders and Astrid are volunteers at Lions in Sölvesborg, Alice is an employee at Humana in Lund, Alva and Annie are volunteers at IM - The Swedish Development Partner in Lund and Andrea and Ally are two employees at Red Cross in Hässleholm.

The reason for interviewing volunteers and employees in different stores and in various large cities was to get a broader range of perspectives. These volunteers and employees meet many and various customers and therefore they had a perception of the ethical consumer's buying behavior and how they see their customers. It was possible that the volunteers and employees also purchase second-hand products themselves, which in addition brought their own perspective as a consumer as well. The volunteers’ and employees’ perspective were therefore gathered through interviews.

When selecting which second-hand stores we would contact and ask for an interview, we did not have any preferences concerning which organization that operated the store. Our focus was primarily on contacting stores from various large cities, and that the organizations which operated the store were non-profit organizations where the profit goes to charity in different ways.
3.3.2 Interview guide

Arriving to each interview, we had a question sheet, an interview guide. This sheet consisted of the subjects and/or issues we wanted to discuss, which were based on our theoretical framework. We also wanted to be able to add follow up questions when we wanted the respondents to develop or explain their answer further. This indicates that we did semi structured interviews. Alvehus (2013) explains that a semi structured interview is when the respondent can influence the interview and when the interviewer must actively listen and work with follow up questions. Before the actual interview started, we told the respondents that the interview would be recorded for later transcribe and that their names would be anonymous.

The questions asked to the volunteers and employees were based on our theory and previous literature. We started by writing down different topics that we wanted to ask questions about. Later, we looked at our theory and made questions based on these topics we had identified. There were some questions where we already had follow-up questions to, based on whether the first answer would be “yes” or “no”. When the questions were finalized, we read them through and changed the phrasing in some of the questions to avoid confusion and misconceptions.

3.3.3 Interview practice

Before we started each interview, we sat down at a table and presented ourselves and our study. Further, we explained that we would have five interviews and one focus group. Three of the interviews, with Lions, Red Cross and IM - The Swedish Development Partner, were done with two volunteers or employees at the same time. Also, the interview with IM - The Swedish Development Partner was executed at the home of one of the volunteers, while the other interviews were executed at the different physical second-hand stores. For us, neither the age, gender nor if the respondents were volunteers or employees was not of big importance. The transcribed material from all the interviews was a total of 86 pages, and each interview last for 55 minutes to 1 hour and 22 minutes.
3.4 Focus group as data collective method

To gather information from the customers’ perspective, and their thoughts, believes and values, we used a focus group. We collected our primary data through the use of a focus group and the interviews with volunteers and employees (Alvehus, 2013). The use of a focus group was in our favor since we wanted to analyze the social interaction between the respondents. Also, the focus group gave us an understanding of how the attitudes towards second-hand can be developed and changed through the social interaction (Alvehus, 2013).

3.4.1 Sampling selection

The focus group consisted of five students from Lund University, four females and one male. The students were between 18-23 years old and studied environmental engineering together. Before the discussion took place, the participants were informed that the discussion would be recorded for later transcribe. The reason for choosing these five students from Lund was because there are several second-hand stores in Lund. Also, these participants are all studying environmental engineering and are therefore familiar with questions concerning the environment and they are all regularly purchasing second-hand products from various second-hand stores.

These five participants were chosen with a snowball sampling. Snowball sampling is when the interviewer use people already interviewed or people they know to find additional people to interview (Alvehus, 2013). Bryman and Bell (2015) clarify that snowball sampling is a form of convenience sample. Bryman and Bell (2015) continue to clarify that snowball sampling is convenient in the sense that the researcher get in contact with the “right” and suitable people to interview based on who he/she knows, that will in turn suggest suitable people they know.

A focus group is a group of usually 6-12 people, that meet for 1-3 hours to discuss a certain subject or a certain issue. The group is led by a moderator that will make sure that the interaction has a good flow and that the group sticks to the questions which are supposed to be discussed (Alvehus, 2013). For our study, we wanted to explore and create an understanding of the drivers and motivations that makes consumers
want to buy second-hand products, therefore a focus group was in our favor. The focus group did not only give us an insight in the attributes towards second-hand products, but also how these attributes come together and develop under the social interaction between the participants. Further, the focus group gave us a possibility to some extend understand the process of how the attributes and opinions, towards second-hand products, are formed by the social context (Alvehus, 2013).

3.4.2 Interview guide

Our questions asked to the customers were, as well as the questions to the volunteers and employees, based on the theory gathered from previous literature as a way for us to be able to analyze the answers and come up with conclusions. Also here, we did a semi-structured interview where we in some cases changed the phrasing or the order of the questions, as well as asked follow-up questions (Alvehus, 2013).

Here, we focused on for example the self-concept, how the customers feel when they buy second-hand and why they buy second-hand. We wanted to ask questions so that we could, to some extent, understand what it is that drives and motivates second-hand shopping. Similar to the interview guide we had with the volunteers and employees we already had some follow-up questions depending on whether the answer would be “yes” or “no”. We finalized the questions by reading them through and in some questions changed the phrasing to avoid confusion and misconceptions.

3.4.3 Focus group practice

The meeting with the focus group was performed on the 5th of May 2017. To make it easier and more comfortable for the respondents, the discussion was held at a conference room at their university: Lund University. Wibeck (2000) state that it is important to have a safe environment where the focus group is held, therefore having the focus group at their university was a good choice. In the conference room, we sat around a square table to make it easy for everyone to see each other. There were only five chairs in the room and we could not bring any more chairs. Since we wanted the students to feel comfortable we started by sitting on our knees to get in the same height as the respondents, to get the feeling that we were also sitting on a chair. The
respondents were easy going and relaxed so after 30-40 minutes we felt that standing up would not affect the discussion nor the answer gathered. Before the discussion started, we reminded the participants that the discussion would be recorded and that their names would be anonymous.

The discussion was held based on our interview guide. Before we started the discussion, we introduced ourselves and our study. We told them that we had interviewed volunteers and employees at different second-hand stores before and that one last interview would be held after. To save time on the participants introducing themselves, the participants instead filled out a paper with questions about their name, age, what they studied, where they usually buy second-hand and how often they buy second-hand. The moderator started off by explaining the structure of the discussion, and that it would be good if one person spoke at one time. Later, the moderator asked the first question and let the participants answer and discuss before asking the next one or a follow up question, and so on.

During the discussion, one of us acted as the moderator while the other acted as the secretary. The moderator made sure that the discussion was in line with the desired topics, that the respondents were comfortable and that all participants were involved in the discussion. Since we did not film the discussion, we only recorded, the secretary wrote down the name of the participants in the order they were speaking, so it would be easier when transcribing the discussion. Before the discussion started, the participants wrote their names on a paper and placed them in front of them to make it easier for the secretary.

### 3.5 Data analysis

To be able to analyze and work with the information gathered from the interviews and the focus group, we transcribed everything that was said (Ahrne & Svensson, 2016). There are advantages with recording and transcribing the interviews. These interviews are, to mention a few, that the examination of what was said can be done more thorough and it opens up the data collected for other researchers to evaluate it (Bryman & Bell, 2015). Even though Bryman and Bell (2015) bring up these
advantages, they also point out that the procedure with transcribing is time-consuming and that it requires good equipment when recording.

After each interview and the focus group, we sat down and transcribed the recorded material. We did the transcription right away because then our impressions were “fresh” in our mind (Ahrne & Svensson, 2015). To be sure that we did not miss any important data and that all material was written down correctly, we both listened to the interviews and the focus group again.

Important information to point out is that the interviews with the volunteers, employees and the customers were conducted in Swedish, for convenience sake. Therefore, the transcript material is in Swedish. Consequently, when citing from the interviews the original meaning might get lost in translation (Harrison, 2014).

3.6 Limitations

One limitation of this study is that the focus group only consists of five students from Lund University. They are all the same age, share the same education and might have similar interest and values. This will be a limitation since we will only gather information and perspectives from one group of people: students. Gathering information from various groups of people, for example parents, youths, elderly, might have given a wider range of perspectives and a different result and conclusion. Another limitation is the language. All interviews will be performed in Swedish, while the analysis will be made in English. The translation may imply some negative results as some citations may lose their original meaning.
4. Analysis

The aim of this thesis was to explore what drives and motivates consumers to shop second-hand products. In this chapter, the empirical findings and analysis of both the focus group and the interviews will be presented. The participants from the interviews and in the focus group will be given new names in this analysis to maintain their identities anonymous. The participants from the interviews will be given names which start with an A. The participants from the focus group will be given names which start with a B. Further, all participants’ quotes in this analysis will be slightly edited to suit the English language better and to increase the readability.

The structure of this analysis is based on the theoretical framework in chapter 2 as it will ease the understanding of this analysis. The theoretical framework is divided into different sections and this analysis follows that order as is analyses these sections as drivers and motivations for second-hand shopping. The first section, 4.1, is about ethical consumer behavior with focus on consumer responsibility and dissonance as drivers. The second section, 4.2, analyses voluntary simplicity and lifestyle. Furthermore, the third section, 4.3, regards one’s self-concept as consumers match it with what they buy. Continuing, the fourth section, 4.4, brings up three different motivations for consumers to shop second-hand. The fifth section, 4.5, regards the social environment and the impact other people in different contexts can have on people and their purchase decisions. Finally, the analysis ends with a summary.

