



UMEÅ SCHOOL OF BUSINESS,  
ECONOMICS AND STATISTICS  
UMEÅ UNIVERSITY

# **SECOND-HAND + ONLINE + GEN Z = TRUE**

**A QUANTITATIVE STUDY ON THE  
MOTIVATIONS BEHIND SECOND-  
HAND SHOPPING FOR CLOTHES  
ONLINE**

Amanda Häggmark, Fanny Olofsson

Department of Business Administration  
Civilekonomprogrammet  
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Supervisor: Vladimir Vanyushyn







## Abstract

The environmental issues in the world are critical and sustainability becomes more important. There is a certain lack in the textile industry, where the production of clothes is responsible for water pollution, landfill waste and greenhouse gas emission. A more sustainable way of consumption is required, and one way is to shop for pre-owned and pre-used clothes. The demand for second-hand goods rapidly increases and the market is expected to continue to grow the next coming years. Internet has opened up for a new marketplace and the number of Peer-to-Peer (P2P) platforms increases and become more and more popular to buy and sell second-hand through.

Generation Z are the young consumers that were born with technology, and this has led to a change in young people's behavior, and attitudes and lifestyle which need to be perceived differently from previous generations. However, there is still a lack of research regarding Gen Z as consumers and no previous research has focused on their behavior when it comes to Online Second-hand Shopping Clothes (OSSC) using digital P2P platforms. Hence, this led us to our research question "*What are the motives for Generation Z to shop second-hand clothes on digital P2P platforms?*". The aim is to give important insights to managers who are developing marketing strategies in the environment of OSSC, through exploring motivations and dimensions that could impact the behavior of this amongst Gen Z. We also want to give insights of OSSC through not only incorporating theories on shopping motivations, but also include Impulsive Buying Tendency and Perceived Risk. Based on theories of motivations towards Second-Hand shopping such as economical, ideological, fashionability, convenience, ethical and theories of Impulse Buying Tendency and Perceived Risk we constructed a conceptual framework with several hypotheses. To answer our research question and achieve our research purpose we conducted a deductive quantitative study where we through a web survey targeted people born in Gen Z who had experience of OSSC.

The findings revealed that as a motive in our baseline regression analysis, ideological and convenience was significant. In our analysis on bivariate correlation, convenience and ethical motives was significant. In the multiple regression with multiple-items measures, convenience was the only significant motivation. Perceived Risk was only significant in our alternative model where it would affect the consumers perception of monetary spending on OSSC. We found no support that fashionability and impulse buying traits are motives for OSSC. Economical motives were not found to be significant as a motivation, but it can be considered a hygiene factor for OSSC. In conclusion, the findings reveal that all motives are important in different aspects, but convenience and ethical motives are strongly supported to be important drivers towards OSSC amongst Gen Z.

**Key words:** *Online Shopping-Hand Clothes, Generation Z, Impulse Buying Tendency, Perceived Risk, Shopping Motives*



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# 1. Introduction

*In this chapter the concept of Online Second-Hand Shopping and the theoretical and practical relevance of it are introduced. Further the Peer-to-Peer (P2P) business model will be explained, using Sellpy and Tradera as two different examples of P2P platforms. A brief explanation of E-commerce and Generation Z (Gen Z) will also be given. Then the problem background is reviewed, and the research gap is identified before the research question is presented. Lastly, delimitations and disposition of the thesis are explained.*

## 1.1 Online Second-hand Shopping

The demand for second-hand goods has never been greater. During the last decade second-hand shopping has increased across global markets (Guiot & Roux, 2010, p. 355). Buying second-hand means buying something that someone else has owned and probably used before (Fernando et al., 2018, p. 1414). Second-hand clothes are sometimes referred to “vintage”, it is important to notice that there is not the same as second-hand. Vintage is clothing or items which is exclusively made between the years 1920 and 1980, while second-hand goods is not limited to a certain age (Cervellon et al., 2012, p. 957).

European Parliament (2022) reports that the textile industry is responsible for water pollution and landfill waste, and 10% of the global greenhouse gas emission is produced by the clothing and shoe industry. As the environmental issues demands sustainable choices and consumption, shopping second-hand instead of new things is one way of consuming more sustainable since it does not require any production of new goods.

The estimated value for second-hand and resale clothes worldwide was in 2021 worth 96 billion USD. This number is expected to reach 218 billion dollars in 2026, which is more than a doubling in size during the next coming years (Thredup, 2022). In Sweden the turnover on the second-hand market was 20 billion SEK in 2020 and the growth was expected to be 1,5 billion SEK a year for the following years (Wallsten, 2021). Generations that are most willing to buy second-hand are Gen Z and Millennials (Smith, 2022).

The exchange of used goods is originally done through outlets such as flea markets, swaps and garage sales. The Internet has now opened up a new marketplace where consumers can buy second-hand goods on different types of platforms, this becomes online second-hand Shopping. Online second-hand shopping in the U.S is expected to exceed offline second-hand shopping in 2026 (Statista, 2021a). The worth of online second-hand shopping is expected to reach a value of 90,5 billion USD in 2023, and a value of 136,3 billion USD is expected in 2026. At the same time Corkery (2017, cited in Paul and Rosenbaum, 2018; and Padmavathy et al., 2019) claimed that brick-and-mortar shopping is at a “tipping-point”.

The most popular category to buy and sell second-hand in the U.S during 2021 was clothes (Statista, 2021b). An increasing number of consumers are rather preferring to buy second-hand and vintage clothes than other ways of shopping fashion (Sabanoglu, 2021).



Therefore, it is of interest to delve deeper into the motives of buying second-hand clothes online.

### 1.1.1 E-commerce

E-commerce is the foundation of online second-hand shopping. Using technology is becoming the standard for both companies and consumers within retail. E-commerce could be defined as buying, selling and trading of products, services and information via computer networks – including the internet (Gunasekaran et al., 2002, p. 186). The global retail e-commerce sales accounted for about 5.2 trillion U.S dollars in 2021 and was from then expected to grow with 56 percent, hitting 8.1 trillion dollars by 2026 (Chevalier, 2022). E-commerce continues to grow each year. From 2014 to 2021 online retail sales worldwide increased from 1,336 billion U.S. dollars to 5,211 U.S. dollars. The sales are also expected to continue to grow and reach a sum of 8,148 U.S. dollars by 2026, which is a growth from 2021 to 2026 by 56% (Statista, 2022a). E-commerce is steadily increasing as a share in retail share, 2021 e-commerce accounted for 19% of all global retail sales, and by 2026 it is predicted that it will increase to nearly 25% (Statista, 2022b). E-commerce revenues in Sweden were 136 billion SEK in 2022 (Statista, 2023).

### 1.1.2 Peer-to-Peer Business Model (P2P)

As mentioned, Internet has opened up for a new marketplace where consumers can buy second-hand goods on different types of platforms. These are Peer-to-peer (P2P) firms, these are often profit-making and consist of two elements (Costello & Reczek, 2020). The first element is the platform, it works as an intermediary between the seller and the buyer. The second element is the provider (Peer 1) that provides goods or services to the platform. There are platforms with different levels of provider involvement and platform focus, one example of firms with high provider involvement and strong platform focus is Uber, where all communication is on the platform but there is also an interaction between the provider and consumer (Peer 2). In the following section Tradera and Sellpy are viewed as two different examples of P2P platforms, to give an understanding of how different P2P platforms can be used and their popularity.

#### *Tradera*

With more than 6 million platform visitors every week Tradera is the biggest P2P platform in Sweden for the second-hand market, with 4 million second-hand items for sale and items are switching owner every third second through the platform (Tradera, 2023a). The company was founded in the late 1990's in Sweden but was later bought by Paypal which has been the owner of the company until 2021, when the CEO Stefan Öberg and four other people from the management team decided to buy out the company (Wahlqvist, 2021). Tradera (2023b) state on their own website that their mission is to drive the transition to sustainable shopping and their vision is to provide a superior sustainable shopping experience, change consumers' buying habits and be sustainable throughout.

On the website consumers and companies can sell and buy goods between each other, various items like clothes, homewear, art, electronics, collectors' items, domains, jewelry and far more. To use the platform to sell, the seller lists their item they want to sell and choose if the item will be auctioned or if it will have a set price, the buyer then has to make a bid or accept the price and when the deal is decided, the seller sends the item



directly to the buyer. Tradera then takes a 10 % commission fee for every sold item (Tradera, 2023c).

### *Sellpy*

Another example of a P2P platform to sell and buy second-hand clothes on is Sellpy. Sellpy was founded in 2014 and the headquarter is located in Stockholm. Today they have over 500 employees and operate in Sweden, Germany and Austria (Sellpy, 2023). Sellpy is partially financed by H&M Group through their investment arm H&M CO: LAB (Wright, 2022). It is a part of H&M's strategic partnership that aims to *"...empower consumers to live in a more circular way and keep fashion in use for as long as possible."* (H&M Group, 2021). Sellpy sells for example: clothes, accessories, shoes, electronics, sports gear and selected housewares (Sellpy, 2020).

Sellpy offers blue and green bags. To sell items on Sellpy the provider orders one or more blue Sellpy-bags from their website. One bag cost 19 SEK and covers the postage to deliver the bag home to the provider and back to Sellpy once the bags are filled. Once the bags arrive back to Sellpy they make an assessment of the items to make sure that they are in good enough condition to be put on the web site. The requirement is that the items have an estimated value of at least 50 SEK, are whole and clean, real and can fit into the bag. The bag fits 75 liters and the maximum weight is 15 kilos. Sellpy prefers to get clothes depending on the season. The green bags can be ordered in addition to the blue ones and are for charity, so in order to send clothes and textiles immediately to charity you can order a maximum of one green bag for every blue bag (Sellpy, 2020).

#### 1.1.4 Gen Z

Generation Z (Gen Z) is the generation after Millennials. There are no clear definitions or boundaries between Gen Z and previous generations, however we will be using the definition from US Census Bureau (2022) which includes people born 1997-2012 with delimitation to 1997-2004 in order for all respondents to be at least 18 years old.

Gen Z is born with technology and have lived their whole life during the digital revolution where the internet is well established in their lives. They are always connected and being online has changed how young people's behavior, attitudes and lifestyle needs to be perceived (Dimock, 2019). Thangavel et al. (2022, p. 724) studied consumers from Gen Z in Asia and found that they are less brand loyal and more likely to compare and contrast a product between different platforms before their final purchase. Their dominant shopping orientations are driven and valued by consciousness and convenience. This is different from previous orientations from earlier generations and could explain why consumers belonging to Gen Z favors e-commerce. Recent statistics show that millennials and Gen Z are most positive to the online shopping method, while Gen Z is least favorable to in-store as primary shopping method among all generations (Statista, 2022c). In 2022, more than 60% of Gen Z consumers in Sweden responded that they purchased clothes and shoes online and was the age group with the highest percent (Statista, 2022d).



## 1.2 Problem background

After going through previous research on the topic of second-hand shopping in general, we have noticed that a lot of the research focuses on the motivations that drive consumers to buy second-hand goods in general. The most common motivation factor that is involved in research is the economic one (see e.g., Ferraro et al., 2016; Padmavathy et al., 2019; Nistor, L. 2022). Several researchers have also examined motivations such as convenience, nostalgia and uniqueness. To our knowledge, Ferraro et al. (2016) is the only one examining fashionability as a motivation.

Swapana and Padmavathy (2018) examined the relationship between dimensions of second-hand shopping, customer satisfaction and repurchase intention. The research showed that dimensions such as price, website quality, nostalgia and brand image affect customer satisfaction. Customer satisfaction is in turn shown to have a positive effect on repurchase intention (Swapana & Padmavathy, 2018, p. 89).

It has been found that Gen Z is driven by consciousness and convenience in their shopping orientation (Thangavel, 2022, p. 725). Since this is different from previous generations, marketing strategies must be adapted to better target Gen Z.

When a customer is shopping online, they must decide if they want to choose new or used products depending on different variables. Fernando et al. (2018, p. 1427) is focusing on e-value and acquisition value perceived by customers as the variables for second-hand and new goods online shopping, and the acquisition in buying secondhand products online. Their research found that consumers buying online secondhand goods perceive a higher uncertainty both regarding the product and seller then when buying new goods. E-loyalty and customer repurchasing is important for sellers online, and acquisition value is prominent for both new and second-hand purchases. Fernando et al. (2018, p. 1430) also found in their study that products with more sensory attributes were more likely to be shopped on new goods websites while non-sensory attributes products were more likely to be bought from second-hand websites.

As the study is conducted in India, the authors suggest that studies on their findings that second-hand shoppers are less frugal could be focusing on other countries to find support or contradictions for their findings (Fernando et al., 2018, p. 1428).

As brands sometimes see second-hand platforms as a danger to their new product market, while it is in fact that these platforms instead are an opportunity for brands to build brand loyalty through purchase intention and word-of-mouth (Abbes et al., 2020, p. 9). As can be seen, big brands have seen this opportunity and now have second-hand platforms in their business model. Although brands realize this opportunity, Abbes et al. (2020, p. 9) argues that there is still a problem in that brands not having a sufficient strategy or knowledge of consumer behavioral motivations in expanding to second-hand platforms.



### 1.3 Research Gap

As mentioned in the previous section, motivations in second-hand shopping have been examined by several researchers. However, no previous study has been focusing exclusively on second-hand fashion clothes in the online environment, of what we know. Previous research on second-hand motivations, have focused on offline second-hand shopping and the online aspect has not been examined to the same extent, neither has specific product categories.

Thangavel et al. (2022, p. 725) suggests in their study about Gen Z and shopping orientations that similar study can be done by looking into a specific product category, for example clothing, in the e-commerce environment. Their study was conducted in Asia and due to cultural differences when growing up, the same generation can have various attitudes, beliefs and value systems. It is therefore also suggested to conduct a similar study in another continent than Asia.

A lot of research has focused on millennials, but it is time to start shifting focus towards Gen Z since they are on their way towards mainstream consumption (Thangavel, 2018, p. 710). Because of their different shopping orientations compared to earlier generations, business practitioners need to know how to adapt their marketing strategies to target Gen Z. This is especially important for second-hand e-retailers since Gen Z is the generation most willing to buy second-hand and at the same time they prefer online-shopping.

Most of the other studies mentioned in the previous section are also conducted in Asia, and some individual studies have been conducted in Australia and Europe. As far as we know no study on Gen Z's motives of online second-hand shopping have been done in Sweden.

To further support the research topic, Marketing Science Institute (2022) have published their research priorities report for 2022-2024. In the report MSI proposed future research on brand purpose and consumption behavior where corporate social responsibilities, such as sustainability and sociopolitical issues, can affect marketing. Suggestion is also to research on customer value, for example how customer value can affect customer acquisition to existing and external customers.

### 1.4 Research Question and Research Purpose

To fill the identified research gap, the research question for this thesis will be:

*What are the motives for Generation Z to shop second-hand clothes on digital P2P platforms?*

To answer the research question, two research purposes are stated.

The first purpose is to investigate what motives drive consumers from Gen Z to Online Second-hand Shopping Clothes (OSSC). This is an important insight for managers who are developing marketing strategies in the OSSC environment where Gen Z accounts for a big segment and little is known about their different ways of shopping compared to



previous generations. The research will be able to explore different dimensions and motivations that could impact the behavior of OSSC amongst Gen Z.

The second purpose is to generate new insights that will extend the limited existing research and open up for other researchers to explore this research area. In particular, we incorporate the impulsiveness trait and perceived risks into the determinants of online shopping.

## 1.5 Delimitations

The phenomena examined in this study is Second-hand shopping focusing only the product category clothes, in the online shopping environment and the study is made on Gen Z. Gen Z are defined as people born between 1997-2012, but since surveys that target people under 18 years old have to be designed in a certain way that follows the Convention on the Rights of the Child, we decided to delimit Gen Z to 1997-2004 to ensure that all participants are over 18 (Jannesson et al., 2021, p. 4). We also decided not to include high-end luxury or vintage items, even if this type of items can be found on many of the platforms Gen Z use, as we expect it to have different behavioral motives than what we are interested to investigate. Additionally, we approached online platforms on the aggregate level and did not consider effects of customer policy specific to each platform. Furthermore, we chose to only focus on including Sweden and no other countries in our study, a decision based on the time limit. Lastly, we chose not to study and compare different generations as this was not the interest in our study as we only wanted to understand the motives for OSSC among Gen Z.



## 2. Theoretical framework

*In this chapter the factors that are found to motivate consumers towards Second-hand Shopping are presented and explained. The used theories: Theory of Perceived Risk and Impulse Buying Tendency is also reviewed from previous research to give an overview of the existing literature on the subject and an understanding of our conceptual framework that is presented at the end of this chapter.*

### 2.1 Second-hand shopping and prior research

To give an overview of previous literature found on Second-hand Shopping, the existing articles found on the subject are reviewed in Table 1. These are not all of the articles that are used for this study, but it is a gleaning of articles. The table gives a brief review of the authors behind the articles and the title of it, which method that is used for the study and in what geographical context the study is conducted. A short brief of the purpose stated by the authors and the theoretical framework that the article builds upon. Finally, the table presents a brief summary of the findings of each article.

Nearly all the articles focus on the underlying motives for Second-hand Shopping, for example Ferraro et al. (2016) focusing on economic, recreational, critical and fashion motives behind Second-hand Shopping. Another example is Swapana and Padmavathy (2018) examining Nostalgia, Website Quality, Brand Image and Price. However, none of the articles are solely focusing on motives amongst Gen Z.

Table 1: Table of previous literature on Second-hand shopping

Authors & Title	Method & Geographical Context	Purpose	Theoretical Framework	Findings
Ferraro et al. (2016)  <i>The role of fashionability in second-hand shopping motivations</i>	<i>Quantitative Study:</i>  Online Survey targeting Australian Second-hand shoppers that are at least 18 y/o and shopped at second-hand stores during the last six months.  Analyses used: Confirmatory Factor Analysis, Latent Class Analysis, Cluster Analysis	Get an understanding of the behaviors and motivations behind second-hand shopping  Motivations: <i>Economic Recreational Critical Fashion</i>	Consumption Theory Consumer Culture	Four segments: <i>Infrequent Fashionistas Fashionable Hedonists Thrill Seeking Treasure Hunters Treasure Hunting Influencers</i>  The first three are driven by Fashion Motivation which represent 83 % of Second-hand fashion shoppers



<p>Arman et al. (2022)</p> <p><i>Ethical Pro-Environmental Self-Identity Practice: The Case of Second-Hand Products</i></p>	<p><i>Qualitative Study:</i></p> <p>In-depth interviews with respondents from Bangladesh and Sweden that have experience from trading on Facebook.</p> <p>Analysis used: Thematic Content Analysis to analyze the themes of pro-environmental self-identity</p>	<p>Explain consumer perspectives on pro-environmental self-identity (PESI) practices</p>	<p>Pro-environmental self-identity (PESI)</p> <p>Ethical Consumption Behavior</p> <p>Social Practice Theory (SPT)</p>	<p>Differences between Swedish and Bangladeshis respondents regarding concerns about the environmental impacts. It is higher in Sweden due to better environmental education and practices.</p> <p>Second-hand is also considered as taboo in Bangladesh, which creates barriers in exchanging products. Due to payment systems in Bangladesh fraud is found a common thing making Bangladeshis people prefer cash on delivery over sending the money first.</p>
<p>Abbes et al. (2020)</p> <p><i>Second-hand shopping and brand loyalty: The role of online collaborative redistribution platforms. Journal of retailing and consumer services.</i></p>	<p><i>Quantitative Study:</i></p> <p>Survey targeting people on a global level, who have bought second-hand products at least once. Respondents of the questionnaire were selected through snowball sampling.</p>	<p>Identify the stakes of collaborative redistribution platforms (CRPs) for brands and to understand their intrinsic and extrinsic characteristics on behavioral intentions</p> <p>Intrinsic characteristics: <i>Ease of use</i> <i>Perceived usefulness</i> <i>Entertainment</i></p> <p>Extrinsic characteristics: <i>A sense of belonging to a community,</i> <i>Seller's reputation,</i> <i>Third-part recognition</i></p>	<p>Collaborative Redistribution platforms (CRPs)</p>	<p>Satisfaction, community belonging, and third-party recognition have a direct impact on platform loyalty while platform loyalty intentions, ease of use, entertainment, seller reputation have a direct impact on brand loyalty intentions.</p> <p>Important for platform managers and brand managers to increase customer satisfaction with platform used due this having a direct impact on platform loyalty intentions and indirect effect on brand loyalty intentions.</p>



<p>Padmavathy et al., (2019)</p> <p><i>Online second-hand shopping motivation – Conceptualization, scale development, and validation</i></p>	<p><i>Mixed Methods:</i></p> <p>Questionnaire and interviews with Indian online second-hand shoppers.</p>	<p>Conceptualize, develop, and validate a measurement for motivations of online second-hand shopping.</p>	<p>Online second-hand shopping motivations (OSSM)</p> <p>Motivations: <i>Economic Convenience Hedonic and utilitarian</i></p>	<p>Validation of the conceptualization of OSSM as a third-order formative construct with three second-order dimensions and nine first-order factors: <i>Economic</i> (price orientation, bargaining power and critical orientation), <i>Convenience</i> (usefulness and ease of use) <i>Ideological motivation</i> (need to be unique, nostalgia, trust and assurances).</p>
<p>Fernando et al., (2018)</p> <p><i>Comparison of perceived acquisition value sought by online second-hand and new goods shoppers</i></p>	<p>Structural equation modeling is used to test the link between perceived uncertainty, perceived acquisition value and e-loyalty.</p> <p>The survey was conducted in India</p>	<p>Identify the differences in the value sought by online new goods and second-hand shoppers, by using different theoretical frameworks</p>	<p>Thaler's Mental Accounting Model</p> <p>Principal-agent Perspective</p> <p>Contamination Theory</p>	<p>Online second-hand shoppers were more uncertain and perceived lesser levels of acquisition value than the ones who shopped for new goods online. Products with more sensory attributes were also more likely to be shopped on new goods websites while non-sensory attributes products were more likely to be bought from second-hand websites.</p>
<p>Swapana et al., (2018)</p> <p><i>Relationships Among Dimensions of Online Second-Hand Shopping, Satisfaction, and Repurchase Intention</i></p>	<p><i>Quantitative study:</i> Questionnaire targeting Indian online second-hand shoppers</p> <p>Analyses used: Exploratory Factor Analysis Measurement Model Structural Model</p>	<p>Examine the relationship between dimensions of online second-hand shopping, customer satisfaction and repurchase intention.</p>	<p>Online Second-Hand Shopping Dimensions: <i>Price Nostalgia Website Quality Brand Image</i></p> <p>Satisfaction</p> <p>Repurchase Intention</p>	<p>Customer satisfaction in online second-hand shopping is shown to be dependent on price, website quality, nostalgia and brand image. Customer satisfaction in it's turn positively affects repurchase intention.</p>



<p>Nistor, L. 2022.</p> <p><i>'There's More to It Than Buying Cheap Clothes...' A Qualitative Study of Second-Hand Clothes Shopping in the Szeklerland Region (Transylvania, Romania)</i></p>	<p><i>Qualitative Study:</i> Interviews with ethnic Hungarians from the Covasna and Harghita Counties of Romania who usually buy their clothes in second-hand stores. A snowball sampling technique was used.</p>	<p>Examine the sources of second-hand shopping motivation and identify the structure of the practice among consumers who mainly buys their clothes second-hand</p>	-	<p>Economic motives are important but not the most important motivation for second-hand shopping. Most important is hedonistic motivations (leisure activity, treasure hunting, social aspects, uniqueness). Ethical-environment motivations are less important. Store atmosphere, quality, price and the seller is more important than the clothing brand. .</p>
<p>Thangavel et al., (2022)</p> <p><i>Consumer Decision-making Style of Gen Z: A Generational Cohort Analysis</i></p>	<p>Exploratory study: Questionnaire targeting Gen Z in one Asian country. Convenient sampling was used.</p>	<p>Examine the shopping orientations of Gen Z online second-hand shoppers and provide insights to e-retailers on how to approach this generation</p>	<p>Generational Cohort Theory (GCT)</p>	<p>Study shows that value consciousness and convenience driven are the dominant shopping orientations that drive the Gen Z consumers. This could be the prime reason why they overtly favor e-retailers. At the same time, they are most likely to 'compare and contrast' available products in the e-commerce platforms before they make the final purchase. It is also shown that Gen Z is less loyal to the brand. Gen Z are driven by different orientations than previous generations.</p>



## 2.1 Motivations

According to Cambridge Online Dictionary, motivation can be defined as “willingness to do something, or something that causes such willingness”. When it comes to motivations behind buying second-hand goods most studies have focused on economical, recreational, critical and fashion motivations (Ferraro et al., 2016, p. 263). This study will also be focusing on economical, critical (ethical) and fashion motivation but instead of recreational we will use ideological motivation to be able to examine both hedonic and utilitarian needs. Recreational needs refer to the joy and excitement connected to the excess of goods, treasure hunting and nostalgia, these can all be connected to hedonic motivation. By also examining utilitarian motivations we will be able to connect the research to more functional motivations as well. The fashion industry cannot go on with business as usual due to the sustainability challenge we are in (Reiley & DeLong, 2011, p. 65). Therefore, we have chosen to incorporate ethical motivation in our research, even if the objectives of ethical motivations might be conflicting at times (Jägel et al., 2012, p. 388).

### *Economical*

Shopping second-hand has been found to be strongly driven by economic motivations (Guiot & Roux, 2010, p. 367). For example, Gullstrand Edbring et al. (2016, p. 8) found in their study about second-hand home wear that 47% of the second-hand consumption is mainly economically motivated, and that is slightly more common by men than women. Being motivated by economic reasons to shop second-hand has continued to be one of the main motivations also when second-hand shops developed online buying (Carvellon et al., 2012, 969).

Padmavathy et al. (2019, p. 29) explained economic motivation toward second-hand shopping as affected by three factors. These factors are *bargain power*, *price orientation* and *critical orientation*. In second-hand shopping, *bargain power* refers to the consumers being able to get a satisfactory price, whilst *price orientation* could be explained as the consumers' identification of products to a fair and cheaper price (Ferraro et al., 2016, p. 264). *Critical orientation* is further explained as consumers' ability to find branded products for less money (Padmavathy, 2019, p. 29).

Another dimension for economical motivation is the gratification of price. When a consumer decides on what necessity they are going to spend their budget on, the consumer often must prioritize and consider the price value on the needed products. Second-hand shopping might in that case come with a solution of lower price which means that the consumer does not have to prioritize in their budget, instead the consumer has the opportunity to afford their most needed products but also the wanted products that are less important (Guiot & Roux, 2010, p. 360).

### *Fashionability*

In the research by Ferraro et al. (2016) Fashionability was studied as a potential motivation for second-hand shopping. Fashionability refers to the level of which consumers consider second-hand to be fashionable and that the consumer is driven by only fashionability. The general definition by Cambridge Online Dictionary for



‘Fashionability’ is defined as “doing things, wearing clothes and going places that are considered stylish or acceptable”. Fashion is an emotional motivation factor that builds upon our need to be socially accepted and fulfill our individual needs (Reiley & DeLong, 2011, p. 66). Consumers that are driven by fashion shop second-hand clothes in order to follow current trends, but also to get their own unique style, be original and avoid being one in the crowd (Ferraro et al., 2016, p.; DeLong et al., 2005, p. 26; Reiley & DeLong, 2011, p. 67).

Most prior research has not taken fashionability in consideration when examining what drives consumers to buy second hand. Ferraro et al. (2016, p.266) is the only one and the findings consisted of four segments, whereas three of them were driven by fashionability. The first segment was called “Fashionable Hedonists” since they are mainly driven by hedonic motivations, 39% of the second-hand shoppers were categorized within this segment. The shopping frequency amongst this segment varied between those who do weekly second-hand shopping and those who shop for second-hand around one time every six months. The second segment is only driven by fashionability and is therefore called “Infrequent Fashionistas”. Out of second-hand shoppers 38% fitted this segment and the frequency of second-hand shopping in retail stores is less than once every six months. In contrast to the remaining segments, the third segment was not motivated by fashionability. This segment consisted of 17 % and was not very motivated by anything and did not usually do second-hand shopping why they got called “Disengaged Second-Hand Shoppers”. The last and also the smallest segment consisted of 6 % and those were the ones to shop for second-hand most often out of the segments. The shopping frequency in second-hand stores was as often as once a week and the main motivations behind the behavior are critical, economic, recreational and fashionability. The strongest motivation for this segment is the critical motivations that entails supporting charity and avoiding the large chains and mainstream fashion. In contrast to the Disengaged Second-Hand Shoppers, these enjoy shopping and are called “Treasure Hunting Influencers”. Since the three segments motivated by fashion consist of 83 % of second-hand shoppers it clearly seems to be an important motivation for second-hand shopping.

### *Ideological*

The ideological motivations consist of two parts, the *hedonic* motivation and the *utilitarian* motivation. *Hedonic* motivations and values are correlated to the consumers’ perceiving of joy and pleasure when shopping (Babin et al., 1994, p. 651) while *utilitarian* motivations are driven by function, practicality, economic and extrinsic factors (Martinez-Lopez et al., 2006, p.5). Padmavathy et al. (2019, p. 27) argue that the main factors in ideological motivations driving consumers to do second-hand shopping are the hedonic value of the need for uniqueness and to feel nostalgia, and the *utilitarian* motivation referring to trust and assurances.

Consumers’ need for uniqueness could be defined as “...the trait of pursuing differentness relative to others through the acquisition, utilization, and disposition of consumer goods for the purpose of developing and enhancing one’s self-image and social image.” (Tian et al., 2001, p. 52). In the fashion industry, need for uniqueness is shown to impact on product involvement, especially amongst the consumers who buys fashion clothing, they seem to have characteristics in wanting to be creative and avoid similarity when engaging in it (Bhaduri & Stanforth, 2016, p. 482). Gullstrand Edbring et al. (2016, p. 9) argue for



the importance of uniqueness as one of the main drivers among consumers shopping second-hand.

Holbrook and Schindler (1991, p. 330) who defined *nostalgia* as “a preference (general liking, positive attitude, or favorable affect) toward objects (people, places or things) that were more common when one was younger (in early adulthood, in adolescence, in childhood, or even before birth)”. When consumers hunt for second-hand bargains, the feeling of nostalgia is an important factor and something second-hand products can give rise to (Giout & Rox, 2008, p. 88). However, Cervellon et al. (2012, p. 970) found that nostalgia is more important in vintage fashion than in second-hand fashion. Madoglou et al. (2017, p. 80) found that older generations are more prone towards feeling nostalgia than younger generations.

Compared to regular e-commerce, second-hand platforms demand a higher degree of trust from the consumer. When a consumer shop second-hand online they base their trust towards both the product and the store. The second-hand platform, especially if they are new, needs to communicate to the customer that they can be trusted and that their products can be trusted (Lee & Lee, 2005, p. 94). Luo et al. (2020, p. 5) argue that trust to second-hand platforms is built on virtual community quality and e-commerce service quality. Highlighting the positive effect on trust through integrating a virtual community to the e-commerce platform, and that trust from e-commerce service quality derives from easily operated platforms, a variety of products and a good support service. The authors also emphasize consumers' need for assurance, the consumers' perception of security, safety and privacy when doing transactions on the platform and the guarantees the platform offers.

### *Convenience*

The convenience perceived by the consumer on a platform is shown to have a huge effect on the final purchase decision (Doolin et al., 2005, p.69).

Shopping convenience is one of the reasons why people prefer to do online shopping and it is positively correlated to customer satisfaction (Lee et al., 2003, p.52; Shin et al., 2013, p.454). The website quality determines the time and effort saved while shopping will determine the level of convenience (Padmavathy et al., 2019, p.21; Rohm & Swaminathan, 2004, p. 750).

Time and ease of browsing on the websites are important for consumer convenience (Szymanski & Hise, 2000, p. 316). In a research by Gehrt & Laura (1993, p. 167) respondents perceived time as the ability of multitasking, waiting, doing something quick, saving time or being able to do it at another time of day. The browsing part should be easy and to save physical energy it should be clean, easy to use and near at hand. Easy browsing is constituted by supportive technology reducing the work/steps that is necessary to fulfill a mission (Gehrt & Laura, 1993, p. 167).

Other than time and ease of use, usefulness and information seeking plays a part in convenience (Padmavathy et al., 2019, p. 21). Information seeking means that it should



be easy to search products and information about them. Using memory for consumer past selections is an example of how to simplify information search (Alba et al., 1997, p.39).

Consumers that are driven by convenience will turn to online stores rather than offline for the ability to place an order whenever time of the day or year and access information regarding the products without going to the physical store to ask about it, which saves both time and effort (Padmavathy et al., 2019, p. 21).

As mentioned, shopping convenience can be used in defining online shoppers and consists of time and effort saved (Rohm & Swaminathan, 2004, p. 749-750). Before, the consumers that are driven by convenience chose their store based on the locations, picking the closest one in order to save time and effort. Nowadays the location is not as important since online shopping is increasing and the consumers who prefer online shopping might be driven by convenience. In the study by Rohm and Swaminathan (2004) time savings and the reduced effort that derived from online shopping were used to measure the level of shopping convenience. Four groups of online grocery shopping types were identified by a cluster analysis, whereas the 'Convenience Shoppers' were the ones mainly driven by convenience and were the smallest segment consisting 11% of the sample. This group prefers online shopping and does less shopping in physical stores. The largest group is called 'The variety seeker' and counts for 41% of the sample. They are fairly motivated by convenience but more by the variety seeking regarding different options of retail stores, products and brands. Just like the variety seeker, the third group named 'The balanced buyer' is partly driven by convenience, and partly from variety seeking. The last group is called 'The store-oriented shopper'. This group is not very motivated by convenience and at the same time they prefer physical stores rather than online shopping since they are motivated by immediate possession of goods and social interaction.