4.1 Ethical consumer behavior

Ethical consumer behavior can be performed in various ways, where one of these ways is to prioritize second-hand stores over regular stores. When we collected our data, we focused on the concepts consumer responsibility and dissonance, because these concepts are based on customers’ ethical values and may be drivers or motivations for second-hand shopping. Consumer responsibility is when customers feel responsibility for social and environmental welfare and demonstrate it in their consumption (Caruana & Crane, 2008). Individuals may experience dissonance when
their behavior cannot match their inner values and beliefs. This is common in ethical consumer behavior (Szmigin et al., 2009).

### 4.1.1 Consumer responsibility

The employees and the volunteers were asked how they have experienced the customers’ attitudes towards second-hand shopping. Their answers were similar and they all agreed that numerous customers had expressed positive feelings towards the second-hand stores. Andrea, an employee at Red Cross, explained that when she interacts with the customers, they frequently mention that it feels good to shop with good conscience. Often, the customers further explain that it feels good that things are being reused because there are so much products that go to waste. Ally, another employee at Red Cross, agreed to what Andrea said and added that many customers are more involved in second-hand shopping now and want to do something to not destroy our planet even more. Anna, an employee at ERIKS Development Partner, also suggested that she has seen an increase in customers taking their responsibility for social and environmental welfare by donating products to the second-hand store instead of shopping at the second-hand store:

“No, I am not using this product anymore” and then one actually makes the effort to come here and donate it. Put it in a bag and come here by bike. Instead of “Oh, it is just a t-shirt, I will throw it away”. This kind of awareness has increased greatly. – Anna, ERIKS Development Partner

The employees and volunteers from all stores agreed that they had seen a growth of customers taking responsibility for what and where they buy their products. They discussed how the awareness of social and environmental welfare have increased among people and that this could be a reason for them to increase their shopping at second-hand stores. People purchased, visited and donated more often to the second-hand stores compared to before. Annie, a volunteer at IM - The Swedish Development Partner, explained that we talk a lot about sustainability today and she suggested that:
It has become interesting to shop (second-hand), but that is because people talk a lot about sustainability today. Therefore, second-hand is interesting because one reuses stuff again. – Annie, IM - The Swedish Development Partner

The employees’ and volunteers’ discussion and thoughts of responsibility among customers for social and environmental welfare, can be linked to what Szmigin et al. (2009) discussed about how ethical choices are increasing in the minds of customers. The reason can be because shopping is a large part of our lives and it can tell a lot about us as human beings. Since people feel a certain responsibility for social and environmental welfare, second-hand stores and the reuse of products is a good alternative to newly produced products. Even Ferraro et al. (2016) stated that consumers who are driven by avoiding the mainstream market in order to not support a society that consumes a lot, will choose to shop second-hand products.

When we asked the participants in the focus group if they felt a responsibility as customers for social and environmental welfare, they all stated that they do. They all argued that they took this responsibility when they shop second-hand by not supporting companies or shops that sell new produced products which could harm the social and environmental welfare. Bea, customer, 20 years old, continued the discussion about consumer responsibility by stating that people need to use their belongings as long as possible. She explained that customers do not only have a responsibility for what they purchase, but also for how much they purchase:

It does not matter if you continue to buy one pair of jeans each month, even if they are ecological, because what you need to do is to stop buying that many jeans. – Bea, 20

Another of the participants in the focus group, Benjamin, 20 years old, stated that he only buys new shoes when his old ones are worn out. Beside shopping second-hand products, this is also a way for him to take responsibility by minimizing his consumption of newly produced products. Caruana and Crane (2008) discuss customer responsibility. They state that customers can show preference for positive
social outcomes when they shop by using their ‘purchase votes’. This can be linked to what all of the participants in the focus group said. They suggested that customers have an indirect impact on what companies produce through what they choose to purchase which can be linked to the ‘purchase vote’. By not buying newly produced products from companies which may harm social and environmental welfare, it can be suggested that the participants are using their ‘purchase votes’ by shopping second-hand instead. The participants’ strive to minimize their consumption of newly produced products, can be linked to the discussion by Ferraro et al. (2016) where customers buy second-hand products in order to avoid the mainstream market. They they this in order to fight a society that promotes waste (Roux & Korchia, 2006).

The employees and volunteers from all stores, had a unified picture of the increase of more ethically aware customers. The customers were positive towards the second-hand stores and that products were given a second chance instead of just going to waste. Some people did not buy the second-hand products, but instead they showed responsibility by donating products. All participants in the focus group agreed that they, as customers, had a responsibility for environmental and social welfare. They did this either by using their ‘purchase vote’ or by thinking about how much they consume. One may suggest that these customers have a broad attitude towards sustainability and therefore, just as Luchs et al. (2015) state, sustainable consumption behavior occurs. They may express this in shopping at second-hand stores because they feel a responsibility towards being and acting sustainably and in favor of the environment.

4.1.2 Dissonance

As mentioned in the theoretical framework, dissonance is a feeling which occurs when a consumer feels inconsistency between his/her values and his/her behavior. One example of this is when a consumer, who cares for social and environmental welfare, is shopping and needs to choose whether to trade off quality and price with social or environmental concerns. The consumer may choose to buy a product with poor quality but which benefited social or environmental welfare during the
production. For some customers, in order to avoid the feeling of dissonance, one solution could be to shop second-hand products. When shopping second-hand products, the consumers will not have to consider under what circumstances a product has been produced, as it is not newly produced. They will contribute to social welfare if they buy their second-hand products from stores that donate to charity. Finally, the consumers will not need to pay a lot for their products, since second-hand products are cheaper than newly produced products, and they will still support social welfare as the stores donate to charity.

To explore whether consumers shop second-hand products in order to avoid the feeling of dissonance, we asked the employees and the volunteers about why they thought that people choose to purchase second-hand products and not newly produced products as much. Alice, an employee at Humana, believed that many of their customers are aware of the harm the apparel industry creates on social and environmental welfare. In order to avoid the feeling of dissonance, needing to choose between quality, price and their concerns for social and environmental welfare, she believed second-hand products is a solution for many customers. Even for her, it was a reason to shop second-hand:

_The apparel industry is, I like it a lot, but there is also a lot about it which I do not like. It is terrible what is happening in factories and that is because we should have new and fresh clothes. People swim in chemicals, that is insane. Maybe one does not want to support that._ – Alice, Humana

Annie, a volunteer at IM - The Swedish Development Partner, also mentioned this problem and explained that customers may not feel as if they are spending money in the same way when they are shopping second-hand products as when they are shopping newly produced products. She suggested that it could be because the products are not newly produced and that it is sensible and sustainable to reuse clothes. Alva, another volunteer at IM - The Swedish Development Partner, continued by stating:
We cannot continue to waste our resources on the planet like this. It costs a lot to produce a new cotton dress. And why should we make a new one when we can re-use? Other groups of people show up (in the store) in this way, because earlier it was people who could not afford new clothes who purchased second-hand. – Alva, IM - The Swedish Development Partner

Alva thinks that the number of people who shop at second-hand stores has increased as the types of groups who shop there have expanded. She believes that one reason for this could be that people are more aware of the social or environmental welfare they support by shopping second-hand products and they put themselves in a position where they do not have to choose between the welfare and quality or price.

The participants in the focus group who are customers, were asked about their shopping of newly produced products and whether they care for under which circumstances the products were produced. Bella, 23 years old, argued that she thinks about it a lot, but that it is not always reflected in those things she purchases. She explained that when she purchases a few newly produced products such as underwear, she must prioritize:

*I think that there is so much boring stuff. If one is to buy panties then there are only ugly panties made of ecological cotton. If I purchase something newly produced then I will buy something that I actually want, but it feels really bad, because if there was something nicer then I would have purchased that (panties with ecological cotton that looks nice).* – Bella, 23

What Bella explained can be linked to dissonance. She chose good looking panties at the cost of social or environmental welfare. This made her feel bad, as there occurred an inconsistency between her concerns for social and environmental welfare and her behavior. This was a reason for why she only purchased newly produced products very few times, and focused on second-hand shopping instead. Bianca, customer, 19 years old, who agreed with Bella, explained that she has been thinking about her consumption of newly produced products a lot lately. She believed that one reason could be that she is studying environmental engineering at her university and
learns a lot about the environment. She also mentioned that she thinks about how her thoughts reflect her actions. She continued expressing her thoughts:

*Sometimes one can feel like, that one just wants to give up, because one wants to live and one also wants those really good-looking shoes, but at the same time one is like “Oh, but I do not really need them, but I want them”. – Bianca, 19*

Bianca’s thoughts reflects what she feels when she thinks of purchasing a newly produced product. Many times she feels a wish to buy newly produced as good-looking shoes, but she thinks twice before doing so as she knows that it may create a feeling of dissonance. Therefore, she chooses second-hand products more often.