In a study made by Thangavel et al. (2022) there is also a segment called 'Convenience shoppers'. This segment considers convenience as the most important aspect of shopping, meanwhile they were also shown to be the segment caring the least about loyalty. E-retailers should probably focus on this segment since they often turn to online websites in order to fulfill their convenience needs through home delivery. Except for quick and flexible delivery options this segment also values an easy return policy.

### *Ethical*

Second-hand shopping is one way of ethical consumption, amongst for example choosing fair trade or organic products (Jägel et al., 2012, p. 374). Practicing ethical consumption might be conflicting, since people prefer to wear things that they like and think looks good, but in a more considerate way. If ethical consumption implies wearing ugly clothes, people might choose other ways of doing good for the planet (Jägel et al., 2012, p. 388, 390).

In the article by Ferraro et al. (2016, p. 263) critical motivations are discussed which refer to moral and ethical motives behind the shopping behavior. This implies distancing oneself from the system and the aversion of consumer society by shopping second-hand, for example. Second-hand shopping makes it possible for consumers to practice and express awareness about how to consume in a sustainable way.



## 2.2 Impulse Buying Tendency

Impulse Buying Tendency can be defined as purchases made by the consumer that were not planned to be done (Kollat & Willet 1967, p. 28) and further defined by Weun et al. (1997, p. 1124) as “the extent to which an individual is likely to make unintended immediate and unreflective purchases, i.e., impulse purchases”. The theory of impulse buying originated from Stern (1962, p. 59) who explained that there are different kinds of impulse buying rather than just unplanned purchases. These four kinds of impulse buying were identified as *pure* impulse buying, *reminder* impulse buying, *suggestion* impulse buying and *planned* impulse buying.

Stern (1962, p. 59) explained *pure* impulse buying as a truly impulse and unplanned purchase, while *reminder* impulse buying is referring to when a consumer sees a product they had forgotten about and they need to repurchase it. *Suggestion* impulse buying is in contrast not based on previous purchase, instead this is when a consumer notices a product that is new for them and this creates a need for the item. The last impulse buying identified by Stern (1962, p. 60) is *planned* impulse buying, which is explained as when a consumer has in advance planned purchase but also has planned that other purchases can occur depending on whether there are any current sales promotions or discounts for example.

Sundström et al. (2019, p 154) found that a difference in consumer impulse buying behavior online, apart from offline, is that online consumers do impulse buying because of boredom. The online consumer tries to escape monotony and boredom and the online shopping could be a chase of joy, where the purchase is the reward. The authors also found that when a consumer is bored, scrolling around online shops, their impulse shopping behavior is heavily affected by price and easy access stimuli.

For e-retailers trying to heighten consumers' online impulse behavior, Lo et al. (2016, p. 770) suggest that what might have the most effect is sales promotion stimuli that have benefits for consumers both as saving money (utilitarian benefits) and creating value (hedonic benefits). This could be buy-one-get-one-free, group buying, limited time offers or limited quantities. These can give the consumer a feeling of saving money and making a clever buying decision.

Sundström et al. (2019, p.154) also argue that the impulse buying of fashion could also be explained by consumers wanting to be identified in a certain way or belong to a certain group, where fashion items are seen as the resolution to this. When the consumer is bored and is searching for a way to belong, impulse buying new clothes is then seen to solve the problem.

## 2.3 Theory of Perceived Risk

Online shopping websites are stuffed with detailed information about products and services (Li & Huang, 2009, p. 912). But even if there is unlimited information to gather before making a purchase decision online, there are still some issues with online shopping since consumers can not feel, touch or watch the product in reality. Consumers often feel some degree of uncertainty when making a purchase, and regarding non-store purchases the uncertainty and the perceived risk seems to be higher (Doolin et al., 2005, p. 68). There are different types of risk that might concern the consumer, such as *product* risk,



*security risk* and *privacy risk*. Product risk refers to the fear of making a bad purchase decision seen to economic aspects such as not being able to fully compare prices, not being able to return the product or fear of not receiving the product (Jarvenpaa et al., 1999). Product *performance* is also an uncertainty among consumers, a fear that the product will not bring the use it is supposed to. Except for uncertainties regarding a specific website for online shopping, the perceived risk can be based on the internet itself and a fear of sharing too much personal information on it (Doolin et al., 1999, p. 68).

## 2.4 Conceptual Framework

Our conceptual framework is based on motivation factors that are collected from a couple of previous researches. These are believed to be the main motivations behind the behavior of OSSC. The behavior might also be influenced by Impulse Buying Tendency and Perceived Risk.

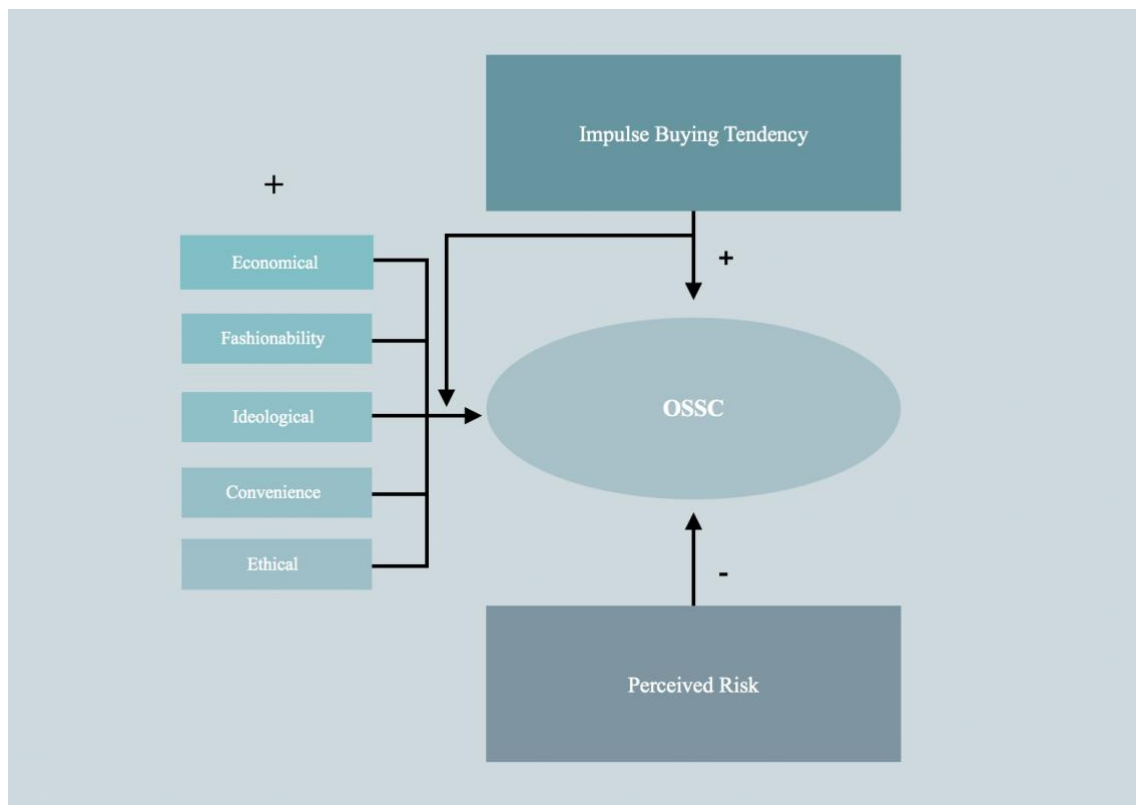


Figure 1: Conceptual Framework

The motivation factors are *Economical*, *Fashionability*, *Ideological*, *Convenience* and *Ethical motivation*. These motivations affect *OSSC* alone or together in a positive manner leading to following hypotheses:

**H<sub>1</sub>** *The higher the economic benefits that are perceived, the higher consumption*

**H<sub>2</sub>** *The higher fashionability and trendiness perceived, the higher consumption*



**H<sub>3</sub>** *The higher the ideological values that are perceived, the higher consumption*

**H<sub>4</sub>** *The higher level of convenience perceived, the higher consumption*

**H<sub>5</sub>** *The higher ethical concerns, the higher consumption*

The motivations might also be amplified by the level of *Impulse Buying Tendency* amongst the consumer. *Impulse Buying Tendency* can also alone have a positive effect on OSSC which gives us this hypothesis:

**H<sub>6</sub>** *The higher level of impulse buying tendency, the higher consumption*

Lastly, *Perceived Risk* is also included in the model and believed to have a negative effect on OSSC. The higher risk the consumer perceives towards buying second-hand clothes from digital platforms are assumed to have a negative correlation to the behavior and result in less purchases of second-hand clothes online which gives us our last hypothesis:

**H<sub>7</sub>** *The higher the perceived risk is, the lower consumption*



### 3. Scientific Methodology

*This chapter addresses the underlying scientific approach and the research paradigm which characterizes this thesis, along with the ontological, epistemological and axiological adoptions of the paradigm. The chapter ends with a section explaining the chosen research approach for the thesis and a critical review of the literature search and sources used.*

#### 3.1 Research Philosophy

There are five major paradigms in business (and management) research, these are critical realism, positivism, interpretivism, postmodernism and pragmatism. Critical realism refers to the explanation of what is perceived by watching or experiencing something. Critical realism is often confused with positivism, or direct realism that it is sometimes called. But the big difference is that critical realism is more reflective of the findings (Saunders, 2019, p. 147).

Positivism is the research paradigm that is often associated with the quantitative method, but all paradigms can be used for both qualitative and quantitative methods (Ryan, 2018, p. 14-15). Without observations or gathered data, positivists claim that “truth” is just speculation. Practitioners of positivism want hypotheses that can be either proved or disproved and they value objectivity. Some argue that positivism is too objective and that it sometimes misses the understanding of social phenomena. Ryan (2018, p.15) proposed four characteristics of positivism and they are the following: *Phenomenalism, deductivism, objectivity* and *inductivism*. Phenomenalism implies that all knowledge requires validation from science before it can be considered as real. Deductivism implies that hypotheses that come from theory can form “laws” by being tested and proved. Objectivity implies that no values should be involved or affect the research. Lastly, Inductivism refers to that “...knowledge is gained by gathering facts that provide the basis for laws”. However, positivism is one extreme research paradigm and even if quantitative studies is associated with this, our approach in this thesis takes a stance in critical realism leaning more towards the subjective. We are not saying that critical realism is subjective but at least it is not as objective as positivism (Saunders et al., 2019, p. 142). Instead of perceiving the nature of reality as “*One true reality*” as within positivism, researchers within critical realism try to be as objective as possible. Instead of just accepting that what we find is what we get, critical realism tries to explain the findings (Saunders et al., 2019, p. 147).

Every paradigm has different ontological and epistemological adoptions (Scotland, 2018, p. 9). Their perspectives of reality and knowledge are different and since they are the foundation of the research approach it is important to address the position since it will later on be reflected in the research design. Taking stance in the critical realism paradigm, its ontological, epistemological and axiological assumptions will be presented in the upcoming section.

##### 3.1.1 Ontology

In research, multiple assumptions are made at different stages of the process (Saunders et al., 2016, p. 130). First out is ontological assumptions which refers to assumptions



regarding the nature of reality or being (Saunders et al., 2019, p. 810). Ontology affects the perspective on the way of looking at and conducting research. For positivists, ontology is viewed as real, external and independent as if there is only one true reality (Saunders et al., 2019, p.144). The ontology of critical realism agrees upon the external and independent aspect of the nature of reality, but critical realism views reality as stratified. The core consists of 'The Empirical', mid layer 'The actual' and the outer shell is 'The Real' (See Figure 2).

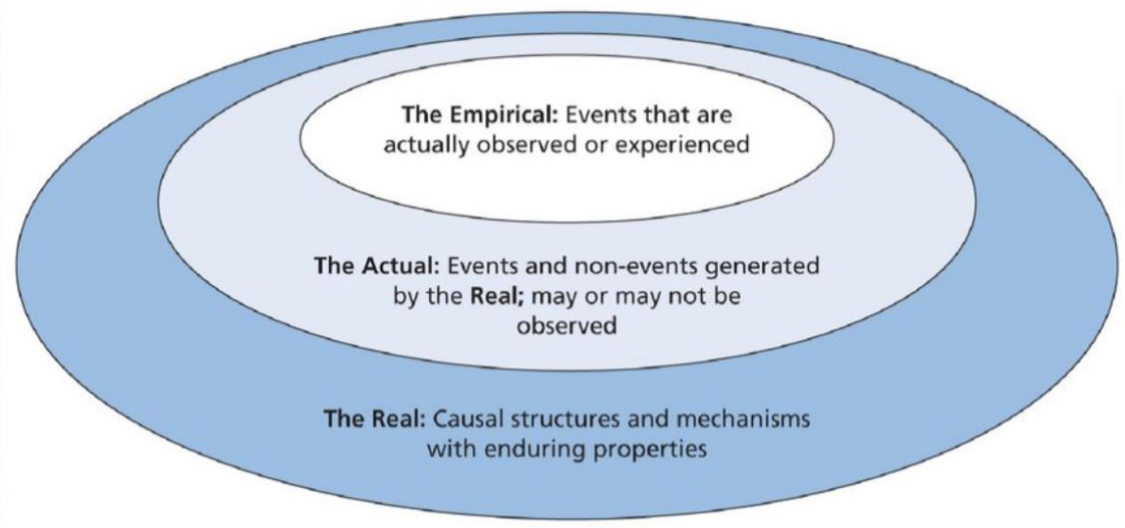


Figure 2: Critical realist stratified ontology (Saunders et al., 2019, p.148)

While positivism and critical realism see reality as external, interpretivism together with postmodernism see it as socially constructed. These are two extremes of ontology, epistemology and axiology, objectivism and subjectivism (Saunders et al., 2019, p. 135).

### 3.1.2 Epistemology

Epistemology is how we think that we can get to know the world (Ryan, 2018, p.14). It is not only assumptions about how to create and acquire knowledge, but also how it should be communicated. Scotland (2018, p. 9) further describes it as "*What it means to know*". Epistemology also includes assumptions about what is required in order to make the knowledge accepted, validated and legitimized. What constitutes acceptable knowledge seen from a positivist perspective is using a scientific method, facts that are observable and measurable in order to make generalized "laws" through causal explanation and prediction (Saunders, 2019, p. 144). Critical Realism perceives knowledge as something that has emerged through history and been shaped by social acceptance. This allows critical realists to believe that there are more than just statistical and quantitative methods that can be used for causal explanation (Reed, 2005, p.1630).

### 3.1.3 Axiology

Axiology concerns the significance of values and ethics (Saunders et al., 2019, p. 134). Depending on values and beliefs of the researcher those might have a different level of positive impact on the research and it should be considered to what extent those should impact the research. The role of values within positivism is as mentioned before that it should be completely free from values where the researcher should remain neutral and



independent from what is researched with an objective view of it. Since we will include some of our acknowledgement when analyzing the results in order to make sense of it, the critical realism suits this study better even in this respect. Critical realism allows for this but still aims to keep the research as free from bias and errors as possible (Saunders et al., 2019, p.144).

### 3.2 Research Approach

To explain how theories and data will be researched and used for analysis a chosen research approach is required. There are three different approaches to theory development, these are deduction, induction and abduction (Saunders et al., 2019, p. 152). The deductive approach uses already existing theories and hypotheses are derived from this data (Shiu et al., 2009, p. 278). Data is then collected in order to evaluate the hypotheses derived from the existing theory (Saunders et al., 2019, p. 153). The hypotheses are propositions regarding the ratio between at least two variables. Through testing the hypothesis, it can either be confirmed or rejected, depending on if the empirical findings are consistent with the proposition or not.

Unlike deduction, induction starts with collecting data and then using this to analyze and build hypotheses to be tested generating new data or building upon existing theories (Saunders et al., 2019, p. 154; Shiu et al., 2009, p. 278). After analyzing the collected data, it is common to set up a conceptual framework of the result to formulate it into theory (Saunders et al., 2016, p. 155).

Deductive reasons generalize from the broad to the specified and to verify or falsify theories, while inductive reasons want to generalize from the specific to the broad and develop theories (Saunders et al., 2019, p. 153). The last approach is abduction which can be seen as a combination of deduction and induction (Saunders et al., 2019, p. 155). This method neither starts with theory nor data, it moves back and forth. It starts with an observation of something unexpected that is then explained by a reasonable theory to test and possibly find some other unexpected fact.

As mentioned before this thesis takes its stance in a critical realism philosophy and different research approaches can be used for this (Saunders et al., 2019, p.144). Our thesis starts with presenting the theory and then collecting the data, but in the discussion, we go back to theory in order to explain the findings. Both in relation to previous ones, but also identifying new findings that can generate new theories or contribute to already existing ones (Saunders et al., 2019, p. 796). This explains the abductive approach and it is adopted for this thesis.