Bonnie, 22 years old, agreed with Bella, 23 years old, and Bianca, 19 years old. Bonnie mentioned that she thinks about her consumption of newly produced products often, not every day, but especially when she spent a whole day out shopping. It makes her feel a bit bittersweet. She said that while shopping, she is buying things that she wants. Afterwards she is thinking that it was not necessary as she knows what harm it creates for the social and environmental welfare. In general, she would say that she has decreased her shopping compared to when she was younger. She is much more aware of unnecessary shopping of newly produced products today and therefore prefers second-hand shopping.

Further, all of the participants in the focus group explained that when they wanted to purchase a newly produced product which benefited the social or environmental welfare and matched their values for sustainability, it was often a matter of the price. This also created dissonance as they would need to pay more for their products in order to satisfy their concerns for social and environmental welfare. They also explained that when they purchased second-hand products, they did not experience dissonance. One of the participants in the focus group, Bea, 20, explained how she felt about the issue with the price for products which benefits the social and environmental environment, and dissonance:

*I think that it is fun to find those kinds of stores (stores which sell sustainably produced clothes) and to support them, but it is often my economic resources that*
put an end to it. One does not earn that much as a student and then one cannot afford to buy a dress for SEK 2000, just because it is produced in Sweden. But on the other side, it is a bit tough when one buys a normal dress, like it is produced, it should cost like SEK 2000, but it does not because those who produced it do not earn any money. One tries to think about this, but it is hard when one does not have the money for it. – Bea, 20

This discussion among the participants in the focus group can be linked to what Szmigin et al. (2009) discuss about dissonance. Szmigin et al. (2009) state that there is a strong correlation between ethical consumption and the self-concept because ethical consumption involves various decisions about their choices. These choice decisions mean that customers must decide what to prioritize when they are shopping. Customers may need to trade off quality and price with social or environmental concerns, as under what condition the product was produced. This situation becomes an inner conflict for the customers and creates dissonance. Dissonance occurs when an individual experiences a situation in which their behavior cannot match their inner values and beliefs (Szmigin et al., 2009). Dissonance, as Szmigin et al. 2009 describe it, can be shown in the thoughts of the focus group. All participants showed preference for products which benefits the social and environmental welfare, but at times it could be hard to only choose those products as they did not always look good or the prices were high. In order to not experience dissonance, where they have to choose between quality, price or their ethical concerns, the participants chose to purchase second-hand products. By purchasing second-hand clothes the participants did not support the production of new clothes, which matched their ethical values, and they could afford the clothes while still contributing to the social welfare.

Two volunteers, Alva and Annie at IM - The Swedish Development Partner, and one employee, Alice at Humana, discussed how today’s apparel industry may make the customers feel bad about buying newly produced goods. They suggested that a lot of people are aware under how bad conditions new clothes are being produced and that the re-use of clothes is better. Four participants in the focus group, Bella, 23, Bea, 20, Bianca, 19, Bonnie, 22, also discussed similar problems and how they
experienced dissonance. The dissonance depended on the lack of sustainably produced and good-looking clothes and the students’ limited economic resources (Szmigin et al., 2009). Therefore, second-hand shopping was preferable.

4.2 Voluntary simplicity and Lifestyle

This section analyses voluntary simplicity and lifestyle as motivations and drivers for second-hand shopping. An individual who involves in voluntary simplicity will live a simple life through the decrease of impulse purchases, he/she will want less and consume less (Cherrier, 2007). An individual’s lifestyle consists of his/her everyday routines and activities (Jensen, 2009). Therefore, customers who involve in shopping second-hand products may be driven by it as a way of living.

4.2.1 Voluntary simplicity

The employees and volunteers were asked about their customers’ shopping behavior regarding their impulse purchases and consumption patterns. These are characteristics of an individual who involves in voluntary simplicity where he/she will consume less, spend less and want less (Cherrier, 2007). Alice, an employee at Humana, pointed out that some of their customers have their own system. As soon as they purchase something new, they will donate something they already own because they do not want to make their closet any larger. Anders, a volunteer from Lions, stated that some customers are aware of what and how they purchase. He explained this by:

*Often, they bring a tape measure, if they are purchasing a table for example, to make sure that it fits, but they often change the look of it by painting it or so. They are often aware of what they want and what they are buying.* — Anders, Lions

Anders’ statement can be described by Yan et al. (2015). Yan et al. (2015) explain that second-hand markets will reduce a consumer’s demand for new goods if there is a supply of used products that are still valuable. Therefore, voluntary simplifiers will
choose second-hand products (Papaoikonomou et al., 2011). This can be seen in the way customers carefully choose what to buy and even plan to re-make some of the second-hand products. During the discussion with the focus group, Bella, customer, 23 years old, stated that she strives to minimize her consumption. She is thinking about the harm that the world suffers, which in some way gives her anxiety, and she feels bad when making certain decisions:

*Consumption triggers this with having new stuff and just wanting more and more, “I can have everything I want”, I have been thinking about changing it, even if I still think, or I am justifying myself because I am buying second-hand but that I still feel that I am reflecting a bit more about how I consume, because it may come to reflect on other products, like if I want something newly produced I have to think that I already have it.* – Bella, 23

All participants in the focus group strived to minimize their consumption, which can closely be linked to the phenomenon voluntary simplicity, where people chose to spend and consume less (Cherrier, 2007). Also, voluntary simplicity indicates that people cut down their impulse purchases (Papaoikonomou et al., 2011). The thought about reducing impulse purchases were discussed and exemplified during the discussion with the focus group. Two customers, Bella, 23, and Bea, 20, were looking for a certain product, sneakers and suspender pants, and it took them two respectively six months to find what they were looking for. Bella mentioned that she had seen a lot of different sneakers during these two months but she wanted to wait and find one pair which she would be satisfied with. Bea said that she finally found her suspender pants but she would have to re-make them to make them fit. These thoughts from Bella and Bea are not about wanting to find the perfect piece of clothing, but rather the perfect product and being sure about what they want, and to not impulse buy. Bea’s statements links to what Anders, a volunteer at Lions, mentioned about customers re-making what they buy. Bonnie, customer, 22, argued that there was a thin line between what she needed and wanted:
I am more like, all of my sneakers got worn out, then I needed a pair for the spring, like I still want something on my feet during spring, but when I buy one more pair of high heels I am like, okay maybe I did not need that. – Bonnie, 22

Voluntary simplicity is also about reducing working hours and living a simpler life (Cherrier, 2007). These characteristics of voluntary simplicity did not concern the participants in the focus group. Bella, customer, 23 years old, was the one only one who argued that her choices regarding second-hand, ecological food and reduce of consumption was the easy way of living. She did not mention anything about working hours because she is a student and does not work. Therefore, she was the only one who almost matched all the characteristics of a voluntary simplifier. The four other participants in the focus group, Benjamin, 20, Bea, 20, Bonnie, 22, and Bianca, 19, matched the other characteristics of voluntary simplicity. Which was reducing consumption, cutting down on impulse purchases, preferring second-hand (Papaoikonomou et al., 2011). None of the participants in the focus group fully matched all the characteristics which a voluntary simplifier has. Therefore, one may not argue that second-hand customers will engage fully in voluntary simplicity or that it is only voluntary simplifiers who shop second-hand. But the characteristic of a voluntary simplifier which all the participants in the focus group shared was the strive to reduce consumption. Therefore, one may suggest that the strive to reduce consumption is a driver for the purchase of second-hand products. Alice, an employee at Humana, mentioned that some customers donate a clothing when they buy a new one. Anders, a volunteer at Lions, mentioned that customers are aware of what they purchase to not buy something that they do not need just because it is cheap. These statements suggest that the customers are aware of their consumption but it is critical for Alice and Anders to say more because they do not know those customers.

4.2.2 Lifestyle

For the employees and volunteers, it was impossible to argue for their customers’ personal values since they do not know the customers and their values or beliefs. But,
what they could discuss was what they had heard from the customers and how they have perceived the customers. Anders, a volunteer at Lions, explained that the generosity among the customers and the donators have increased significantly. People are becoming more aware of the charity work they perform and therefore choose to support it in other ways than just to donate products which they can sell. The organization receives gifts, money and people even bequeath their possessions because they believe that the charity which the store performs is good. Alice, an employee at Humana, expressed that she appreciates their customers. Earlier, she used to work at a store which sold newly produced clothes, and she can see a difference among those customers and the customers they have at their second-hand store. She explained that the customers shopping second-hand have much respect mainly, they are pleasant and she barely gets upset because of a customer. The volunteers and employees at all stores suggested that second-hand shopping has become a lifestyle for many customers which has been shown in the increased interest in second-hand shopping. All volunteers and employees stated that they have experienced more positive comments and thoughts about their work from many customers. Moreover, some of the second-hand stores have had to extend their operating hours. From operating only two days a week to four or five days a week, Anna, an employee at ERIKS Development Partner, explained this by:

*Before, it was more about the bargain hunting. “I want to take this item before anyone else does”. But nowadays it is more a way of shopping, “I need an item; therefore, I will go and search and so on”. – Anna, ERIKS Development Partner*

Two volunteers Astrid at Lions and Annie at IM - The Swedish Development Partner, and one employee Anna at ERIKS Development Partner, said that a new trend among customers nowadays is to buy gifts or Christmas gifts at their second-hand stores. Crane & Matten (2010) state that personal values are influential in the type of decisions we make. It is especially true of ethical decisions since values are key repositories of what we believe is good or bad and right or wrong. Without knowing what the customers believe and what values they have, it can still be shown in the decisions they make and how they act. Based on the volunteers’, Anders and Astrid
at Lions, Annie at IM - The Swedish Development Partner, and employees’, Alice at Humana and Anna at ERIKS Development Partner, perspectives of their customers, one can suggest that through their behavior, the customers show preference for second-hand shopping. The customers are more and more involved in second-hand and they let it become a natural part of their lives. One idea for this could be that they think it is a good thing or the right thing to do as it matches their values and their lifestyle.