### 3.3 Literature search and source criticism

When a topic of research is decided upon, a literature search is a systematic process which is done to find what is already known about the topic and should be done critically. The key motives behind doing a literature search are to find what has been previously contributed to the subject, research problems and research gaps to motivate your own research topic, methodology and design choice and the ability to search and use previous literature (Collis & Hussey, 2021, p. 81).



Literature for this thesis has been mainly found in electronic articles and books, provided by Umeå university's database and their library. Through the database, we also accessed Statista for marketing and consumer data and finding usable statistics. The website is often cited and referred to in academics, research and media which makes it feel credible. To critically review our sources, most of the articles and books used are peer-reviewed, meaning that the publication has been reviewed by other authors and experts within the field to make sure about the quality of the paper.

We started by gathering as much knowledge as possible about the topic and reviewing most of the previous research and findings by using the key words "online second-hand shopping", "second-hand consumption" and "peer-to-peer shopping platforms". Later, in the process of building the theoretical framework, the key words used in finding literature were *Second-hand Shopping Motivations*, *Impulse Buying Tendency*, and *Theory of Perceived Risk*.

When looking to find how much knowledge there is to the topic and identify areas where there is more to be researched, we wanted to find as new studies and articles as possible. However, when using theories in the theoretical framework it was needed to use older sources to explain the origin of the theories. Even if the originate sources were older, more current research papers were also used to identify the evolutions of the theories and how they have been applied in recent research. This resulted in the literature used in this thesis being sourced from 1962 to 2022. The older articles are relating to our chosen theories since we wanted to make sure that these sources are thorough and well-established. To build the body of knowledge and when identifying which current state research is surrounding our topic, more recent articles have been used to make sure that it is relevant and up to date.



## 4. Research Methodology

*This chapter includes an explanation of the chosen research methodology in terms of research design, data collection method, construction of the survey and sampling method. The chapter ends with a presentation of the analyses that are used in order to analyze the collected data and we are also defining some concepts used in the data analysis process. The chapter ends with ethical considerations taken when conducting the data in order to protect the participants and their integrity.*

### 4.1 Research Design

The researcher for a study needs to choose what method they believe to be best suitable to use in order to be able to find what they are looking for to answer the research question. The two most frequent methods used and discussed is quantitative and qualitative research. One of these can be used as design for the research, or they can be used as a combination (Adams et al., 2014, p. 6).

Qualitative research implies collecting non-numerical or non-quantified data (Saunders et al., 2019, p.813). Non-quantified data means that the data has not been processed, data might be collected by for example interviews, where the spoken or written words are considered as non-quantified data but could eventually be transformed into quantified data. Qualitative research partly aims to give preliminary insights to research problems (Shiu et al., 2009, p. 173).

For this study we will be carrying through a quantitative survey, quantitative studies are normally associated with positivism and deduction (Saunders et al., 2019, p. 176). A quantitative research design refers to the collecting of numerical data that is then measured and analyzed by statistical and graphical means (Clark et al., 2021, p. 142). Quantitative research uses hard data, aiming to be able to do generalizations using numbers (Clark et al., 2021, p. 373). An advantage of using quantitative models is that several variables can be included and the relationship between these variables can be measured and explained (Franses & Paap, 2001, p. 11). On the other hand, the quantitative method has disadvantages when it comes to data reliability as it trusts the researcher to correctly interpret the numerical data (Shiu et al., 2009, p. 173). In this research the variables are motivation factors and behaviors that we further want to examine how they affect consumers' motivations toward OSSC on P2P platforms. Hence, when including these variables, a quantitative research approach is considered to be the best option for this research. As with everything, there are both pros and cons and one disadvantage that might appear when using a quantitative method is that it can be too objective. Qualitative studies are in comparison associated with interpretive philosophy and therefore considered as more subjective (Saunders et al., 2019, p. 179). However, qualitative research has the disadvantages of, other than the lack of generalizability, that it is hard to prove reliability and validity and it is also difficult for the researcher to catch small changes when keeping the sample small (Shiu et al., 2009, p. 175).

As it is visible in Table 1 both quantitative and qualitative studies have been used on the topic of Second-hand Shopping. Most previous researchers have used a quantitative method and conducted their survey through a questionnaire, probably since most studies just like this one is examining variables in the form of motivation factors where a quantitative study is considered appropriate (Franses & Paap, 2001, p. 11).



As mentioned, researchers can also use a combination of more than one research design, combining quantitative and qualitative methods, a so-called mixed method to possibly find a more comprehensive understanding (Clark et al., 2021, p. 556). Padmavathy et al. (2019) conducted both a questionnaire and interviews amongst Online Second-hand Shoppers, using this mixed method approach. However, using mixed methods have a significant disadvantage in it being significantly time-consuming for it to be an effective method (Jick, 1979 p. 610). We considered using a mixed method anyways, but different from Padmavathy et al. (2019) we wished to get two perspectives, one from the consumers and one from someone within the industry. We reached out to industry professionals, hoping for an interview without any luck and we did not give it a second try since it would be too time constraining. Hence, as our research only has a short timeline to conduct the research, our choice of not using a mixed method is based on the decision that we would not have enough time to do both a qualitative and quantitative research that would be sufficient.

The purpose of the research design can be recognized by looking at the question that the research aims to answer and the objectives of the research (Saunders et al., 2019, p.186). The purpose of the study can be exploratory, descriptive, explanatory or evaluative, it could also be a mix of these. The exploratory study is helpful when the research purpose is to explore and issue, problem or phenomenon. Open questions that start with 'What' or 'How' are normally asked in order to get some knowledge of a subject that is often quite underexplored and uncertain. Exploratory studies are usually done by literature search and interviews, most likely unstructured interviews with experienced people that possess knowledge on the subject. The advantage with exploratory study is that it is flexible, and it often requires a change in the course of the research since unexpected data might appear that generate new insights. Descriptive research is used to get a picture of events, persons or situations (Saunders et al., 2019, p. 187). Research questions in descriptive studies usually start with 'Who', 'What', 'Where', 'When' or 'How'. It is important to have some kind of knowledge about the phenomenon that is profiled in descriptive studies and it is therefore common to start with the exploratory study to gain knowledge before going on with the descriptive study. Sometimes the descriptive study is followed by an explanatory study to be able to take it further and make conclusions rather than just conclude the study with descriptives. The explanatory study examines the causal relationships amongst variables in different situations or a problem. Questions are normally asked starting with 'Why' or 'How' through either a quantitative study or a qualitative study. In order to find out how well something works the evaluative study can be used. It is common to use this type of study when evaluating the effectiveness within an organization or how a marketing campaign went for example. Since this research aims to examine the motivation for OSSC and test hypotheses the purpose of this study is explanatory.

## 4.2 Data collection

Using surveys as a research design can be an effective way to gather large amounts of data. Using a survey is suitable if the data can be obtained directly from the respondents, if it is possible to get short answers to structured questions and if it can be expected to easily get responses (Vogt et al., 2012, p. 16). We consider that these requirements are met since we are examining the motivations amongst Gen Z towards OSSC on P2P platforms. The motivation factors used in our study are previously used in other studies and the questions in our questionnaire will originate from a couple of previous surveys used for examining motivations among second-hand consumers.



Online surveys are often used when the target group is used to the internet as with Gen Z, especially if they are experienced with OSSC which implies that they use the internet for that and probably a lot more. Using online surveys amongst young people are likely to result in more answers than if a paper-and-pencil method is used (Van Selm & Jankowski, 2006, p. 437). As mentioned before this will also support the cost and time saving aspect. The online survey was posted on our Facebook-pages, Instagram stories, sent to friends, family and colleagues that fit our target group. Some disadvantages when doing an online survey are uncertainty about the validity of the data, sampling problems and concerns with the design and implementation and the evaluation of the survey (Wright, 2005).

Our survey is carried out through a questionnaire in Microsoft Forms. In order to simplify it for our respondents it was constructed in Swedish, since the respondents are living in Sweden. This requires less effort from them having Swedish as their native language and Synodinos (2003, p.227) claims that the questions should aim to require minimal effort from the respondents. The point of departure should be that the respondents have a low level of formal education, which means that we cannot assume that they will have the English qualifications that otherwise would be required. The questions in a questionnaire should also be constructed in a way that the questions can be answered unbiased by the respondents. The wording of the questions is important and the way which questions are formulated, their response choices and instruction can be shown in the result. Our questions are formulated as claims, which is usual for questions in surveys that examine attitudes (SCB, 2016, p. 15). However, there are some consequences with using claims instead of question sentences. SCB (2016, p.15) states that this type of question is often used without consideration whether a question sentence would have been a better fit. In our case we have not experienced that this was a problem. During our pre-test when a couple of friends and other students got to test the questionnaire, we did not receive any comments regarding this, nor have any of the other respondents given us a comment about this even if they had the chance to add whatever they wanted in the last question.

When it comes to response choices the questions could be either open-ended or closed-ended. It is preferred to use close-ended questions since open-ended questions often require more from the respondents and are often harder for the respondent to answer (Synodinos, 2003, p. 228). Hague (1987, cited in Synodinos, 2003, p.228) claims that this can lead to lower response rate or unclear answers that are hard to use for the researcher. This is why we are constructing our questions as closed-ended with fixed alternatives for the respondents to choose from. Open-ended questions are useful in the way questions are answered, the answer is then given from the reference of respondent. There are consequences with using closed-ending questions as the construction often is harder when it comes to this type of questions, as we mentioned before constructing it as claims might not be optional, but it was hard to make them in another way. However, open-ended questions are often easier to code and analyze. The last question in the questionnaire is an open-ended question where the respondents have the opportunity to add whatever they feel like. This can help in understanding the thinking and reasoning behind the response and be of great value for quantitative studies (Wärneryd, 1990, p.102).

It is recommended that the answer scale in surveys should contain between five to nine alternatives (Persson, 2016, p. 96). These alternatives should be ranked from low-high or high-low with a natural alternative in the middle (Persson, 2016, p. 69). Our questionnaire



contains likert-type rating questions with five alternatives, scaled from *‘Totally disagree’* and *‘Disagree’* to *‘Agree’* and *‘Totally agree’*, with a natural alternative in the middle being *‘Neither disagree nor agree’*.

Table 2: Table of sources from which the questions related to each theoretical measurement are formed.

Theoretical Measurement	Question	Source
<i>Shopping Frequency</i>	How often have you shopped for clothes second-hand online during the last year?  How often do you believe you will shop clothes second-hand online the coming year?	
<i>Economical Motivation</i>	I feel I spend less by buying second-hand  By shopping second-hand, I feel I am paying the right price for things  By shopping second-hand, I can have more for the same budget	<i>Spending less, Fair prices, Allocate role of price, Bargain hunting</i> (Roux, 2008, p. 71)
<i>Fashion Motivation / Fashionability</i>	I buy second-hand (online), because it is trendy to buy second-hand  I buy second-hand because it is easier to keep up with the trends in fashion  It is important to me that the clothes I shop second-hand is trendy	(Ferraro et al., 2016, p. 265)
<i>Ideological Motivation</i>	I like to buy second-hand because it has a nostalgic value to me  I buy clothes second-hand online to stand out from the crowd and not have the same clothes as everyone else  By buying second-hand products (online), I can express my individuality	<i>Nostalgia</i> (Roux, 2008, p.71)  <i>Need to be unique</i> (Padmavathy et al., p. 28)



<i>Convenience Motivation</i>	<p>Shopping second-hand products online, enhances my effectiveness in comparing the prices</p> <p>Helps me to buy what I want from a wide range of available products</p> <p>Shopping second-hand products online, requires less mental effort</p>	<p><i>Usefulness</i> (Padmavathy et al., p. 28)</p> <p><i>Ease of use</i> (Padmavathy et al., p. 28)</p>
<i>Ethical Motivation</i>	<p>I shop clothes second-hand online to fight against mass consumption</p> <p>I don't like seeing things thrown away that can still be of use</p>	(Roux, 2008, p. 72)
<i>Perceived Risk</i>	<p>When shopping second-hand products online, I feel a risk of not receiving the product</p> <p>When shopping second-hand products online, I feel a risk of paying too much for the products worth</p> <p>When shopping second-hand products, I feel a risk that my personal information is being lost</p>	(Bashir et al., 2021, p. 4)
<i>Impulsive Buying Tendency</i>	<p>When I go shopping, I buy things that I had not intended to shop</p> <p>When I see something that really interest me, I buy it without considering the consequences</p> <p>It is fun to buy spontaneously</p>	(Weun et al., 1998, p. 1133)
<i>Individual Question</i>	I feel that I spend too much money on second-hand clothes	



### 4.3 Sampling

For this survey a non-probability sampling method is used, this is the most utilized method when conducting an online survey (Van Selm & Jankowski, 2006, p. 439). Non-probability sampling cannot be generalized to the whole population but for a subgroup, in our case the subgroup will be people belonging to generation Z in Sweden. Therefore, the non-probability sampling can still be valuable for this study. The non-probability sampling method that is used is purposive sampling, sometimes even called judgmental sampling (Ruel et al., 2016, p.4). Purposive sampling is a version of convenience sampling and is often used with limited populations. The respondents are chosen to fit the target group and research area. As mentioned before, there are some issues with non-probability samplings such as the inability to generalize it to a larger population and estimating sampling errors or bias. But at the same time, sampling error is one of the errors that is inevitable when making an online survey and no sample is perfect (Cowles & Nelson, 2015, p. 36-37).

To test the hypotheses, a regression analysis can be used and in order to make this at least 50-100 samples are required according to Hair et al. (2018, cited in Memon et al., 2020, p. 2). Hence, our target was to reach 100 answers, which we expected would be quite challenging. Our prospective sample was friends, family, colleagues and other students that we would reach through social media.

Once the questionnaire was constructed, it was shared through social media and sent to siblings, colleagues and friends as mentioned. These persons were also asked to spread the questionnaire to their friends and so on. This is called snowball sampling and this method is useful when targeting a subgroup of people (Ruel et al., 2016, p.6). We felt like this method was needed since our target group is limited to a specific generation and it is also required that these people have experience of OSSC the last year. This sampling generated 55 answers, which was not enough since our target response amount was 100. We therefore shared the questionnaire on Facebook and at one of our workplaces, through chat groups on Teams. It was also sent to some more friends and after this we had collected around 78 answers. We then shared the questionnaire on our Instagram stories once again and we also asked one of our sisters to share it on her Instagram, this ended up giving us 93 answers. The last try was to share the questionnaire on a Snapchat story among close friends which gave us 103 answers. We then approached people at our university by asking how old they were and if they had done OSSC lately, this gave us a total of 113 answers. Out of these, 22 had answered that they had not done OSSC during the last year and they were not planning on doing so for the next upcoming year either. These were removed and left us with a total of 91 answers.

### 4.5 Ethical considerations

Clark et al. (2021, p. 113) discussed four ethical principles that researchers need to take in consideration when conducting research. These four principles are possible harm to participants, informed consent, invasion of privacy and deception.

To avoid harm to participants, Collis and Hussey (2021, p. 29) explains that anonymity and confidentiality for the participants is important. To give a participant anonymity means that their name will not be exposed in the research and confidentiality ensures that



when a participant contributes with information to the research, it will not be able to trace the individual with that information.

As we do our research through an online survey, the anonymity will be kept as we will not ask for their name or anything else that could reveal their identity or in any way make it possible to connect the individual to the answers. The participants were informed about this in the introduction of the questionnaire. They were also informed that their answers will be confidential as their responses will only be collected by us doing the research and their responses will not be shared. See Appendix 1 for the introduction and question construction from the original questionnaire.

Collis and Hussey (2021, p. 29) stated that voluntary participation is one of the most important ethical considerations, where the participant should be informed what they are consenting to by responding to the questionnaire and that participants should be informed about the timeframe and what the purpose of the study is. The expected time it takes to finish the questionnaire and the intention with the study will also be stated in the introduction of the questionnaire. This is so that the participants know what they agree to participate in. It will also be clearly stated that it is voluntary to participate and that they are free to withdraw their participation at any point of answering the questionnaire. The anonymity, confidentiality, informed consent and informing that the participant can if they choose to abandon the questionnaire will ensure that the principle of privacy invasion can be secured.

## 4.6 Data Analysis

In this part the analyses used to analyze data will be presented and explained in order to make our analysis and discussion easier to understand. The collected data is as mentioned collected through a questionnaire in Microsoft Forms, the reason behind this choice is that this is the recommended platform by Umeå University. The collected data was then imported to an excel file that then was uploaded to IBM SPSS Statistics, which is a statistical software platform that was chosen since it is user-friendly and offers advanced statistical procedures. Data was then re-coded, and the following tests and analyses were carried out:

*Cronbach's Alpha* is the most used method for measuring internal consistency (Saunders, 2019, p. 518). Internal consistency refers to how the responses correlate to the questions in the questionnaire and Cronbach's Alpha is a way of measuring this correlation. In most cases, as in this case the intention is rather to measure the consistency between the responses to a subgroup of questions. The alpha coefficient is a number between 1 and 0, where values over 0.66 can be considered as an indicator of consistency amongst the questions included in the scale (Shiu et al., 2009, p. 403). This means that the set of questions that are combined to measure a particular concept is measuring it in a consistent way.