Four participants in the focus group who are customers, Bea, 20, Bella, 23, Bonnie, 22, Benjamin 20, discussed how they chose which second-hand stores they purchased products from. Bella said that the store she goes to performs a lot of voluntary work in west Sahara. She explained that she believes that it is good and therefore she chooses to shop there. Bea explained that she was willing to pay more for a product when she knows that the money goes to charity, and therefore chose to not shop at profit-driven or private owned second-hand stores. Benjamin did not show any preference for any second-hand organization based on where they perform their charity work, because he just wanted to be against the production of new products. These thoughts of Bea and Benjamin are based on their personal values and make a standard for their way of living and making decisions. By shopping second-hand they manage to match these values. The respondents were even involved in recycling of clothes. This was because it also matched their ideas regarding how they wanted to live. These ideas are based on their values regarding people reusing products. Bonnie often donates clothes to second-hand stores because she needs to make more space in her closet. She argued that she would rather donate the clothes than to throw them away because that would feel unnecessary. Both Bella and Bea were involved in another form of recycling, namely swapping clothes:

*I have a bag in my closet with stuff that I do not want anymore, I go to some events where I can swop these clothes with others. So, I always have this bag ready just in case, then one can be like “here is a garment that I do not want anymore”, then someone else can just take it. – Bea, 20*
Jensen (2009) argued that a lifestyle is our everyday activities and routines. A lifestyle is shown in beliefs, desires and intentions. A belief is what an individual knows about things based on his/her perception, a desire is what an individual wish or want, and an intention is what an individual mean to do based on his/her goal. Therefore, these will have an impact on how an individual act in the world. Similarities could be seen in the discussion with the focus group which also are customers. All participants in the focus group, Benjamin, 20, Bea, 20, Bella, 23, Bianca, 19, and Bonnie, 22, showed strong beliefs and wished based on what they have perceived about consumption, as not wanting to support new production of products, involving in reuse, and supporting charity and good causes. They explained that a way for them to achieve these wishes is by shopping second-hand. Fraj and Martinez (2006) argued that people’s values and approaches to life can be related to their purchase behavior. Ethical values can be a powerful source in their decision-making. In line with these theories, Jensen (2009) and Fraj and Martinez (2006), one can suggest that shopping second-hand is a lifestyle for all participants in the focus group. On the other hand, none of the participants in the focus group wanted to entitle, their way of deciding what to purchase, as a lifestyle. Fraj and Martinez (2006) also explained that customers who behave in favor of the environment, emphasize ecological products or recycling and help the environment through various activities, are characterized with a self-fulfillment feeling. Looking at this statement by Fraj and Martinez (2006), one may suggest that this is more like what all participants in the focus group said about their decision of shopping second-hand. The participants often explained that it just felt good to be against production of new products, involve in recycling and support charity. The self-fulfillment feeling explained by Fraj and Martinez (2006) can also be linked to what two employees, Anna at ERIKS Development Partner, Alice at Humana and three volunteers, Astrid and Anders at Lions, Annie at IM - The Swedish Development Partner, experienced. The increased donations and the increased interest in second-hand may be a result of the strive for a self-fulfillment feeling among customers. One may see that there is a difference in the thought of lifestyle as being a motivation or driver for second-hand shopping. All employees and volunteers suggested that second-hand shopping could be a lifestyle.
for many customers. In difference, the participants in the focus group did not perceive second-hand shopping as lifestyle, but rather connected it to a self-fulfillment feeling.

4.3 Self-concept

When discussing second-hand with the volunteers and employees during the interviews, the subject regarding customers’ feelings towards second-hand came up. The employees and volunteers were not able to talk about the customers’ self-concepts but they could tell how they experienced the customers. All volunteers, Anders and Astrid at Lions, Alva and Annie at IM – The Swedish Development Partner, and all employees, Anna at ERIKS Development Partner, Alice at Humana, Andre and Ally at Red Cross, stated that they have noticed a change in the customers’ attitudes and feelings towards second-hand. Anna recognized this change by explaining:

*It has been many years since a customer asked me to turn the shopping bag inside out to not show that they bought second-hand. Nowadays, it (shopping second-hand) is rather something that people are proud of and want to show off.*

– Anna, ERIKS Development Partner

Alice stated that today people are considered intelligent for shopping second-hand, which is very different to how second-hand were perceived before. Before, second-hand had a lower status, and people usually felt embarrassed for shopping there. Alice’s statement concerning that people are being considered intelligent for purchasing second-hand, can be linked to one of Blythe’s (2008) components of the self-concept. This component is the real self, which refers to how other people see us. Therefore, it can be suggested that people shop second-hand because they want to be considered intelligent.

In the focus group, the participants’ self-concepts were discussed. We wanted to find out how their self-concepts were linked to their choice of second-hand products. All participants, Benjamin, 20, Bea, 20, Bella, 23, Bianca, 19, and Bonnie, 22, felt
associated with second-hand shopping, but it was not something that they focused to show off. Instead, Bea and Benjamin explained that they would like to be seen a people who are against a society that consumes a lot of new production, they want to recommend making the most of the products that already exist, and therefore they shop second-hand. Two examples were given by Benjamin and Bella:

*Often, I walk around with patches on my clothes, which shows that I have repaired them with a sewing machine at the cost of SEK5 at home. I think it is fun to show off. It shows that one is against consumption.* – Benjamin, 20

*I think that I like that image (second-hand image) a lot, but I feel that I am not actively promoting it that much, but at the same time I like the idea of being a person that shops second-hand.* – Bella, 23

Moreover, Bea and Bella discussed that they perceive shopping second-hand as something normal since people in their social circle shop second-hand too. However, they knew they could be perceived differently from people outside of their social circle who do not shop second-hand and have different, or negative, values regarding second-hand shopping.

All participants in the focus group felt associated with second-hand, and according to Blythe (2008) people will purchase products that will match their self-concept. Also, Wu and Chan (2011) explained that the self-concept is important when it comes to customers’ behavior and that the self-concept therefore will influence the purchase process. The feeling of being associated with second-hand can therefore also be linked to Wu and Chan (2011). If a person feel associated with second-hand, that person will automatically prefer and prioritize second-hand stores over non-second-hand stores. Mittal (2015) explained that customers are expressing their self-concept in their day-to-day living and they show this in the way they consume. This theory can be closely tied with two customers’ statements, Bea, 20 years old, and Benjamin, 20 years old. They stated that they wanted to be seen as people who are against a society that consumes a lot, and they show this to their society by shopping second-hand.
For the volunteers and employees, it was hard to discuss and identify their customers’ self-concepts. Instead they discussed how they have perceived their customers’ feelings and attitudes towards second-hand. Ally, an employee at Red Cross, had recognized that their customer “feel good” when shopping second-hand, and Alice, an employee at Humana, believed that people are being perceived as intelligent when shopping second-hand. That people are perceived as intelligent, might be because they chose to use products that are already produced, instead of supporting the production of new products. All participants in the focus group stated that they feel associated with second-hand and Bella, customer, 23 years old, added that she likes the second-hand image. Anna’s statement, an employee at ERIKS Development Partner, regarding how second-hand is something that people are proud of, is similar to the two customers’ statement, Bella and Bea, who perceive second-hand as a normal act. This suggest that people are being proud of shopping second-hand because it is more acceptable today and that is starting to become more normalized.

4.4 Social environment

All volunteers, Anders and Astrid at Lions, Alva and Annie at IM – The Swedish Development Partner, and all employees, Anna at ERIKS Development Partner, Alice at Humana, and Andrea and Ally at the Red Cross, believed that customers get affected and inspired by each other when they are about to purchase a product from a second-hand store. This inspiration can be defined as coming for a person's social environment, and this social environment consists of people a person has social interaction with. Alice believed that if you have a friend that tells you that he or she found an amazing shirt at a second-hand store, that person might get inspired to also visit that store. Furthermore, Anders and Astrid, also stated that their reputation is much depended on customers talking good about the stores. Astrid mentioned how she often talk to friends and explain what they do at the store and that this may be reason for people to visit:
This (word of mouth), which we mentioned earlier, that you meet someone and they ask “what do you do now?”, “I work at a second-hand store”, “then I have to come and visit and see what you got”. – Astrid, Lions

Some of the stores we interviewed also have a café where people often take a coffee and interact with other people. Anders, a volunteer at Lions, strongly believed that people go to second-hand stores for the social interaction with people. He also identified these people as being from generation Baby boomers \(^1\). All volunteers and employees agreed that the social interaction is not primarily a motivation to shop second-hand but rather a motivation to go to a second-hand store. Annie, a volunteer at IM – The Swedish Development Partner, has recognized a pattern in the store where customers that visit them often, come for a cup of coffee and socialize with other customers and the volunteers, also often buy a book or something similar on their way out. She has also identified this people as being from generation Baby boomers.

All volunteers and all employees identified how important WOM is for the second-hand stores since WOM and reference groups will influence people’s minds, feelings and what they chose to do (Groeger and Buttle, 2014). What Alice, an employee at Humana, said about the example about the amazing shirt, is WOM between two or more people. However, electronic WOM (eWOM) is today also something that influence people’s minds and feelings (Baek, 2009). Alice also have an example concerning this. If someone writes a bad statement or comment on social media about their store, they need to quickly answer and show the customers the opposite so that the store does not get a bad reputation.

With the focus group, who also are customers, we spent some time discussing how the social environment, including reference groups and word of mouth (WOM), affect the participants’ purchasing decisions. All participants, Benjamin, 20, Bea, 20, Bella, 23, Bianca, 19, and Bonnie, 22, agreed that one’s closest friends and family

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\(^1\) Baby boomers refers to people born 1946 and 1964. Baby boomers are often in focus when it comes to marketing campaigns, since they have a significant impact on the economy. [http://www.investopedia.com/terms/b/baby_boomer.asp](http://www.investopedia.com/terms/b/baby_boomer.asp)
will have an impact on what you buy, and where. Bonnie suggested that one also could get inspired from people and therefore become more aware:

*I have become much more aware regarding how I consume since I started here (Lund University), because everyone here is very like-minded. People inspire each other in some ways.* – Bonnie, 22

All participants from the focus group agreed that going shopping at a second-hand store is not a social happening. None of the participants go there primarily to interact with other people. Bonnie, customer, 22 years old, explained that it is not really a happening to go to a second-hand store, and Bella, customer, 23 years old, means that she often enjoys going shopping on her own.

All participants also discussed how being with different types of people will affect the willingness to purchase second-hand. For example, Bianca, customer 19 years old, explained how being with one group of friends, that do not purchase second-hand products, will affect you in the way that you might purchase something that is newly produced just because your friends did. But when you return to your group of friends that are “eco”, you will easily get back to that way of thinking. Benjamin, customer, 20 years old, also state that it is often easier to get pushed down than it is to get pulled up:

*It is easier to buy regular clothes when you are with people that buy second-hand, compared to when people are looking down at second-hand clothes, then I think it is harder to also buy second-hand.* – Benjamin, 20

The explanation given by Bianca regarding how one might change their consumer behavior depending on which group of friends one is spending time with, can be associated with reference groups. Different reference groups have an impact on individuals’ actions and decision-making, especially in consumer behavior (Hammerl et al., 2016). Further, Bonnie’s example regarding that she has become more aware since she started studying at Lund University can be linked with both
Mittal (2013) and Palley (2010). They argued that the people a person has social interaction with, will be more likely to influence one’s consumption compared to people that a person only has casual interaction with. The people that has influenced Bonnie for example, are her classmates, which are people she has social interaction with every day.

That customers can be inspired and influenced by other people, both by WOM and by different reference groups, was something that both all volunteers and employees and all participants in the focus group believed. Furthermore, the social interaction with other people at second-hand stores can be identified as a motivation to go to a store, not necessary shop second-hand. Three volunteers, Anders and Astrid at Lions, and Annie at IM – The Swedish Development Partner, and one employee, Alice at Humana, have identified that customers often come to the store to interact with other people, and that they might buy something on their way out. However, this social interaction being a motivation did not motivate any of the customers in the focus group.

The three volunteers and one employee and all participants in the focus group differed regarding how important the social interaction is. This suggests that the social interaction being a motivation might be different between generations. For the older generation, generation Baby boomers, going to a second-hand store might be closely tied with meeting people and being social. While for the younger generation, generation Millennials, the social interaction is not something they put much emphasis on. All participants in the focus group explained that their social interaction with other people instead take place at for example, university, other activities and that they have social gatherings in other forms. Benjamin, customer, 20 years old, mention that it is not common that someone says “Hey, let’s go hang out at ERIKS Development Partner”.

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2 Generation Millennials refers to people who are born between 1982 and 2004, they are also known as generation Y. People within this generation are considered to be “digital natives” because they were the first to be born into the digital world. http://www.investopedia.com/terms/m/millennial.asp
4.5 Motivations for second-hand shopping

This section analyses recreational, fashion and economical motivations for second-hand shopping. Recreational motivations are concerned with the excitement for hunting and finding unique products. Fashion motivations are concerned with creating a unique and personal style with second-hand clothes. Economical motivations are concerned with price sensitivity and economical restraints (Ferraro et al., 2016).

4.5.1 Recreational motivations

We asked the volunteers and employees about various motivations for their customers to shop second-hand. All volunteers, Bert and Astrid at Lions, Alva and Annie at IM - The Swedish Development Partner, and all employees, Anna at ERIKS Development Partner, Alice at Humana, Andrea and Ally at Red Cross, had all recognized that many customers are driven and thrilled by the hunt for unique products. Andrea, Anders and Astrid had recognized that customers often come and search for special products. This excitement for hunting is associated with the recreational motivations identified by Ferraro et al. (2016). Anna mentioned that customers often want to find that special product before anyone else since in a second-hand store, compared to a non-second-hand store, there is usually only one copy of each product:

*Each product is unique, I will take it before anyone else does.* – Anna, ERIKS Development Partner

All participants in the focus group who are customers, Benjamin, 20, Bea, 20, Bella, 23, Bianca, 19, and Bonnie, 22 explained that the hunt of finding a special product, is something that motivates them to go to a second-hand store over a regular store. Also, all participants in the focus group agreed on the fact that one can find unexpected products that might even be nostalgic in some ways. However, for Benjamin, 20 years old, the hunt is the best part of shopping second-hand:
I think that is so much fun. That (hunting) is the best part, you go there (to the second-hand store) and you can find exactly everything. – Benjamin, 20

For Bea, customer, 20 years old, on the other hand, shopping second-hand is like a sport. She can spend many hours in different second-hand stores and search for that special thing. She also pointed out that she thinks it is fun and therefore wants to spend much time on it. Bella, customer, 23 years old, agreed that she can spend hours in a store and stated that it is partly due to the hunt-feeling. Bonnie also mentioned that she easily gets competitive when shopping second-hand:

You get competitive. You want to find the best bargain before anyone else does.
– Bonnie, 22

The thrill of finding the unexpected and the excitement of hunting, which all participants in the focus group who are customers, Benjamin, 20, Bea, 20, Bella, 23, Bianca, 19, and Bonnie, 22, mentioned, can be linked to the recreational motivations identified by Ferraro et al. (2016). Furthermore, Bianca stated that it is easier to find products that are unique and special, and products that no one else got. This availability of unique products that no one else got can be explained by Guiot and Roux (2010). Guiot and Roux (2010) explained how second-hand stores differ from regular stores when it comes to for example, the products offered.

All the volunteers, Anders and Astrid at Lions, Alva and Annie at IM – The Swedish Development Partner, and all the employees’, Anna at ERIKS Development Partner, Alice at Humana, Andrea and Ally at Red Cross, had a unified picture concerning their customers’ motivations for shopping second-hand. Their thoughts and perspectives mostly concerned that they have recognized that customers spend time and search for special and unique products. The hunt and knowing that you can find something unexpected is motivating the customers to shop second-hand. The excitement for hunting and not knowing what you might find is linked to Ferraro et al. (2016) recreational motivations. Ferraro et al. (2016) explained that people are thrilled by the hunt for the unexpected. Further, all employees and volunteers and all
the participants in the focus group which are all customers, Benjamin, 20, Bea, 20, Bella, 23, Bianca, 19, and Bonnie, 22, explained that it is easier to find unique and special products that no one else got. Since second-hand stores usually only have one copy of a product, this suggests that almost every product in second-hand store is in a way special. The number of copies of a product is what differs second-hand stores and regular stores according to Guiot & Roux, (2010). For example, when purchasing a lamp at IKEA there is a great possibility that many of one’s friends also have it, compared to shopping at a second-hand store where the products usually only exist in one copy.