*Pearson's product moment correlation coefficient (PMCC)* is used to measure how strong the relationship is between two numerical data variables (Saunders, 2019, p. 811). This is a statistical test of two numerical variables and if it is tested on a sample, it has to be a random sample that is normally distributed. It is also necessary to take into consideration



that the correlation coefficient might have happened by a coincidence and this probability can be measured with the help of a multiple regression.

*Multiple regression* is when two or more independent variables are used together with one dependent variable to calculate a coefficient of multiple determination and regression equation (Saunders et al., 2019, p.618). The significance of the coefficient is indicated by a P-value which can be either high or low, where a low value is considered less than 0.05 and it indicates that it is not likely that the coefficient or one more extreme have happened by a coincidence.

The following section will bring up some important concepts that occur in the analysis and discussion. In order to facilitate the reading and understanding these will be explained.

*Multicollinearity* refers to how strong the correlation is between two or more independent variables and this is measured by the *variance inflation factor* (VIF) (Saunders et al., 2019, p. 799). Multicollinearity is acceptable if the VIF value is over 0.10 or higher than 5 (Shiu et al., 2009, p. 591)

*Beta coefficient* that is used in the regression analysis and will range from .00 to 1.00 to measure in which strength the independent effect of the dependent variable (Shiu et al., 2009, p. 584). It is important to note if the Standardized Beta is negative or positive, as this explain if the independent variable have a negative or positive relationship to the dependent variable (Shiu et al., 2009, p. 567)

An *independent variable* is exposed to manipulation or change in order to examine the impact on a dependent variable (Saunders, 2019, p. 191). A *dependent variable* is thereby the variable that is observed to find the outcome and result from the manipulation and change in the independent variable.

## 4.7 Data Loss

As mentioned in the previous section a total of 113 answers were conducted. Question four (Q4) and five (Q5) in the questionnaire helped us identify lapse by asking '*How often have you bought clothes second-hand online during the last year?*' in Q4 and '*How often do you believe you will be buying clothes second-hand online in the coming year?*' in Q5. The answer options were (top to bottom) '*More than once a month*', '*In average once a month*', '*Once per quarter*', '*Once every six months*', '*Once*' or '*Not at all*' for both questions. There are two scenarios that make us have to remove these answers:

1. Answering '*Not at all*' on Q4 means the respondent had not bought clothes second-hand online the last year
2. Answering '*Not at all*' on Q4 and Q5 means the respondent neither has bought clothes second-hand the last year nor is planning on doing it the coming year



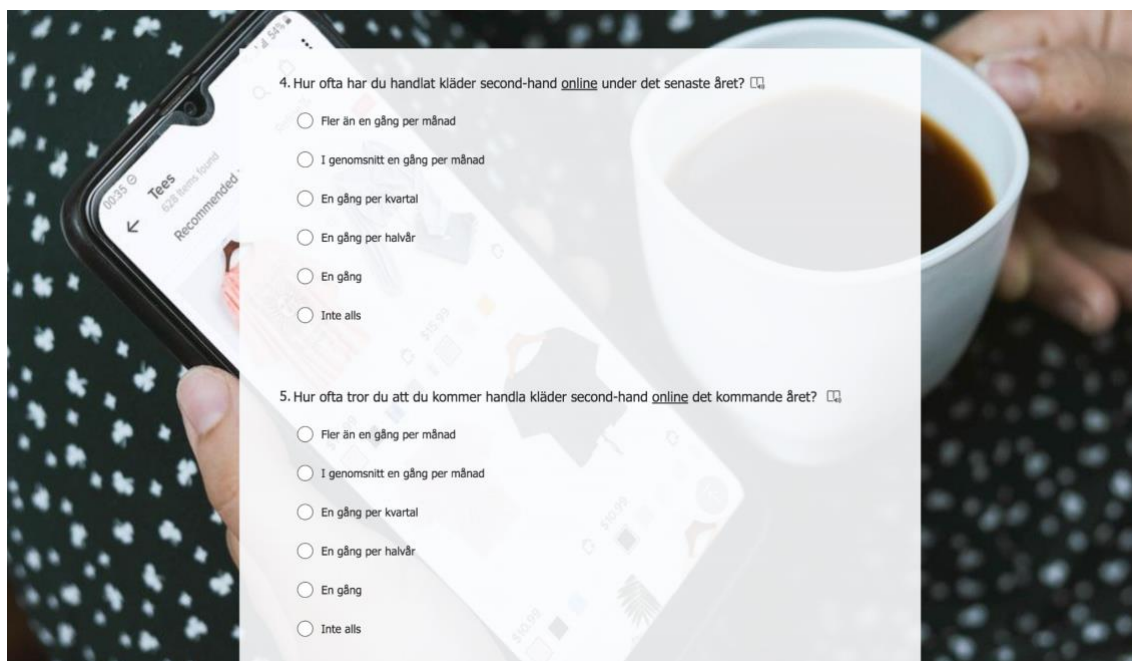


Figure 3: Q4 and Q5 from the questionnaire

This led to a total data loss of 22, where 12 respondents answered as in the first scenario and 10 answered as in the second scenario. This left us with a total of 91 answers that were used in the data analysis. In order to examine the causal relationship between the motivation factors, Impulse Buying Tendency and Perceived Risk and the frequency of OSSC it is required that the respondents have been OSSC during the last year and it is positive if they also plan on doing it for the upcoming year, but it is not required. It was discussed whether the data analysis should include the responses where the respondent intended to do OSSC the next coming year but had not done it during the previous year, but we ended up removing all answers where the answer was 'Not at all' on the question regarding whether they had OSSC during the last year. Even if these respondents were planning on doing so, their answers on the remaining questions might have been harder for them to answer than if they had bought second-hand online recently, and these responses might have been less reliable.

## 4.6 Quality Criteria

In 1950 the concepts of *reliability* and *validity* became criterias in order to verify empirical findings within human sciences (Huttunen & Kakkori, 2020, p. 601). The traditional criterias in quantitative studies are *internal validity*, *external validity*, *reliability* and *objectivity* (Huttunen & Kakkori, 2020, p. 602). Similar to deduction, in this case objectivity refers to value-free research and findings.

*Validity* refers to how true the conclusions resulting from a research can be considered to be (Shiu et al., 2009, p. 278). It can be divided into *internal-* and *external validity*. *Internal validity* refers to how well the method or methods for collecting data measure the intended and are able to identify causal relationships (Saunders et al., 2019, p. 517). In our case this refers to how well the questions in the questionnaire reflect the reality that is intended to research and causal relationships between the motivation factors, Impulse Buying Tendency, Perceived Risk (independent variables) and Shopping Frequency (dependent variable). The *external validity* instead refers to that the findings



of the research are true and can be generalized to the whole target population (Shiu et al., 2009, p. 281). Since the reality is unknown, it is impossible to know whether it is correctly measured. Instead, what can be done is looking for relevant things that can help support the answers. In order to validate the questions in the questionnaire there are three different types of validation to take into consideration. These are *content validity*, *criterion-related validity* and *construct validity*.

*Content validity* is how well the measuring components measure its intended construct (Shiu et al., 2009, p. 382). This is made by reviewing existing literature carefully, which is presented in previous chapters of the thesis and in Table 2 sources for question construction and literature behind each variable is presented. Once the questionnaire was done it was sent to other students and friends to answer the questionnaire in the pre-phase of data collection in order for us to get feedback whether the questions are perceived as relevant. *Criterion validity* refers to how well the questions can be used for making correct predictions (Saunders et al., 2019, p. 215). Since this thesis does not aim to make any predictions about OSSC, this validity is not tested. *Construct validity* implicates how well a subgroup of questions measures what was intended. It refers to both independent and dependent variables and “*The extent to which the variables under investigation are completely and accurately identified prior to hypothesizing any functional relationships*” (Shiu et al., 2009, p. 282). Two scales used to measure construct validity are *convergent validity* and *discriminant validity* (Saunders et al., 2019, p. 517). When testing the correlation between two scales that measure the same construct, the correlation is then called *convergent validity*. This can be tested through a factor analysis but for this thesis the Cronbach's alpha can be used as an indicator of convergent validity. Where different scales are used to measure different constructs the lack of correlation implies that they are distinctive and have *discriminant validity*. Variance inflation factors (VIF) can be used as an indicator of validity which is presented in our Empirical Analysis chapter (see Table 10).

*Reliability* implies that the same process of data collection results in the same findings, observations or conclusions (Saunders et al., 2019, p. 814; Shiu et al., 2009, p. 284). Even if the questionnaire is valid, the reliability still has to be tested. Three ways that are often used when testing the reliability are testing re-tests, internal consistency or an alternative form. Re-testing implies testing the correlation between data collected with the same questionnaire at different times but collected under as similar conditions as possible (Saunders et al., 2019, p.518). Since this requires double data collection and respondents to answer the questionnaire two times, this was not an option for us since we struggled enough with getting enough answers even once. Instead, internal consistency can be tested by measuring the correlations between the answers and questions in the questionnaire. The consistency of the questionnaire, meaning the correlation between the responses and questions can also be tested using Cronbach's Alpha. The alternative form requires almost repeating questions resulting in an often very long questionnaire in order to be able to compare the different formulated questions regarding the same thing with each other. This was not taken into consideration before constructing the questionnaire and it would not have been a choice of reliability test for us anyways since a too long questionnaire probably would have decreased the response rate. The Cronbach's Alpha result will be presented under the Empirical Findings chapter and this will ensure the reliability for the study (see Table 6).



## 5. Empirical Analysis

*In this chapter the empirical findings from the analyzes made on the collected data from the questionnaire will be presented. The questions are re-coded and analyzed in the statistical data program SPSS to help us test our hypotheses and answer the research question. The results will be presented through descriptive statistics and Cronbach's Alpha will be used to test internal correlation. Our results will be further investigated by using Pearson's product moment correlation coefficient (PMCC) and Multiple Regression analysis to search for correlations in our results.*

### 5.1 Coded Variables

Using the statistical data program SPSS to present our findings and do the analysis we needed to code our questionnaire to be used as variables. To make it clear what the codes mean and what they represent, a table of the coded variables is presented in Table 3.

*Table 3: Table of the questions after re-coding them*

Question	Variable coded in SPSS
How often have you shopped for clothes second-hand online during the last year?	ShoppingThisYear
How often do you believe you will shop clothes second-hand online the coming year?	ShoppingNextYear
I feel like I spend less by buying second-hand online	SpendLess
By shopping second-hand online, I feel like I am paying the right price for things	PayRightPrice
By shopping second-hand online, I can get more for the same budget	GettingMore
I buy second-hand online, because it is trendy to buy second-hand	Trendy
I buy second-hand online because it is easier to keep up with the fashion trends	FashionKeepUp
It is important to me that the clothes I shop second-hand online is trendy	FollowingTrends
I like to buy second-hand online because it has a nostalgic value to me	Nostalgia



I buy clothes second-hand online to stand out from the crowd and not have the same clothes as everyone else	Uniqueness
By buying second-hand products online, I can express my individuality	ExpressionofUniqueness
Shopping second-hand products online makes it easier to compare prices	PriceComparison
Buying second-hand online gives access to a wide range of available products	Assortment
Shopping second-hand products online, requires less effort	LessEffort
I shop clothes second-hand online to fight mass consumption	AgainstMassConsumption
I don't like things that can still be of use being thrown away	AvoidWaste
When shopping second-hand products online, I feel a risk of not receiving the product	Fear
When shopping second-hand products online, I feel like there is a risk of paying too much for the product	PayTooMuch
When shopping second-hand products, I feel a risk that my personal information is being disseminated	PersonalInformation
When I go shopping, I buy things that I had not intended to shop	WithoutIntention
When I see something that really interest me, I buy it without considering the consequences	IgnoresConsequences
It is fun to buy spontaneously	SpontaneousShopping
I feel that I spend too much money on second-hand clothes	FeelLikeOverspending
<b>Multiple-item measures</b>	



Economical	SpendLess + PayRightPrice + GettingMore
Fashionability	Trendy + FashionKeeoUp + FollowingTrends
Ideological	Nostalgia + Uniqueness + ExpressionofUniqueness
Convenience	Assorment + LessEffort + PriceComparison
Ethical	AgainstMassConsumption + AvoidWaste
PercievedRisk	Fear + PayTooMuch
ImpulseBuyingTendency	WithouIntention + IgnoresConsequences + SponaneousShopping

## 5.2 Demographics and Descriptives

The questionnaire began with collecting some background information about the respondent. Facts such as age and gender were asked, age is critical since the survey targeted Gen Z (people born between 2004-1997) with delimitations in order to make sure that the respondents were over 18 years old. With some afterthought an answer option for those who do not belong Gen Z could have been included in order to pay attention to those who might have intended to answer the questionnaire but could not do so due to their age.

Table 4: Age distribution in percent

Age distribution	
2004	3.3 %
2003	3.3 %
2002	16.5 %
2001	7.7 %
2000	25.3 %
1999	20.9 %
1998	9.9 %
1997	13.2 %

Gender is irrelevant to this study but could still be interesting. There was an uneven gender distribution amongst respondents, out of the valid responses women accounted for



79, men 11 and one respondent identified itself as neither of them. Since we are not looking into comparing differences or gender specific behaviors, this does not affect the survey.

Table 5: Gender distribution in %

Gender Distribution	
Female	87 %
Male	12 %
Neither Female nor Male	1%
Will not answer	-

After the background information the respondents were questioned about how often they had shopped second-hand clothes online the most recent year and how often they expect to shop second-hand clothes online the upcoming year. The question was formed in an attempt to gather information about the respondents shopping behavior, and as mentioned under Data Loss also in order to be able to identify those who do not have experienced OSSC recently or at all.

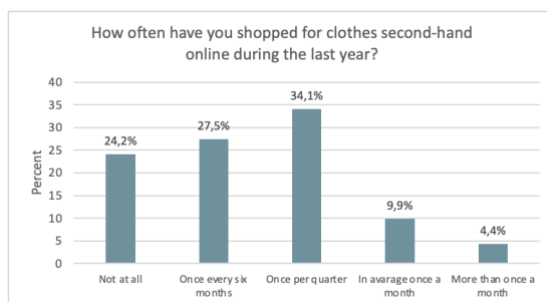


Figure 4: Respondent shopping frequency during the last year

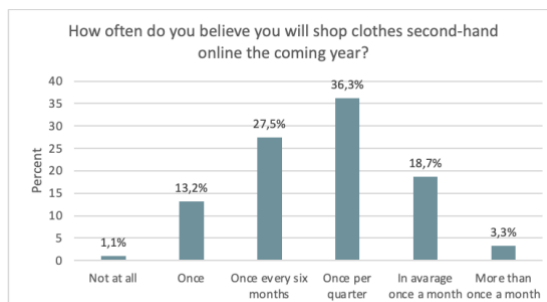


Figure 5: Respondent predictions regarding shopping frequency next year

After gathering the responses, the options to answer were re-coded to a scale of 0-5 where 0 is 'Not at all', 1 is 'Once', 2 is 'Once every six months', 3 is 'Once per quarter', 4 is 'In average once a month' and 5 is 'More than once a month'. The result shows that the mean for how often the respondent had shopped clothes second-hand online this year is 2,42 and has a median of 2. To the question how often the respondent believes they will shop clothes second-hand online the coming year both the mean and median was slightly higher with a mean of 2,68 and the median value being 3.



The results in the survey reveal that 34,1% of the respondents during the last year have shopped for clothes second-hand online once per quarter, which was the most frequent answer. Thereafter 27% responded once every six months, 24,2% had only shopped once and 9,9% of the respondents answered on average once a month. Remaining 4,4% responded that they had shopped second-hand online more than once a month during the last year.

When the respondents got to predict how often they will shop second-hand clothes online in the coming year, most respondents answered once per quarter even in this case, this was 36,3% of the responses. A number of 27,5% answered that they predict they will shop clothes second-hand online once every six months while 18,7% responded once a month, 13,2% answered once a year. Remaining 3,3% answered more than once a month. Least frequent response was never which was only one person who responded, hence representing 1,1%.



Figure 6: Platforms used by respondents

Respondents were questioned in the study what platform they have used in the past to shop second-hand clothing online and they were able to answer multiple options. The most used platform was Sellpy, which was used by 59 respondents. The second most recurrent platform were Tradera, and Facebook Marketplace was nearly as much while Blocket, Plick, Shpock, Tise and Other were noticeably optioned less frequent.