4.5.2 Fashion motivations

According to four employees, Ally and Andrea at Red Cross, Anna at ERIKS Development Partner and Alice at Humana, shopping second-hand has become a sort of fashion. They have multiple times recognized people searching for vintage clothes. Anna was convinced that second-hand is a sort of fashion:

Absolutely. It is a way for people to become their own person. Everyone wants to be unique. - Anna, ERIKS Development Partner

Andrea and her college Ally, explained that creating your own style is easier when shopping second-hand compared to shopping at H&M where many people can buy the same clothes:

One can actually create their own style here (second-hand store). – Ally, Red Cross

Alice, did not believe that the ethical factor or the economical factor are the most important ones. She, on the other hand, believed that customers buy second-hand to find that special garment that is in fashion right now:

A lot of things at H&M can have the same price here, even though they (H&M) are usually more expensive, it can be very similar and then it is not the price that
will decide where the customer will buy. I think it is the garment itself that will decide. – Alice, Humana

Beard (2008) and Ferraro et al. (2016) have also recognized fashion to be a motivation for customers to shop second-hand. The fashion motivation is referred to the fact that people want to be original and create a unique fashion style. This strive to be original can be linked to what the volunteers and employees said. They said that it is easier to find original and unique clothes that no one else got at second-hand stores and therefore also be original and unique.

However, all participants in the focus group which are customers, Benjamin, 20, Bea, 20, Bella, 23, Bianca 19, Bonnie 22, did not put much emphasis on the fashion motive. For them, it is rather finding that special and unique garment and creating your own style that motivates them. Bianca, explains this by stating:

*It is a bigger chance that you will find something (clothing) that is unique at a second-hand store, instead of purchasing something that is mass produced at H&M that maybe 50% of your friends also have.* – Bianca, 19

Bella stated that she thinks it is boring to have black jeans and a black shirt, which many of her friends have. Instead, she wants to have color and pattern, and that she enjoys finding “fun” clothes, which is relatively easy to find at second-hand stores, compared to at regular stores. Bea explained that fashion might have been the reason to why she started shopping second-hand, but now it is not something that she focuses on. All the participants in the focus group agreed that it is easy to be original when shopping second-hand. This want and strive to be original and not have clothes that many of your friends has, can be referred to Beard (2008) and Ferraro et al. (2016), who stated that the fashion motivation is referred to people who want to be original and create a unique fashion style.

The employees’, Anna, Ally, Andre and Alice, answers are similar to the answers of all of the participants in the focus group which are customers. The employees have the same thoughts as the customers regarding that second-hand stores give the
possibility to find special and unique clothes that no one else have. However, the answers differ when it comes to how important the fashion motive is for customers. The employees believed that the fashion motive is important, while all customers stated that fashion is not something they put much emphasis on. As Bianca, customer, 19 years old, stated regarding that second-hand stores gives the possibility to find something unique, is more concerned with the strive to create a personal style rather than following the fashion trends.

4.5.3 Economical motivations

The volunteers and employees were asked if they believe that the economical factor is a driver for shopping second-hand. The reason for asking questions related to economy is because shopping at a second-hand store is cheaper than purchasing products at a regular store. Anders, a volunteer at Lions, believed that the economical motivation is of bigger importance than the ethical factor. Andrea, an employee at Red Cross, has instead recognized that the economical motivation is important depending on in which state the customer is in life. She mention that for families with children, the economical motivation is important since children, especially small children, grow fast and need new clothes often. Also, Anna, an employee at ERIKS Development Partner, mentioned that the economical motivation can be closely tied with the state you are in life. She has recognized that desks, sofas, and chairs are popular in the fall when students come to Lund to start university:

*In the fall, students come and purchase a sofa, a desk, a chair and maybe a small table to their studio in Lund. Maybe also a bed. At this time we have a huge demand for desks and beds.* – Anna, ERIKS Development Partner

The economical motivation that Ferraro et. el., (2016) mentioned indicates that second-hand shopping allows customers to satisfy their primary needs without spending too much money. As Andrea, an employee at Red Cross, mentioned that families with small children often shop clothes at second-hand stores can be linked to economical motivations by Ferraro et al. (2016). Families need to buy new clothes quite often for their children since they grow fast and therefore they fulfill the
children’s primary need without spending too much money. As Hamilton (2009) stated, second-hand products are cheaper than new products, and therefore is second-hand shopping a preference for customers with low incomes. This statement by Hamilton (2009), can be linked to Anna’s statement, an employee at ERIKS Development Partner. Students often have a low income, and therefore can this suggest that students prefer second-hand when moving away from home to start university and not spend too much money.

All participants in the focus group which are customers, Benjamin, 20, Bea, 20, Bella, 23, Bianca, 19, and Bonnie, 22, stated that the economical motivation is not primarily a focus for them. Bella state that for her, the economical motivation is just a bonus to the ethical motivation. Bianca explained her thoughts regarding if the economical or the ethical motivation is the most motivating to her:

It feel that it is a combination of them both. It is cheap, which people like, but it is not for the price of the environment. – Bianca, 19

All the participants from the focus group agreed with Bianca’s statement. Bella, customer, 23 years old, also mentioned that in their state in life, being a student, they do not have the economic resources to truly be dedicated to help the environment. Products and clothes that have been produced in environmentally friendly ways are often very expensive, and therefore something that students cannot prioritize in the same way that they can with second-hand products. She continues that in the future when she has a job and an income, she will focus more on buying products that are in favor of the environment.

The financial limitations that students often have, can be linked to Roux and Korchia (2006) who stated that the economic limitation is an important factor in the decision of second-hand purchases. Guiot and Roux (2010) discuss how price sensitivity and price consciousness can be motivating for customers when hunting for a good bargain and a fair price. However, the economical motivation is not something that the participants from the focus group stated that they focus on. Instead is the hunt more
motivating for them, that they can find unique and unexpected products rather than the cheapest product.

The state in life, and therefore how important the economical motivation is, is repetitive in both the answers from one volunteer, Anders at Lions, and two employees, Andrea at Red Cross and Anna at ERIKS Development Partner, and all the customers Benjamin, 20, Bea, 20, Bella, 23, Bianca, 19, and Bonnie, 22. The employees have noticed this connection between state in life and economical motivation, in the way that families shop clothes for their children at second-hand stores because it is cheaper than regular stores. Also, the customers, especially Bella, 23 years old, state that when you are a student you do not have the economic resources to purchase expensive products only because they are produced in favor of the environment. Bella wants to help the environment and she can do this by shopping second-hand since many environmentally friendly produced products are expensive. So, even though Bella shops second-hand because it is cheap, she also states that it is because she does not have the economic resources as a student. Further, she explained that when she gets a full-time job she can help the environment even more.

The participants were then asked if they were planning to purchase more ecological and sustainably produced products after their graduation and when they have a job and can earn money. They all nodded. Bella, customer, 23 years old, argued that:

*In the future, when I have economic resources to buy more sustainable stuff, I mean as an environmental engineer one will earn pretty much money. Then I will make sure to spend more money on ecological food and ecologically produced clothes. But that is because I will have the economic resources.* – Bella, 23

Two customers, Bianca, 19 years old, and Bonnie, 22 years old, agreed to not having economic resources, and Bonnie said:
Then I will think about having a house with solar cells, or something. Stuff like that, then one has more mobility to spend money on something that one really believes in. I mean, all of us are informed about what is going on, so it would just be weird if someone did something differently. – Bonnie, 22

4.6 Summary of the analysis

In summary, it is easy to state that what drives and motivates customers to shop at second-hand stores cannot be limited to only one or two drivers or motivations. However, when choosing where to shop second-hand products the ethical factor seemed to weigh heavily. Customers wanted to support social welfare by shopping second-hand products from second-hand stores which donates money to charity. Ethical consumer behavior was discussed a lot among the employees, volunteers and the participants in the focus group and showed to be a motivation for shopping second-hand products. Ethical consumer behavior was divided into consumer responsibility and dissonance. Ethical consumer behavior regarded customers wanting to show responsibility for social and environmental welfare in different ways. These could be to recycle or decrease their consumption, but most importantly, this meant to purchase second-hand products from second-hand stores. By doing this, the money they spent on the second-hand products would go to charity, and the customers would avoid the mainstream market and not support any production of newly produced products which could harm the environment. Dissonance regarded a feeling which the customers felt when their behavior did not match their values. For example, when they wanted to buy a sustainably produced product they would need to spend more money on it. This created dissonance, or a kind of anxiety. In order to avoid the feeling of dissonance, a solution was to shop second-hand products at fair prices while not contributing to any new production which may harm the environment.

Further, voluntary simplicity and lifestyle was also discussed but showed to have different meaning among the employees, volunteers and participants in the focus
group and showed to not be a strong driver or motivation for second-hand shopping. Voluntary simplicity is when a person tries to live a simpler life by spending less or wanting less. A typical action for a voluntary simplifier is to shop second-hand. Some of the employees and volunteers believed that many of their customers were like this. As they were more careful with what they bought and did not spend a lot of money even though there are fair prices at the second-hand stores. The participants in the focus group did not agree to be voluntary simplifiers. Sometimes, they tried to decrease their impulse purchases but they did not involve in the rest of the activities which a voluntary simplifier does.

Further, all employees and volunteers thought that shopping second-hand had become a lifestyle for their customers. They had seen this in the increased interest for second-hand products, as some customers visit more often and look for a wider range of products compared to before. The participants in the focus group did not really agree on this point. Therefore, it was suggested that the customers were instead filled with a self-fulfillment feeling when behaving in favor of the environment when shopping second-hand products.