### 5.3 Cronbach's Alpha

As the questions in the survey were to explore different concepts Cronbach's Alpha is used to measure the internal reliability. This indicates if the question can explain the concept it was intended to measure in a consistent way. Table 6 displays the concepts measured in the survey, the number of questions relating to the concepts and Cronbach's Alpha value. Shiu et al. (2009, p. 403) argue that the desired value of Cronbach's Alpha should be over 0.6 in order to be an indicator of internal consistency. It can be observed that Economical, Fashionability, Ideological, Ethical, Convenience, Impulse Shopping Tendency and Shopping frequency all have values over 0.6. Shopping frequency has the highest value in our observation, with a Cronbach's Alpha value of 0.874.



It was also discovered that there is one concept (Perceived Risk) that has a Cronbach's Alpha value under 0.6, being 0.582. This means that there might be a lack of internal consistency in those subgroups. However, the low value could have other explanations. Bonett and Wright (2014, p. 4) give examples such as not sufficient respondents or because of difference in demographics and the choice of where and how the study is conducted. As the authors also mention, there is not a universally rule that the Cronbach's Alpha must be over 0.6 to have internal reliability, the limit should be fitted to each study. Hence, as we consider the values to be close enough to 0.6 and there could be alternative explanations to why those values are not higher, we will still use these items but will recognize this can affect our concluding results.

*Table 6: Cronbach's Alpha test*

Concept	Number of items	Cronbach's Alpha
Economical	3	.663
Fashionability	3	.806
Ideological	3	.789
Convenience	3	.649
Ethical	2	.862
Impulse Shopping Tendency	3	.766
Perceived Risk	3	.582
Shopping Frequency	2	.874

## 5.4 Descriptive statistics

To get an overview and describe the data found from survey responses, descriptive statistics is being used. The descriptive statistics we chose to include is the mean and the standard deviation for our data and the number of responses which explains if there are any missing values. The mean explains the average value in the data while standard deviation measures how the value is spread around the mean. The value for mean is based on our Likert-scale as previously described which is scaled from 1-5, where 1 is *'Totally disagree'* and 5 is *'Totally agree'*.

In Table 7 the descriptive statistics is displayed, where it is descending sorted by mean. It is found that 'SpendLess', 'GettingMore' and 'PayRightPrice' have the highest mean,



where 'SpendLess' and 'GettingMore' both have a mean higher than 4 and all three of them having a low standard deviation. This suggests that the respondents in average have a high agreement on the statement in those questions and the low standard deviation indicates that the data is distributed close to the mean. Worth noticing is that the three highest means are all belonging to the category of economic motives. Implying that respondents scaling a high agreement on questions of economic motives and responses is closely scattered around that agreement.

The two variables with lowest mean, and hence at the bottom of Table 7, are 'FeelLikeOverspending' and 'PersonalInformation'. Both these have a value below 2 in mean but also have a low standard deviation. This shows that for these questions the respondent has scaled their answers more consistent towards disagreeing. The rest of the variables in the table have a standard deviation higher than 1, which means that the response in these questions is more spread out on the scale. The valid N (listwise) 88 states that there are missing values to three variables. There are a total of 91 responses to the questionnaire, a lower number in the table is because some of the respondents did not answer all questions. The questions that are not fully responded by every person can be seen in the table as well.

Table 7: Descriptive statistics sorted by descending means

	N	Mean	Std. Deviation
SpendLess	91	4.11	.737
GettingMore	91	4.09	.927
PayRightPrice	91	3.91	.725
Assortment	91	3.63	1.142
AgainstMassConsumption	90	3.48	1.201
AvoidWaste	91	3.37	1.208
SpontaneousShopping	91	3.36	1.252
IgnoresConsequences	91	3.22	1.124
LessEffort	91	3.22	1.124
PriceComparison	91	3.10	1.044



WithoutIntention	91	2.80	1.147
PayTooMuch	90	2.67	1.081
FollowingTrends	91	2.66	1.195
Uniqueness	91	2.64	1.304
Fear	91	2.46	1.014
Trendy	91	2.46	1.186
ExpressionofUniqueness	91	2.33	1.096
FashionKeepUp	91	2.25	1.007
Nostalgia	91	2.00	1.155
FeelLikeOverspending	91	1.70	.823
PersonalInformation	90	1.61	.817
Valid N (listwise)	88		

## 5.5 Bivariate correlation

To measure the relationship between variables in our study we used Pearson's Product Moment Correlation Coefficient (PMCC) in SPSS. The correlation ( $R$ ) is measured with a value between 1 and -1 where 1 is a total positive correlation between two variables while -1 is a total negative correlation. If  $R$  is 0, there is no correlation between the two variables. The results of the PMCC are presented in Table 3 with our variables 'ShoppingFrequency', 'ImpulseBuyingTendency', PercievedRisk, Economical, Fashionability, Ethical, Ideological and Convenience with the dependent variables on the left and the independent variables above the table. The table also shows the p-value for the correlating variables to know if the correlation could be described as statistically significant. The boxes marked with the lighter green are correlations that are measured statistically significant with a p-value below 0.05, at a confidence level at 95%. The boxes marked with darker green show a significance with a p-value below 0.01 at 99% confidence level.



With 'ShoppingFrequency' as a dependent variable in the PMCC test, we can see in Table 8 that the variable is significantly correlated with two different independent variables. Together with the independent variable Ethical the Pearson Correlation value is 0.268 which explains a positive correlation between the two variables at a 0,05 significant level. 'ShoppingFrequency' together with the independent variable Convenience have a Pearson Correlation value of 0.346 with a p-value <.001, which shows a significant correlation at 99% confidence level, a correlation that is positive.

Table 8: Pearson's correlation matrix

		Correlations							
		ShoppingFrequency	ImpulseBuyingTendency	PercievedRisk	Economical	Fashionability	Ethical	Ideological	Convenience
ShoppingFrequency	Pearson Correlation	1	-.067	-.092	.111	-.007	.268*	.139	.346*
	Sig. (2-tailed)		.527	.392	.294	.947	.011	.187	<.001
	N	91	91	89	91	91	90	91	91
ImpulseBuyingTendency	Pearson Correlation	-.067	1	.178	-.102	.326**	-.206	.161	.007
	Sig. (2-tailed)	.527		.095	.335	.002	.051	.128	.945
	N	91	91	89	91	91	90	91	91
PercievedRisk	Pearson Correlation	-.092	.178	1	-.108	.250*	-.103	.162	-.074
	Sig. (2-tailed)	.392	.095		.313	.018	.338	.129	.492
	N	89	89	89	89	89	88	89	89
Economical	Pearson Correlation	.111	-.102	-.108	1	.226*	.108	.073	.331**
	Sig. (2-tailed)	.294	.335	.313		.031	.312	.493	.001
	N	91	91	89	91	91	90	91	91
Fashionability	Pearson Correlation	-.007	.326**	.250*	.226*	1	.071	.440**	.197
	Sig. (2-tailed)	.947	.002	.018	.031		.508	<.001	.061
	N	91	91	89	91	91	90	91	91
Ethical	Pearson Correlation	.268*	-.206	-.103	.108	.071	1	.307**	.380**
	Sig. (2-tailed)	.011	.051	.338	.312	.508		.003	<.001
	N	90	90	88	90	90	90	90	90
Ideological	Pearson Correlation	.139	.161	.162	.073	.440**	.307**	1	.193
	Sig. (2-tailed)	.187	.128	.129	.493	<.001	.003		.066
	N	91	91	89	91	91	90	91	91
Convenience	Pearson Correlation	.346*	.007	-.074	.331**	.197	.380**	.193	1
	Sig. (2-tailed)	<.001	.945	.492	.001	.061	<.001	.066	
	N	91	91	89	91	91	90	91	91

\*, Correlation is significant at the 0.05 level (2-tailed).  
 \*\*, Correlation is significant at the 0.01 level (2-tailed).

## 5.6 Multiple Regression Analysis

### 5.6.1 Regression 1

Through a multiple regression analysis of our results, we can examine the relationship between our dependent variable and our independent variables. The relationship is not built only on the relationship between two variables, it measures both the relationship among all our variables towards our dependent variable but also the variables in our conceptual framework. Our dependent variable is 'ShoppingFrequency'. After inserting all our independent variables in the analysis in relationship with our dependent variable we started off with a model summary displayed in Table 9. The table shows that the value for R square is 0.442, meaning that 44,2% of the variation in the dependent variable 'ShoppingFrequency' can be explained by our independent variables.



Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.665 <sup>a</sup>	.442	.265	1.76138
a. Predictors: (Constant), FeelLikeOverspending, GettingMore, FollowingTrends, WithoutIntention, LessEffort, PayTooMuch, Nostalgia, PersonalInformation, AvoidWaste, SpendLess, ExpressionofUniqueness, IgnoresConsequences, Fear, PayRightPrice, Assortment, PriceComparison, Trendy, SpontaneousShopping, AgainstMassConsumption, Uniqueness, FashionKeepUp				

Figure 7: Model summary for regression 1

A larger table for our regression analysis with relationships explained to every variable is presented in *Table 10*. Still, our dependent variable is 'ShoppingFrequency' and a significance level with a p-value below 0.05. The results show that on a significant level of 0.05, 'Nostalgia', 'AgainstMassConsumption', 'AvoidWaste', 'ExpressionofUniqueness' and 'FeelLikeOverspending' have a statistically significant relationship to 'ShoppingFrequency'. As Shiu et al. (2009, p. 590) mention VIF-value as acceptable if higher than 0,1 and below 5, these are acceptable values for multicollinearity and show that they are all independent variables.

Table 9: Multiple regression analysis with 'ShoppingFrequency' as dependent variable

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	3.470	1.922		1.805	.076		
	SpendLess	.289	.306	.104	.944	.349	.690	1.450
	PayRightPrice	-.450	.339	-.160	-1.326	.189	.580	1.725
	GettingMore	.135	.306	.061	.442	.660	.446	2.243
	Trendy	-.316	.344	-.184	-.919	.361	.211	4.730
	FashionKeepUp	.183	.414	.090	.443	.660	.203	4.915
	FollowingTrends	-.236	.215	-.137	-1.101	.275	.544	1.838
	Nostalgia	-.434	.198	-.246	-2.192	.032	.672	1.489
	Uniqueness	-.114	.254	-.073	-.448	.656	.321	3.117
	ExpressionofUniqueness	.649	.296	.349	2.193	.032	.334	2.991
	Assortment	.246	.224	.135	1.097	.277	.560	1.787
	LessEffort	-.125	.225	-.069	-.556	.580	.546	1.831
	PriceComparison	.448	.235	.226	1.904	.061	.598	1.674
	AgainstMassConsumption	.722	.267	.416	2.699	.009	.355	2.813
	AvoidWaste	-.740	.264	-.432	-2.807	.007	.358	2.796
	Fear	-.064	.243	-.031	-.261	.795	.583	1.715
	PayTooMuch	-.170	.214	-.089	-.796	.429	.672	1.487
	PersonalInformation	.382	.296	.153	1.292	.201	.602	1.661
	WithoutIntention	-.198	.225	-.111	-.883	.381	.531	1.882
	IgnoresConsequences	-.127	.249	-.069	-.510	.611	.467	2.143
	SpontaneousShopping	.048	.249	.030	.194	.847	.357	2.800
	FeelLikeOverspending	.725	.295	.293	2.460	.017	.596	1.677

a. Dependent Variable: ShoppingFrequency

Nostalgia has a significant value below 0.05 and the VIF-value is acceptable to assure there is no multicollinearity. The standardized Beta for this variable is -.246 and as the value is negative, this means that if Nostalgia increases with 1 unit, 'ShoppingFrequency' will decrease with 0.246 units if all other variables are held constant.



The variable 'AgainstMassConsumption' is the second variable with a significant value of 0.009 and an acceptable VIF-value. The variable has a quite high standardized Beta value at .416. The results show in this regression that if 'AgainstMassConsumption' increases with 1 unit, 'ShoppingFrequency' will increase with 0.416 units.

The third independent variable that is significant is 'AvoidWaste' at a 0.05 significance level is, which has a significance value of 0.007. The variable has an acceptable VIF and -.432 as standardized Beta which is relatively high. Meaning, if 1 unit increase in 'AvoidWaste', 0.432 units will decrease in 'ShoppingFrequency'.

ExpressionofUniqueness is also significant on a significance value of 0.05 as this variable has the value 0.32. The value of VIF is acceptable and the standardized Beta is at .225, explaining that if 1 unit of ExpressionofUniqueness is increased, ShoppingFrequency will increase with p.225.

The last significant independent variable found in the multiple regression analysis where all of our variables are included, is 'FeelLikeOverspending'. This variable has a significance value of 0.017 and a VIF close to 1 which is good. The standardized Beta is .293 meaning if 'FeelLikeOverspending' increases with 1 unit, 'ShoppingFrequency' will increase with 0.293 units.

## 5.6.2 Regression 2

For our second multiple regression we wanted to test our conceptual framework using multiple item measures. The model still contains all our variables but are now grouped in different concepts presented earlier. Our independent variables are now containing multiple items, but our individual variable 'FeelLikeOverspending' is also included as we could see in regression model 2 that this variable has a significant relationship to our dependent variable. For that reason, it felt important to include this in this multiple regression model.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.506 <sup>a</sup>	.256	.180	1.85976
a. Predictors: (Constant), FeelLikeOverspending, PercievedRisk, Economical, ImpulseBuyingTendency, Ideological, Convenience, Ethical, Fashionability				

Figure 8: Model summary for regression 2

In the regression model 2 the R squared is .256 (Table 11). Meaning that 25,6% of the variation in the dependent variable 'ShoppingFrequency' could be explained with our independent variable Economical, Fashionability, Ethical, Convenience, Ideological, PercievedRisk, ImpulseBuyingTendency and 'FeelLikeOverspending'. This is lower than the R squared in model 1 despite containing the same variables, but as the regression analysis program is taking in consideration the number of variables and when grouped together such as done in model 2, the R squared is naturally lowered.



Table 10: Multiple regression analysis 2 with 'ShoppingFrequency' as dependent variable

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.479	1.802		1.376	.173		
	Economical	.032	.119	.029	.265	.792	.792	1.263
	Fashionability	-.108	.087	-.150	-1.238	.219	.642	1.558
	Ethical	.025	.108	.027	.234	.816	.691	1.447
	Convenience	.199	.091	.246	2.192	.031	.749	1.334
	PerceivedRisk	-.029	.098	-.031	-.300	.765	.885	1.130
	Ideological	.022	.079	.033	.281	.780	.703	1.423
	ImpulseBuyingTendency	-.070	.077	-.101	-.907	.367	.761	1.314
	FeelLikeOverspending	.942	.277	.381	3.402	.001	.753	1.328

a. Dependent Variable: ShoppingFrequency

On a significance level of 0,05, we found that Convenience and 'FeelLikeOverspending' have a significant relationship to our dependent variable 'ShoppingFrequency' (Table 12). Both have VIF close to one which is good. Significance value for Convenience is 0.31 and the positive standardized Beta is .246. 'FeelLikeOverspending' has a significance value of 'FeelLikeOverspending' 0.001 and positive standardized beta of .199.

### 5.6.3 Optimal Model, stepwise specification

To find the most optimal model to explain our independent variable we used the SPSS program to calculate the model with the best fit-to-number of variables. Finding an optimal model is finding the most efficient way of describing our dependent variable in the most parsimonious way. Using the optimal model is not to give us the highest R squared but to explain the dependent variable variance in the best way but as efficiently and with as few variables as possible. The optimal model in terms of parsimony for our dependent variable 'ShoppingFrequency' (Table 13) was shown to be with the two variables 'FeelLikeOverspending' and 'Assortment' as independent variables. The R-squared for this model is .210, meaning that 21% of the variance in the dependent variable 'ShoppingFrequency' could be explained by using the independent variables 'FeelLikeOverspending'.

Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	FeelLikeOverspending	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Assortment	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: ShoppingFrequency

Figure 9: Optimal model using SPSS



Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.389 <sup>a</sup>	.151	.142	1.90321
2	.458 <sup>b</sup>	.210	.191	1.84761

a. Predictors: (Constant), FeelLikeOverspending  
b. Predictors: (Constant), FeelLikeOverspending, Assortment

Figure 10: Optimal model using SPSS

#### 5.6.4 Alternative specification: Spending as dependent variable

In the models above, we specified second-hand buying as frequency of shopping. While shopping frequency is indeed a good indicator of second-hand buying, it does not incorporate the monetary amount spent. While not in our core approach, we decided to use the question *FeelsLikeOverspending* as an indicator of the perceived spending on Second-hand clothes.

If we operationalize the dependent variable as perceived overspending with the variable '*FeelsLikeOverspending*', we get the following results shown in Table 7. They are different for the baseline model (Table 14), but still provide additional insights into the phenomenon of second-hand shopping. Here, factors '*GettingMore*', '*Fear*', '*PersonalInformation*' and '*ShoppingFrequency*' become significant at a 0.1 significance level. Hence, the alternative model suggests that privacy concerns play a role in digital buying context. Those elements are related to the factor Perceived Risk as conceptualized in our model. However, these results might require further investigation, a point that we will reflect upon in the Limitations of our study.