The idea of the self-concept being a driver for second-hand shopping was discussed as well. The volunteers and the employees in the focus group told how they believed that their customers were proud of shopping second-hand product as they considered it an intelligent move and they wanted to show it off. The participants in the focus group explained that they felt associated with second-hand shopping as it matched their inner beliefs or thought of who they were. But, it was not something that they wanted to show off. Instead they just wanted to be seen as people who are against a society that consumes a lot of new production.

People around you can also affect and inspired you to purchase certain products. A person’s social environment consists of people that a person has everyday interaction with. They can face-to-face talk about a product, word-of-mouth (WOM), or write a review of a product on social media, electronic WOM (e-WOM). Both the employees and volunteers at the second-hand stores and the participants in the focus group,
believed this to be a driver for second-hand shopping. The participants in the focus group told how everyone in their inner circle shops second-hand product and this makes it easier for them to continue shopping second-hand as well.

The economical factor showed to be more relevant depending on which state in life the customer is. Is she a newly student, and need to decorate her dorm, second-hand stores are a good alternative for students with low income. Also, families with small children that grow fast, are second-hand stores a good alternative or complement. These families can find clothes for their children at a very good price. The motivation for shopping at a second-hand store was not triggered by the want for fashionable clothes but rather to creating your own style and not having the same garments as everybody else.
5. Discussion and conclusion

In this chapter, the final chapter of the study, the research question will be revisited and followed by a conclusion of the study. Finally, future research within this research field will be suggested.

5.1 Research question revisited

The aim of this study was to explore what drives and motivates consumers to shop second-hand products by answering the following research question: What drives and motivates consumers to purchase second-hand products? The research question was motivated by an increased number of second-hand shoppers, by the lack of empirical research regarding second-hand consumption and consumers’ motives to buy second-hand products. A theoretical framework was presented and consisted of theories in consumer behavior and different motivations for second-hand shopping. These theories and motivations were combined and presented in a theoretical model which served as a foundation for the data collection. The study used a qualitative method and the data was collected through the use of one focus group and five interviews. Based on our empirical findings, analysis and discussion a conclusion will be presented in the next paragraph.

5.2 Conclusion

The purpose of this study was to explore what drives and motivates customers to shop second-hand products. After conducting five interviews with volunteers and employees and a discussion with one focus group consisting of five students that regularly shop second-hand, it showed that there are various motivations and drivers for second-hand shopping.

Ethical motivations showed to be of big importance for all customers. These motivations were shown in both consumer responsibility and dissonance. Consumer responsibility is when customers take responsibility for the social, ethical and environmental impacts of their consumption decisions (Caruana & Crane, 2008). All participants in the focus group indicated that they had this kind of responsibility and
took it in two various ways. They were minimizing their consumption of newly produced products and they were purchasing second-hand products from non-profit organizations. By doing this, the participants contributed to the minimization of production which is good for the environment and the money they spent on second-hand products would go to charity. All volunteers and employees stated that they have seen an increase in people taking on this kind of responsibility, people have in a way realized that we need to be careful with the planets resources. People purchase second-hand, visit and donate more often compared to before. Further, dissonance was one driver as well. Dissonance occurs when an individual’s behavior cannot match his/her inner values and beliefs (Szmigin et al., 2009). For the participants in the focus group this raised a problem when purchasing a combination of both good-looking and ecologically produced clothes. All customers stated that one way to avoid dissonance was to shop second-hand. These second-hand purchases do not support additional production of new products and the customers can afford the second-hand products.

A voluntary simplifier is an individual who will consume less, spend less, want less, reduce working hours and live a simpler life (Cherrier, 2007). Papaoikonomou et al., (2011) state that a voluntary simplifier will cut down on impulse purchases and prefer second-hand products. None of the participants in the focus group fully matched these characteristics, however, the characteristics which all the participants matched was the strive to decrease impulse purchases and to consume less. Therefore, voluntary simplicity is partly a driver for second-hand consumption among the participants in the focus group. An employee, Alice at Humana, has noticed that some customers donate a piece of clothing as soon as they purchase a new one. Anders, a volunteer at Lions, mentioned that the customers are aware of what and how they purchase. Even though second-hand products are cheaper than non-second-hand products, the customers do not want to buy the wrong item. The participants in the focus group did not entitle their way of choosing second-hand products as a lifestyle and were therefore not driven by it as a lifestyle. Instead, they talked about that it feels good or right to purchase second-hand products because of social and
environmental concerns. This feeling was identified by Fraj and Martinez (2006) as a self-fulfillment feeling.

In addition, the self-concept can be a factor that influence, rather than motivate or drive, people to shop second-hand. Two participants from the focus group, which are both customers, Bea and Benjamin, stated that they want to be seen as people that are against a society that consumes a lot. Therefore, one could suggest that shopping second-hand matches this self-concept they described. Also, if a person feels associated with second-hand shopping, this could indicate that he/she prefers and prioritizes to shop at second-hand stores over non-second-hand stores.

Furthermore, customers get inspired and influenced by their social environment, including reference groups and word of mouth (WOM), every day. This was something that the customers agreed with. Both the volunteers and employees, as well as all participants in the focus group, stated that WOM and different reference groups are ways for customers to get inspired and influenced. The strive for belongingness and acceptance from a certain reference group will have an impact on people’s choices (Hammerl et al., 2016). That reference groups are influential was identified by all participant from the focus group, which believed that reference groups are more influential than WOM. The volunteers and employees, on the other hand, identified WOM as being superior to reference groups. Also, the volunteers and employees all believed that shopping second-hand is a social thing that people come to the store for the social interaction. None of the participants from the focus group agreed, they meant that their social interaction with people takes place in other forms, for example at university and other social gatherings.

The economical motivation was not as strong as the ethical motivation, instead it was a bonus to the ethical motivation. The empirical finding regarding the economical motivation, indicated that this motivation is much in line with the different stages in life. A family with small children shop second-hand clothes for them because it is cheap, even students that move away from home to start university need cheap furniture for their dorm. Students often have low incomes and can therefore not
prioritize pricey products just because they have been produced in favor of the environment. Being motivated by the different fashion trends was not something that the participants from the focus group put much emphasis on. Instead, they were motivated by finding special and unique garments that would help them create their own style. Furthermore, the thrill and excitement to search for the unique and special products was a motivation. For Benjamin, a customer and a participant from the focus group, stated that the hunt was the most motivating factor. This thrill and excitement have been identified by Ferraro et al. (2016) as recreational motivations.

In conclusion, there is more than one factor that motivates and drives customers to purchase second-hand products. Customers showed to be motivated by consumer responsibility and driven by dissonance. Voluntary simplicity was partly a motivation, mostly what regarded the decrease of impulse purchases or consumption of newly produced products. The customers were not driven by second-hand as a lifestyle, but were driven by a self-fulfillment feeling when they behaved in favor of the environment or recycled. Customers showed to be driven by recreational motivations, which is the thrill of hunting for the unique and unexpected products (Ferraro et al., 2016). Ethical motivations were of big importance because they regarded the minimization of production and consumption. The customers were driven by fashion motivations, not in following fashion trends, but in finding a unique piece of clothing which makes their style original. Economical motivations were not a strong driver, but a bonus for their state in life as students with limited financial resources and their ethical values. In the social environment, the customers were motivated by their reference groups to shop second-hand. The customers were influenced to purchase second-hand products because they feel associated with second-hand and it matches their self-concept.

5.3 Future research

As stated in the introduction, chapter one, customers have been involved in second-hand shopping for centuries. However, second-hand stores have in the recent years received more attention. People are now more involved in second-hand, both shopping and donating products to the stores, but the research concerning second-
hand is limited. To the best of our knowledge, there has not been any prior research done on online second-hand stores, apps, and other online-based platforms. For example, during our study, it became clear that apps and other online-based platforms are becoming more and more popular for both buying and selling used products. Since we did not mention these apps and other platforms, it could be relevant for future research to focus on this aspect instead of physical second-hand stores. Additionally, our participants in the focus group consisted of students, therefore could another suggestion for future research be to gather information from a different group of people, for example generation Baby boomers.
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73


Appendix 1. Interview guide – Employees and volunteers

Butikens verksamhet
1. Hur länge har denna butik varit verksam?
2. Hur länge har du varit här?
3. Har du sett en ökning i intresset av att handla second-hand?
4. Om ja, i så fall på vilket sätt? (Genom antalet kunder? Ökat antal volontärer? Förändrade öppettider?)
5. Om ja, vad tror du att det beror på?
6. Om nej, vad tror du att det beror på?
7. Hur många är ni som volontärarbetare i denna butik?
8. Har antalet volontärarbetare ökat eller minskat på sistone?

Produkter
9. Vad brukar personer lämna in till butiken?
10. Är det stora eller små mängder personer lämnar in?
11. Hur ofta lämnar personer in saker?
12. Vet du om det är era kunder som lämnar in saker?
14. Finns det någon kategori produkter som är väldigt populär?
15. Finns det någon skillnad i kategorin av produkter som man lämnar in nuförtiden jämfört med förut?
16. Om ja, i så fall vilken är skillnaden?
17. Om ja, vad tror du att det beror på?
18. Har ni sett ett mönster mellan ålder och vad kunder köper? (Dvs är det oftast unga människor som köper kläder?)