Table 11: Alternative specification model with '*FeelsLikeOverspending*' as dependent variable

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	-.517	.785		-.659	.512		
	SpendLess	.128	.122	.115	1.050	.297	.692	1.446
	PayRightPrice	.124	.137	.109	.909	.366	.572	1.749
	GettingMore	-.250	.118	-.279	-2.111	.039	.475	2.107
	Trendy	.104	.138	.150	.756	.452	.211	4.749
	FashionKeepUp	.139	.165	.170	.845	.401	.205	4.877
	FollowingTrends	-.016	.087	-.022	-.180	.858	.534	1.871
	Nostalgia	.107	.081	.150	1.322	.191	.643	1.556
	Uniqueness	.030	.102	.047	.292	.771	.320	3.122
	ExpressionofUniqueness	-.068	.122	-.090	-.554	.581	.313	3.194
	Assortment	.053	.090	.072	.591	.557	.553	1.810
	LessEffort	-.075	.090	-.103	-.840	.404	.549	1.821
	PriceComparison	.027	.097	.033	.275	.785	.567	1.764
	AgainstMassConsumption	.130	.112	.185	1.165	.248	.327	3.061
	AvoidWaste	-.004	.111	-.006	-.037	.970	.320	3.130
	Fear	-.181	.095	-.221	-1.907	.061	.615	1.627
	PayTooMuch	.008	.086	.011	.095	.924	.666	1.502
	PersonalInformation	.226	.116	.224	1.944	.056	.621	1.611
	WithoutIntention	.080	.090	.111	.890	.377	.532	1.881
	IgnoresConsequences	.044	.099	.059	.445	.658	.466	2.145
	SpontaneousShopping	.059	.099	.090	.594	.555	.359	2.786
	ShoppingFrequency	.116	.047	.287	2.460	.017	.609	1.642

a. Dependent Variable: *FeelsLikeOverspending*



## 6. Discussion

*In this chapter it is explained whether the hypotheses are supported or not by the empirical findings from the data analysis. The findings will be discussed from our own perspective and in relation to previous research findings. The discussion is divided by each motivation factor and theory from the Theoretical Framework.*

### 6.1 Findings on factors influencing OSSC

In Table 12 we have summarized the results for our hypotheses. Every hypothesis was tested in 4 different models, the bivariate correlation, multiple regression with all variables, multiple regression with multiple items measures and alternative specification. The table shows if the model has found support for our hypothesis, marked with '+', or found no support, marked with '-'.

Table 12: Summary of results on tested hypotheses.

	<b>Model 1</b> Bivariate correlation	<b>Model 2:</b> <b>Baseline</b> Multiple Regression - all variables	<b>Model 3</b> Multiple regression - multiple-items measures	<b>Model 4</b> Alternative Specification
$H_1$	-	-	-	+
$H_2$	-	-	-	-
$H_3$	-	+	-	-
$H_4$	+	-	+	-
$H_5$	+	+	-	-
$H_6$	-	-	-	-
$H_7$	-	-	-	+

The table provides us the information that  $H_1$  regarding economical motive is supported in Model 4,  $H_2$  regarding fashion motive has no support in either of the models tested,  $H_3$  regarding ideological motive is supported in Model 2 the baseline,  $H_4$  regarding convenience motive is supported in Model 3,  $H_5$  regarding ethical motive is supported in Model 1 and Model 3,  $H_6$  regarding Impulse Buying Tendency have no model supporting this thesis,  $H_7$  regarding Perceived Risk is supported in Model 4.



### 6.1.1 Motivations for OSSC

#### *Economical*

Looking at Model 1, Model 2 or Model 3 there is no significant support for  $H_1$  regarding that Gen Z consumers are driven by economic motives when shopping for second-hand clothes online. With Cronbach's Alpha at an acceptable value, we have an indicator of internal consistency. At first, this was surprising to us as we previously found studies by both Giout and Roux (2010) and Edbring (2016) showing that economic motives are highly important with second-hand shopping and our results did not indicate the same. However, in our descriptive statistics (table 7) we can see that the three economic variables are scoring the highest mean. This means that respondents have scaled economic variables high in our survey and on average highly agree with our statements of importance of the economic factors. Consequently, this consistent high scaling can explain why the factor is not supported in the analysis because it could be a hygiene factor. Meaning that economic benefits do not lead to higher motivation but is sufficient to not gain dissatisfaction. Hence, economics could still be an important factor even if we do not have support in our study for it to be a motivator for second-hand shopping online. Therefore, Model 5 as alternative specification is interesting (See Table 11) where the economic motive GettingMore is significant. This could be interpreted as if Gen Z consumers perceive that they are getting more when shopping second-hand online, they perceive that they overspend on second-hand clothes. Hence, this regression focusing on the monetary spending and how the consumers perceive their spending on second-hand clothes gives us an indicator on economic motives when shopping second-hand clothes.

#### *Fashionability*

None of the models in the analysis gave support to  $H_2$  regarding that Fashionability would be a motive driving Gen Z to OSSC. Model 1, which is the Bivariate Correlation viewed in Table 8 and tells us that those motivated by Fashionability do not necessarily do more OSSC. Since Fashionability was a recurrent motivation factor in three out of four segments in the study made by Ferraro et al. (2016), this was not what we expected. In Table 7 the statistics shows that regarding fashionability the respondents did not agree nor disagree whether fashionable reasons motivated them towards OSSC. We believe that one explanation could be that some respondents might not want to admit that they do OSSC because it's trendy since it might seem more right to do it because of ethical reasons. This does not fully explain the responses, it can be that simple as that Gen Z don't see it as a trendy phenomenon and/or that they as easily or even easier can find trendy clothes through regular e-retail since some respondents added comments such as being "bad at" second-hand shopping.



### *Ideological*

For our ideological variables the value for Cronbach's Alpha was .789, which is an acceptable value for internal reliability. Different results were found for  $H_3$  regarding that ideological motives would drive Gen Z to OSSC. First, in Model 1 on

Bivariate Correlation PMCC we found no support of correlation between ideological motives and shopping frequency. In Model 2, the Regression analysis with all variables we found support to our hypothesis as both nostalgia and expression of uniqueness was valued to have a significant relationship with shopping frequency. In Model 3 we found no significant relationship between ethics as a group of measures in relationship to shopping frequency.

As mentioned, we found Nostalgia as significant in the regression analysis with all variables, it is however notable that the standardized beta 2.46 show a strong negative relationship but also that the mean for the variable is relatively low. As we investigate Gen Z their age might be an explanation. Madoglou et al. (2017, p.80) found that older generations are more prone to nostalgia. Hence if we also included older generations, the results might have been different.

Previous literature also claims the need of assurance included in ideological motives. Lou et al. (2020, p. 5) argue about how the consumer needs to feel trust in the platform and the importance of security, safety and privacy. These factors have been measured in the context of perceived risk which we also have measured and found no significant effect by. However, as the alternative specification (table 14) shows a slight relationship between overspending and privacy risk, it could be that the consumer's ideological motives about trust and privacy is a monetary risk they consider more than a drive for shopping second-hand.

### *Convenience*

Model 1 and 3 (See Table 12) are supporting  $H_3$  indicating that convenience is an important motivation factor driving Gen Z towards OSSC. All of the variables measuring convenience have a mean over three (See Table 7) which indicates that the average respondents agree upon that convenience is a motive behind shopping for clothes second-hand online. The fact that convenience is highly correlated to our dependent variable 'ShoppingFrequency' goes in line with the findings made by Padmavathy et al. (2019) that consumers driven by convenience will turn to online stores, and Thangavel et al. (2022) findings that convenience is one of the driving factors for Gen Z to do online shopping. What is surprising though is the fact that convenience does not seem to lead to the respondents feeling like they spend too much on OSSC, on the one hand. But on the other hand, it might be because they perceive the clothes as cheap and even if they would feel like they spend too much on regular online shopping, they might not buy as much second-hand and what they buy is often at a good price where they feel like they get more for the money and pay the right price. This can be viewed in Figure 4 and 5 (Shopping frequency last and next year) and Table 7 (Mean value for economic variables).



In the second test, the bivariate analysis in Model 1 we have significant support for  $H_5$  through showing a correlation between ethical and shopping frequency. Also, in Model 2 we have support indicating that ethical motives are one factor behind the behavior of OSSC amongst Gen Z as both the ethical variables 'AgainstMassConsumption' and 'AvoidWaste' have a significant p-value at an acceptable VIF-value. However, observing the standardized beta for these two independent variables we are able to notice that 'FightMassCumption' has a positive relationship towards our dependent variable whilst 'AvoidWaste' has a negative relationship. Hence, as we expected a positive relationship between ethical motives and OSSC, the negative relationship with 'AvoidWaste' was surprising to us. However, this might be explained by consumers disliking seeing clothes thrown away by themselves and then being more restrictive when shopping to avoid having too much clothes that they need to get rid of to make room for new clothes. Second-hand shopping opens up the possibility to buy and wear nice clothes without doing too much damage, and for those who are ethically concerned it is easier to do second-hand shopping online since it seems to be convenient as well. As mentioned in Ferraro et al. (2016) we also believe that it has a lot to do with the expression of being ethically concerned and distancing oneself from the mass consumption of fast fashion that is seen as shameful by many people today.

### 6.1.2 Findings on Impulse Buying Tendency

As seen in Table 15, in none of our models we got any support that indicated impulse shopping tendency as motive for shopping second-hand online. No significant correlation or relationship was found in our study. Our Cronbach's Alpha was acceptable valued at .766 which gives us confidence that it was not internal reliability that affected this result and the dismissiveness of the hypothesis.

This is not in line with our expectations, which were formed by reviewing previous studies and literature. However, Lo et al. (2016, p. 770) suggested that sales promotion stimuli would have the most effect for e-retailers to trying to heighten consumers impulse buying, and looking at the most common used platform for shopping second-hand of our respondents, which was Sellpy, no sales promotion is being used, reflecting that there is nothing to heighten the impulse buying tendency of the consumers. It could also be that everything also is perceived as cheap, as the economic benefits could be a hygiene factor and thereby the consumers are not impacted by price when they shop second-hand, as they already expect it to be cheap. Additionally, Sundström et al. (2019, p. 154) argue that when consumer impulse buy online it is because of boredom and the consumer try to escape monotony when scrolling through e-retail shops. As we did not have any question of the respondent's perceived boredom when they are shopping second-hand online, we cannot know if the respondents are feeling bored when shopping second-hand. Second-hand platforms have an abundance of items and can sometimes be hard to navigate. It might be that consumers do not use these platforms when they are bored. Hence, the impulse buying tendency could be affected when it is a second-hand e-retail and when it is a normal e-retail. The answer for this cannot be explained by our results alone.



### 6.1.3 Findings on Perceived Risk

The findings on Perceived Risk showed that it is not significant in any of the models. This is not surprising to us since Gen Z is well established with the internet, young and probably not as worried about personal information getting spread as the older generations that are more insecure about the internet and more risk aware in general. Gen Z seems to be more afraid of not receiving the products or paying too much and not as much regarding getting their personal information spread. To exemplify, Tiktok is a popular application used by millions of Gen Z and if one googles “Tiktok personal information leak” it returns a number of articles regarding how the platform has failed to keep personal information safe. This is well known amongst the young generation, but the app is still used by millions of people (Statista, 2022e). Since people seems to use the app despite this integrity issue and most people using Tiktok belongs to Gen Z they do not seem very concerned in general about this risk. Regarding the risk of not receiving the clothes, it will probably depend on which platform is used. Many P2P-platforms today work just as a normal e-retail, compared to those platforms where the seller is a private person who is sending the package. Even if some platforms still require the seller to send the package themselves there are often some form of security measures taken by the platform. Most of the respondents used Sellpy for shopping clothes second-hand online and this is one of the platforms that work basically as a normal webshop as explained in the introduction. Tradera was the second most used platform which is different from Sellpy, which also is explained in the intro. What also has to be taken into concern is that Cronbach's Alpha is .582 which can be considered as being on the verge of being too low and not reliable. As mentioned before there is no universal rule that it has to be .6 and since it is close, we consider it as accepted. Hence, is also an indicator for convergent validity. The variables of the concept Perceived Risk: ‘Fear’, ‘PayTooMuch’ and ‘PersonalInformation’ all have a low VIF-value why the questions used in order to measure the construct can be considered as valid.

## 6.2 Revised conceptual model

To conclude this chapter a revised conceptual model is developed in order to better reflect the actual findings of the study. It builds upon our original Conceptual Framework with some moderation. For those models/analyses that were not significant there are dotted lines between the scale and the construct of OSSC, and for those who were significant it is arrows between them. ‘M1’ stands for Model 1, ‘M2’ stands for Model 2 and so on. Each model represents a test as viewed in Table 15. Those scales that did have at least one significant model are filled and those who did not have any significant model are not filled. As one can see in Figure 11, Impulse Buying Tendency and fashionability are the ones that did not have any significant model. Compared to the Conceptual Framework and what we believed there is only Economical, Ideological, Convenience, Ethical and Perceived Risk that is significant and has a positive relationship with OSSC. For Economical motivation and Perceived Risk there is only Model 4 that is significant, and this model is an alternative model used to examine the variable ‘FeelLikeOverspending’ instead of ‘ShoppingFrequency’. This is something that can be used for future studies and for now the focus is on ‘ShoppingFrequency’. Even if ‘ShoppingFrequency’ is the dependent variable for this research all variables with a significant test are proven to have some kind of relationship to OSSC.



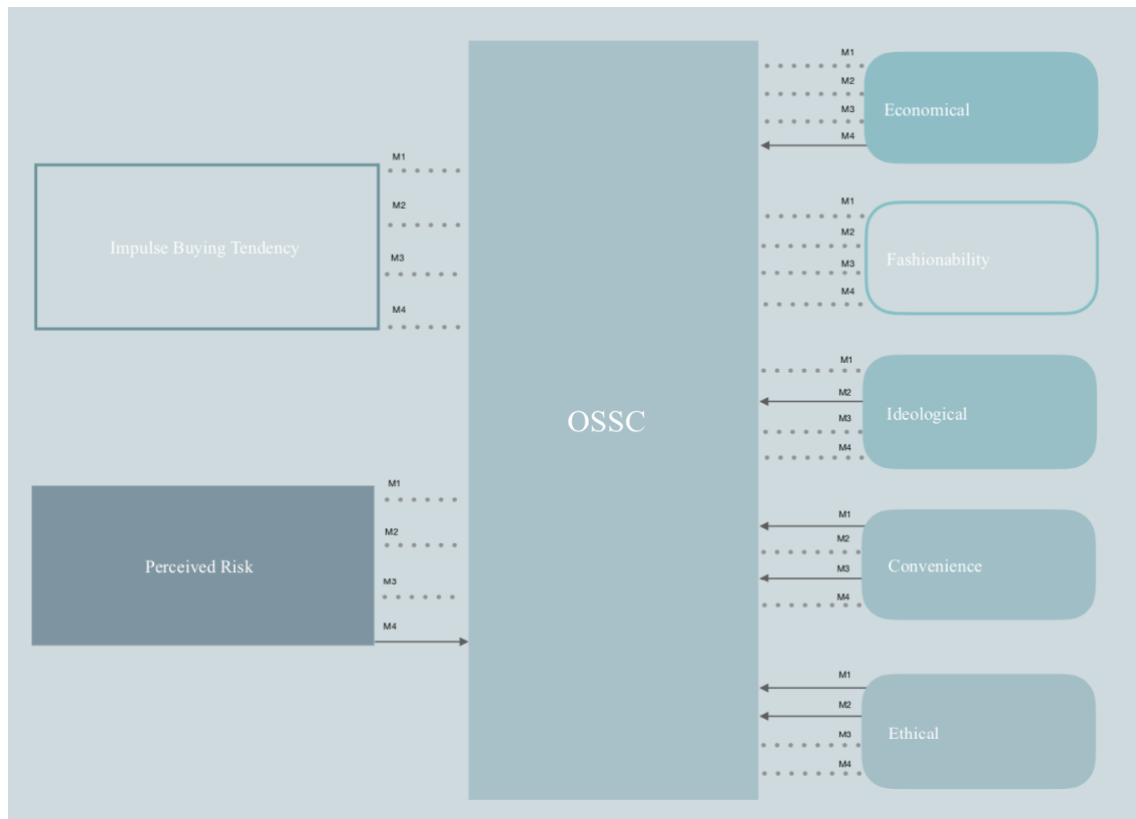


Figure 11: Revised Conceptual Framework with OSSC conceptualized as frequency and spending



## 7. Conclusion

*This chapter goes back to the research question and purpose of the thesis in order to conclude how these are met by the findings of the study. Some concluding remarks are presented as well as theoretical and practical contributions. Ethical and societal considerations are discussed, and the chapter ends with the limitations of the study and recommendations for future research on the concept of OSSC.*

### 7.1 Concluding remarks

Generation Z, born and raised with technology, has now grown up to be a big part of the online community and the online shopping consumers but is still so young that there is still lacking research on the generation in consumer behavior and marketing. They are constantly in touch with marketing through their phones and are custom to a high level of accessibility. Second-hand selling has also gone online, where you can now easily shop used clothes directly in your phone through different platforms. This raised our interest to investigate the motives this young generation have towards shopping second-hand clothes online and hence our research question “*What are the motives for Generation Z to shop second-hand clothes on digital P2P platforms?*” was formed. The purpose was to gain knowledge to the Gen Z motives to be able to form marketing strategies and to contribute with new insights and explore the new research area of OSSC. We sought to answer our research question based on theories on shopping motivations, Perceived Risk and Impulse Buying Tendency and through our quantitative research, hence several hypotheses were established.