Kunder
19. Hur många kunder har ni ungefär i butiken dagligen?
20. Vilken dag är populärast för besök?
21. Vilken ålder är det ungefär på kunderna?
22. Är det flest kvinnor eller män?
23. Är era kunder återkommande?
24. Är det ofta nya kunder som kommer in?
25. Brukar kunders besök vara långa eller korta?
26. Stannar kunderna gärna kvar och pratar om hjälporganisationens arbete?
27. Brukar kunder berätta ifall dem köper för att konsumera själva eller att dem ska ge bort det i present, eller till familjen?
28. Är det många studenter som handlar hos er?
29. Om ja, hur många?
30. Vilken inställning tror du kunderna har till second-hand?
31. Är kunderna positiva till second-hand?
32. Anser du att deras attityd till second-hand har förändrats genom åren?
33. Om ja, på vilket sätt?
34. Tycker du att kunder blivit mer medvetna om deras konsumtionsbeteende på siste-
35. Tycker du att kunder uppmärksammat att vi lever i ett slit och släng-samhälle?
36. Tycker du att kunder blivit mer medvetna om vilken påverkan ett slit och släng-
samhälle har på miljön?
37. Tror du att detta kan vara en anledning till att kunder handlar second-hand?
38. Har ni varit med om att kunder uttryckt bekymmer för miljön?
39. Tror du att den ekonomiska faktorn är en anledning till att kunder handlar second-
hand?
40. Tror du att den etiska faktorn till att handla second-hand är större än den ekonomiska faktorn?
41. Är det möjligt att vissa kunder varken har ekonomiska eller etiska anledningar till att handla second-hand?
42. Är det möjligt att kunder tycker att det är intressant och spännande att leta bland gamla prylar?
43. Är det möjligt att kunder försöker hitta produkter som är unika och som kan särskilja dem från andra?
44. Är det möjligt att second-hand produkter fungerar som ett sätt för kunder att uttrycka sin identitet på?
45. Är det möjligt att second-hand har blivit ett slags mode?
46. Tror du att second-hand är ett sätt för kunder att köpa unika plagg och skapa en personlig stil?

47. Vilken tror du är anledningen till att era kunder väljer att handla second-hand?

48. Tror du att det finns något specifikt som motiverar dem till att gå till en second-hand affär istället för en annan affär?

Kommunikation/Marknadsföring

49. Försöker ni nå ut till kunder?

50. Om ja, i så fall hur?

51. Hur når ni ut till nya kunder?

52. Hur kommunicerar ni med kunder? (informar)

53. Om ni har konton på sociala medier, hur använder ni dessa?

54. Om ni har konton på sociala medier, använder ni dem även för att samla information om kunders åsikter?

55. Om ni har konton på sociala medier, använder ni dessa också för att informera och visa kunder vad pengarna går till?

56. Om inte, i så fall varför?

57. Om ja, i så fall hur?

58. Tror du att hjälporganisationen arbete påverkar varför kunder väljer att handla second-hand?

59. Rekommendationer från vänner och familj kan vara ett sätt som kunder påverkas av vid köp, tror du att det gäller era kunder med?

60. Tror du att era kunder uppmuntrar varandra till att handla hos er eller att komma in och lämna saker?

61. Tror du att era kunder umgås i samma sociala kretsar och på så sätt informerar varandra?

62. Tror du att personliga rekommendationer är effektivare än sociala medier?

63. Hur tror du att second-hand i framtiden kommer att utvecklas?

64. Tror du att second-hand kommer att bli populära i framtiden?

65. Tror du att antalet second-hand butiker kommer att öka?
Appendix 2. Interview guide – Focus group

Second-hand
1. Känner ni att second-hand har ökat de senaste åren?
2. Tror ni att second-hand har blivit mer populärt?
3. Om ja, vad tror ni det beror på?
4. Varför köper ni second-hand?
5. Vad köper ni på second-hand?
6. Vet ni om vilka projekt som pengarna går till i de olika organisationerna?
7. Om ja, är ni insatta i vart pengarna går?
8. Har pengarna en betydelse för ert val av second-hand?
9. Lämnar ni själva in saker ni inte längre använder?
10. Om ja, vad i så fall?
11. Vad är det som är bra med att handla second-hand?

Self-concept
12. Hur skulle du beskriva dig själv som person?
13. Gör du något speciellt för att visa omvärlden vad du är för sorts person?
   (utseende, sociala medier, beteende?)
14. Om ja, hur?
15. Dessa egenskaper som ni beskrivit, försöker ni matcha dem med det ni köper?
16. Hur skulle ni beskriva er själva som konsumenter?
17. Är ni noga med hur produkter ni köper har blivit tillverkade? (Till exempel hur mycket dom har påverkat miljön?)
18. Hur påverkar era värderingar det ni köper?
19. Hur känner ni er efter att ni köpt second-hand? (Känns det bra? Att man gjort något bra?)
20. Tror ni att det finns en skillnad på hur ni ser er själva och på hur andra ser er?
21. Om ja, känner ni att det är viktigt att dessa två perspektiv är likadana?
22. Tror ni att andra ser er som någon som handlar second-hand?
23. Det idealistiska jaget, är hur vi önskar att vara. Skiljer det sig mycket från er självbild?
24. Handlar ni t ex kläder för att försöka uppnå det idealistiska jaget?
25. Spegel-jaget, är hur vi tror att andra ser oss. Tror ni att det skiljer sig från det verkliga jaget, d.v.s. hur andra faktiskt ser er?
26. Är bekräftelse från er omgivning viktig för ert jag?
27. Följer ni second-hand affärerna på sociala medier eller internet?
28. Om ja:
29. Informerar de om nyheter i butiken?
30. Sprider de information om sitt välöverhetsarbete?
31. Informerar de om någonting annat där?
32. Hur påverkar denna information ert köp hos dem?
33. Skriver ni kommentarer i deras inlägg?
34. Skriver ni omdömen om butikerna?
35. Om nej, varför inte?

Word of mouth
36. Brukar ni diskutera era köp med andra innan ni köper?
37. Brukar ni diskutera era second-hand köp med andra innan ni köper second-hand?
38. Om ni rådfrågar andra om era köp innan ni köper, tycker ni att följande egenskaper är viktiga eller avgörande för ert köp?
39. 3a) trovärdighet,
40. 3b) erfarenhet och
41. 3c) bevis
42. Brukar ni använda er av second-hand butikers omdömen på internet eller sociala medier innan ni besöker butiken?

Referensgrupp
43. Umgås ni med andra som också handlar second-hand?
44. Pratar ni om second-hand och vad ni köpt där med andra?
45. Rekommenderar ni andra att handla second-hand?
46. Om ja, varför?
47. Om nej, varför inte?
48. Jämför ni er själva mycket med dem i er umgångskrets?
49. Tycker ni att ert sociala umgångar påverkas er till att handla second-hand?
50. Handlar ni second-hand för att passa in i en ert sociala umgänge?
51. Anser ni att er närmsta sociala krets har en större inverkan på ert konsumtionsbeteende jämfört med den sociala krets som ni har vanlig kontakt med?

Ethical consumer behavior

52. Återvinner ni?
53. Åker ni ofta kollektivtrafik eller föredrar ni att köra egen bil eller åka taxi?
54. Funderar ni ofta på er konsumtion?
55. Försöker ni minska på er konsumtion?
56. Om ja, varför?
57. Produkter har vanligtvis en social, etisk och miljömässig påverkan. Anser ni att ni har ett ansvar som konsumenter när ni väljer produkter?
58. Om ja, lever ni efter dessa värderingar då? Hur?
59. Om ja, vad gör ni för att ta ert ansvar?
60. Om nej, varför inte?
61. När ni köper produkter, tar ni hänsyn till kvalitet, pris, social- och miljömässiga påverkan?
62. Upplever ni att ni ibland måste prioritera? T ex välja ett billigare pris med större miljöpåverkan?
63. Hur känns det?
64. Försöker ni leva ett simplare liv genom att begära mindre, spendera mindre och konsumera mindre?
65. Om ja, varför?

Motivations to second-hand shopping

66. Handlar ni second-hand för att motstå ett slit- och släng samhälle?
67. Om ja, varför?
68. Tycker ni att man kan handla second-hand för att det är bra för miljön?
69. Om ja, är det något ni själva gör?
70. Handlar ni second-hand för att det är billigare än att köpa nytillverkade produkter?
71. Handlar ni second-hand för att man kan hitta prylar till ett billigt pris?
72. Tycker ni att det kan vara roligt att kolla bland second-hand produkter? Att man aldrig riktigt vet vad man kan hitta.
73. Om ja, hur drivs ni av detta?
74. Tycker ni att ni kan hitta produkter i second-hand affärer som hjälper er att uttrycka er identitet på?
75. Anser ni att dessa produkter kan skilja er från andra ni känner?
76. Använder ni second-hand kläder för att skapa en personlig stil?
77. Känner ni att den sociala biten att umgås och handla second-hand är någonting som driver er?
78. Finns det någon annan anledning till att ni kan tänka er att man handlar second-hand?
79. Vad tror ni om second-hand i framtiden?