The research question was answered by the analysis of our different models that tested the hypotheses. We found that convenience and ethics were indicated to be strong motives to Gen Z for OSSC, as this was supported in both the bivariate correlation and the regression analysis. The ethical motivations to avoid clothes being thrown away and to oppose mass consumption was shown to be important motives to engage in OSSC. There were also some indications of ideological motives among Gen Z as nostalgia and an expression of uniqueness was found to be significant in our findings. Although economical motivation was not shown to have a significant effect in correlation or regression analysis to OSSC, this motive has been discussed by us to be a hygiene factor, making it still an important factor to take in consideration when targeting Gen Z consumers. Support for this conclusion on economical as hygiene factor was also found in the Alternative Specification model as when focusing on monetary spending perceived by the consumer, economical motives were shown to be significant. A motivation variable that was never to be proven by us to be a motive for Gen Z engaging in OSSC was fashionability, that was the importance of trends and trendiness when shopping second-hand clothes discussed in previous literature.

Through our research, we conclude that Impulse Buying Tendency and Perceived Risk are not theories that help to explain motives to why Gen Z shop second-hand clothes online. The risk of your privacy getting invaded and your personal being leaked on the internet is not stopping the generation from shopping online on p2p platforms but in the alternative specification when they are asked about their perception of their monetary spending on second-hand clothes, we have a slight indication that Perceived Risk with OSSC have a significant effect.



In our Stepwise Specification to find the Optimal model (Figure 9 & 10) we found that our dependent variable could be explained to a great extent only by using the two variables of assortment and perception of overspending. This shows that these are important variables as these could explain 21% of the variance in OSSC.

At last, we presented a revised conceptual framework, working as a model to explain the motives behind shopping second-hand online by Gen Z consumers.

## 7.2 Theoretical contributions

First of all, this study contributes to a quite unexplored area of Second-hand shopping since only a few studies have addressed the online perspective of it and more specifically the concept of OSSC focusing on clothes as goods. As mentioned, Gen Z is also a generation that is not very well examined since the focus has been lying on millennials for a long time and new insights of Gen Z is necessary in order to understand their unique way of shopping (Thangavel, 2018, p.710). The findings of this study contribute insights of Gen Z but in a Swedish OSSC context which has never been explored. It shows that convenience, ideological and ethical motives are important and that economical motives can be considered more as a hygiene factor. Our revised conceptual model is a contribution to future research as a base and a model that could be built on and be a guide for future research.

### 7.2.1. Limitations & Future Research

There are several limitations to our study that should be taken into consideration when reading our study. First limitation is our choice of sampling method. As we chose to do a non-probability sampling, this prevents us from generalizing our results to a bigger population. We tried to have a snowballing-effect, but our difficulties to get respondents most was chosen in our own direct network and our own social media accounts. The issue then is that people could have the same mindset as us, making the sampling not diverse to represent the bigger population. Even if we find valuable insights and can do some generalization, a probability sampling method could be done to build better support for our research and to be able to make generalizations for a larger population regarding OSSC.

Next limitation is the number of responses we were able to receive to our sample size. We wanted to collect at least 100 responses from people of Gen Z who had shopped second-hand online prior to the goal being only partly met. We got 112 responses to our study, but due to the excluding of responses with no previous experience of OSSC we only got 91 responses that were used in the SPSS analysis. This also limits the generalizability. A larger number of respondents could make the research more precise and find smaller differences in the population. As consumer behavior of Gen Z is not yet a well-researched age-population, more and deeper understanding of the generation is needed.

Another limitation is that all our responses were from people living in Sweden, this limits our generalization for the population of Gen Z as the cultural differences could differ a lot between different geographical areas. Hence, stating the conclusion of behaviors of a whole generation becomes impossible when only Sweden is investigated. As business



and especially retail online have become globally, consumers being international, for marketer and companies to target an age group it is important to understand the cultural differences. The motives of Gen Z consumers might not be the motives for geographical and cultural differences and an understanding of these becomes important. Hence, future research could focus their research on different or bigger locations, including different countries or continents. These could also be compared to each other to further understand differences in the behavior of Gen Z.

Another future topic of was found in or alternative specification. Our question of perceived feeling of overspending was found to be significant and important in our study to explain OSSC even though it was not the initial focus of our study. Hence, it would be interesting for future research to focus on how consumers perceive their monetary spending on Second-Hand shopping.

### 7.3 Managerial Implications

When it comes to practical implications on OSSC the price will be a key determinant, as indicators on its possible hygiene factor was found. However, convenience was found to be a significant motive for Gen Z to OSSC. Hence, it will be important for managers to focus on convenience when developing their platforms in order to promote OSSC and increase the willingness to buy it. The platform should be quick, easy to use and provide the consumer with the right information in order for Gen Z to engage in OSSC and increase the frequency. As we found support in our optimal model for efficiency to explain OSSC variance, that assortment seems to have a great importance to Gen Z, meaning that the managers should aim to provide the platform users with a wide range of available products.

Support for ethical motives was also found and these could be used for managerial implications. Since it already is more sustainable to buy clothes second-hand, the suggestion to managers is to be sure to highlight this to the consumer. Hence, highlighting how the consumer's choice to engage in OSSC is a choice to fight against the mass consumption and how to avoid clothes being thrown away could be an efficient marketing strategy.

### 7.4 Societal & Ethical Considerations

Ethical considerations have been done according to the ethical section 4.5. In the introduction to our questionnaire, we informed the participant about the study to be able to give informed consent if they wanted to participate. We were transparent to our purpose of the study for the respondent to be able to give informed consent. When designing the survey and collecting the responses, we made sure we were careful to keep their anonymity and confidentiality.

Conducting a study on consumer behavior regarding clothing consumption and giving managerial suggestions that can be used by companies to gain more customers and sell more, we find it important to reflect upon the potential issues. Mentioned before, the European Parliament (2022) noted the textile industries responsibility for water pollution, landfill waste and the global greenhouse gas emission produced by the clothes and shoe



industry. Shopping clothes second-hand is more sustainable, but buying it online requires shipping, which has an effect on the environment. The most sustainable way of consuming clothes is to wear what you already inherit. However, circular fashion is much more sustainable, where the findings in our study can help companies make choices that are more sustainable to the environment.



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# Appendix

## Appendix 1: Survey design

### Generation Z + Second-hand kläder + Online = SANT

Vi heter Fanny Olofsson och Amanda Häggmark och är studenter vid Umeå Universitet. Vi skriver uppsats inom konsumentbeteende med syfte att undersöka vad som motiverar Generation Z till att köpa kläder second-hand online. Vi samlar in enkäter från personer som någon gång handlat kläder second-hand online och är födda mellan 1997-2004. Det är helt frivilligt att delta och enkäten tar ca 4 minuter att genomföra. Ditt svar är mycket värdefullt för vårt fortsatta arbete. Om du vill komma i kontakt med oss, kan du göra det på **fannyolofsson@hotmail.com** och **amandahaggmark@hotmail.com**. Resultatet på undersökningen i aggregerad form kommer att publiceras på DivA <https://umu.diva-portal.org/i> början på juni 2023. Tack för din tid!

Inför uppsatsarbetet vid enheten för företagsekonomi, Handelshögskolan kommer följande personuppgifter om dig att samlas in och behandlas: Alder och konsidentitet, vilket avser en persons självupplevda kön. Ditt samtycke behövs för att personuppgifter ska kunna behandlas. Det är Umeå universitet som är personuppgiftsansvarig för behandlingen. Kontaktuppgifter till Umeå universitet är Umeå universitet, 901 87 Umeå, [registrator@umu.se](mailto:registrator@umu.se), 090-786 50 00. Umeå universitet har utsett ett dataskyddsombud. Dataskyddsombudet nås på [pulo@umu.se](mailto:pulo@umu.se) eller genom växel 090-786 50 00. Dina personuppgifter kommer med stöd av samtycket att behandlas längst fram till den tidpunkt då studentarbetet har godkänts. Dina personuppgifter kommer endast att hanteras av behörig student samt behörig personal vid Umeå universitet. Du har när som helst rätt att ta tillbaka ditt samtycke. Detta gör du genom att kontakta Vladimir Vanyushyn ([vladimir.vanyushyn@umu.se](mailto:vladimir.vanyushyn@umu.se)). Observera dock att ett återkallande av ditt samtycke inte påverkar lagligheten av behandlingen innan samtycket återkallats. Du har även rätt att kontakta Umeå universitet för att få information om vilka uppgifter som behandlas om dig eller för att begära rättelse, överföring, radering eller begränsning av dina personuppgifter. Du kan även kontakta universitetets dataskyddsombud på mejl [pulo@umu.se](mailto:pulo@umu.se). För mer information om hur universitetet behandlar personuppgifter se: [umu.se/gdpr](https://umu.se/gdpr). Du har även rätt att inge klagomål till tillsynsmyndigheten Integritetsskyddsmyndigheten om du tycker att vi behandlar dina personuppgifter på ett felaktigt sätt.

1. Jag samtycker till att mina personuppgifter används på sätt som beskrivs ovan \*

☐ Ja

2. Födelseår \*

☐ 2004

☐ 2003

☐ 2002

☐ 2001

☐ 2000

☐ 1999

☐ 1998

☐ 1997

3. Jag identifierar mig som...

☐ Kvinna

☐ Man

☐ Varken man eller kvinna

☐ Vill ej svara



4. Hur ofta har du handlat kläder second-hand online under det senaste året?

- ☐ Fler än en gång per månad
- ☐ I genomsnitt en gång per månad
- ☐ En gång per kvartal
- ☐ En gång per halvår
- ☐ En gång
- ☐ Inte alls

5. Hur ofta tror du att du kommer handla kläder second-hand online det kommande året?

- ☐ Fler än en gång per månad
- ☐ I genomsnitt en gång per månad
- ☐ En gång per kvartal
- ☐ En gång per halvår
- ☐ En gång
- ☐ Inte alls

6. Vilken/vilka digitala plattformar har du handlat på? Flera svar är tillåtna.

- ☐ Sellpy
- ☐ Tradera
- ☐ Facebook Marketplace
- ☐ Blocket
- ☐ Vintage
- ☐ Plick
- ☐ Shpok
- ☐ Tise
- ☐ Annat

7. Jag känner att jag spenderar mindre pengar när jag shoppar second-hand online

	Stämmer mycket dåligt	Stämmer ganska dåligt	Stämmer varken bra eller dåligt	Stämmer ganska bra	Stämmer mycket bra
Välj 1 alternativ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



8. Jag känner att jag betalar rätt pris för kläderna när jag köper dem second-hand online

	Stämmer mycket dåligt	Stämmer ganska dåligt	Stämmer varken bra eller dåligt	Stämmer ganska bra	Stämmer mycket bra
Välj 1 alternativ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Jag känner att jag får mer för pengarna när jag köper kläder second-hand online

	Stämmer mycket dåligt	Stämmer ganska dåligt	Stämmer varken bra eller dåligt	Stämmer ganska bra	Stämmer mycket bra
Välj 1 alternativ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Jag köper kläder second-hand online för att det är trendigt att bära second-hand kläder

	Stämmer mycket dåligt	Stämmer ganska dåligt	Stämmer varken bra eller dåligt	Stämmer ganska bra	Stämmer mycket bra
Välj 1 alternativ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Jag köper kläder second-hand online för att det gör det lättare att hänga med i modet

	Stämmer mycket dåligt	Stämmer ganska dåligt	Stämmer varken bra eller dåligt	Stämmer ganska bra	Stämmer mycket bra
Välj 1 alternativ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Det är viktigt för mig att kläder jag handlar second-hand online följer trenderna

	Stämmer mycket dåligt	Stämmer ganska dåligt	Stämmer varken bra eller dåligt	Stämmer ganska bra	Stämmer mycket bra
Välj 1 alternativ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Jag gillar att köpa kläder second-hand online för att det kläderna har ett nostalgiskt värde för mig

	Stämmer mycket dåligt	Stämmer ganska dåligt	Stämmer varken bra eller dåligt	Stämmer ganska bra	Stämmer mycket bra
Välj 1 alternativ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Jag köper kläder second-hand online för att sticka ut ur mängden och inte ha likadana kläder som alla andra

	Stämmer mycket dåligt	Stämmer ganska dåligt	Stämmer varken bra eller dåligt	Stämmer ganska bra	Stämmer mycket bra
Välj 1 alternativ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



15. Jag köper kläder second-hand online för att uttrycka min unikhhet

	Stämmer mycket dåligt	Stämmer ganska dåligt	Stämmer varken bra eller dåligt	Stämmer ganska bra	Stämmer mycket bra
Välj 1 alternativ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Jag köper kläder second-hand online för att det ger mig möjligheten till ett stort utbud av tillgängliga produkter

	Stämmer mycket dåligt	Stämmer ganska dåligt	Stämmer varken bra eller dåligt	Stämmer ganska bra	Stämmer mycket bra
Välj 1 alternativ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. När jag köper second-hand kläder online kräver det mindre ansträngning från mig än om jag gör det i butik

	Stämmer mycket dåligt	Stämmer ganska dåligt	Stämmer varken bra eller dåligt	Stämmer ganska bra	Stämmer mycket bra
Välj 1 alternativ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. Jag köper kläder second-hand online för att det är enklare att jämföra priser än i butik

	Stämmer mycket dåligt	Stämmer ganska dåligt	Stämmer varken bra eller dåligt	Stämmer ganska bra	Stämmer mycket bra
Välj 1 alternativ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. Jag köper kläder second-hand online för att motarbeta masskonsumtion

	Stämmer mycket dåligt	Stämmer ganska dåligt	Stämmer varken bra eller dåligt	Stämmer ganska bra	Stämmer mycket bra
Välj 1 alternativ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. Jag köper kläder second-hand online för att jag inte gillar att saker slängs

	Stämmer mycket dåligt	Stämmer ganska dåligt	Stämmer varken bra eller dåligt	Stämmer ganska bra	Stämmer mycket bra
Välj 1 alternativ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



21. Jag är rädd för att kläderna inte ska levereras när jag köper de second-hand online

	Stämmer mycket dåligt	Stämmer ganska dåligt	Stämmer varken bra eller dåligt	Stämmer ganska bra	Stämmer mycket bra
Välj 1 alternativ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. Jag är rädd för att jag betalar för mycket för vissa klädplagg när jag handlar second-hand online

	Stämmer mycket dåligt	Stämmer ganska dåligt	Stämmer varken bra eller dåligt	Stämmer ganska bra	Stämmer mycket bra
Välj 1 alternativ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. Jag är rädd för att min personliga information ska spridas när jag handlar kläder second-hand online

	Stämmer mycket dåligt	Stämmer ganska dåligt	Stämmer varken bra eller dåligt	Stämmer ganska bra	Stämmer mycket bra
Välj 1 alternativ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. Jag en person som shoppar sådant som jag inte hade intentioner att köpa

	Stämmer mycket dåligt	Stämmer ganska dåligt	Stämmer varken bra eller dåligt	Stämmer ganska bra	Stämmer mycket bra
Välj 1 alternativ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. Om jag hittar något som verkligen intresserar mig köper jag det utan att tänka mig för

	Stämmer mycket dåligt	Stämmer ganska dåligt	Stämmer varken bra eller dåligt	Stämmer ganska bra	Stämmer mycket bra
Välj 1 alternativ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. Jag tycker om att spontanshoppa

	Stämmer mycket dåligt	Stämmer ganska dåligt	Stämmer varken bra eller dåligt	Stämmer ganska bra	Stämmer mycket bra
Välj 1 alternativ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27. Jag känner att jag spenderar för mycket pengar på second-hand kläder

	Stämmer mycket dåligt	Stämmer ganska dåligt	Stämmer varken bra eller dåligt	Stämmer ganska bra	Stämmer mycket bra
Välj 1 alternativ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

28. Har du något du vill tillägga?

Ange ditt svar





UMEÅ SCHOOL OF BUSINESS,  
ECONOMICS AND STATISTICS  
UMEÅ UNIVERSITY

Business Administration SE-901 87 Umeå [www.usbe.umu.se](http://www.usbe.umu.se)