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**CUSTOMER VALUE PROPOSITIONS IN SECOND-HAND CLOTHING E-COMMERCE**

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Abstract <p>Retailing started to go through an enormous change since internet offered an alternative platform for retailers to sell their products – e-commerce. Not only is the retailing changing but also customers' set of values has started to change. Due to increasing awareness of environmental burden of fashion industry, customers are more concerned about ecological and ethical issues. That, alongside with general shift in attitudes, has made second-hand shopping increasingly popular.</p> <p>The purpose of this master's thesis is to gain broader understanding of customer value propositions in second-hand clothing e-commerce context. The thesis takes into consideration customer's perspective through customers' motivations to buy second-hand clothes and company's perspective through customer value propositions. Regardless that second-hand shopping is rather widely studied topic, only a little research on second-hand clothing e-commerce and on customers' motivations to buy second-hand clothes online can be found. As both second-hand shopping and e-commerce are growing fast and gaining popularity, the topic is extremely timely.</p> <p>The study was conducted using quantitative research methods and it was an assignment from Finnish second-hand clothing e-commerce company Rekki. The data was collected using self-completed web questionnaire mainly among Rekki's customers. The number of the total respondents was 561 from which 517 had bought clothes from second-hand online store. The data was first analysed using Exploratory Factor Analysis followed by Cluster Analysis.</p> <p>Based on the Exploratory Factor Analysis the variables measuring customers' motivations to buy clothes from second-hand e-commerce loaded to five factors: Economic, Stimulation and treasure hunting, Nostalgic pleasure, Originality and self-expression, and Critical motivations. The factors were used as a basis of K-means Cluster Analysis. Based on the Cluster analysis five clusters were found and named descriptively: Economic treasure hunters, Economic shoppers, Other motivations, Critical shoppers, and Self-expressive nostalgia seekers. The clusters vary mostly in terms of shopping motivations but also in terms of several background variables.</p> <p>The implications of this thesis show that effective customer value propositions consist of customer understanding and right kind of value propositions depending on the target group. The customer understanding in second-hand clothing e-commerce context can be formed by understanding customers' motivations to buy second-hand clothes. From managerial perspective, this thesis offers valuable information for second-hand e-commerce businesses about the importance of customer understanding from value perspective and how customer value can be effectively communicated through value propositions. In addition, this thesis broadens understanding of customers' motivations to buy second-hand clothes online.</p>			
Keywords Customer value, value propositions, used goods, online store, buying motivations			
Additional information			

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## **1 INTRODUCTION**

The aim of this thesis is to gain broader understanding of customer value propositions in second-hand clothing e-commerce. This chapter introduces the topic to the reader, presents justification of the study, as well as the aim of the study and the research questions. In addition, this chapter introduces the key concepts, methodology and the structure of the study.

### **1.1 Background and justification of the study**

Retailing has been under number of macro-environmental changes over the years which have changed the whole industry notably. One of the biggest changes has been the internet which has offered an alternative retail platform for businesses – e-commerce. (Arnold & Reynolds, 2003.) In Finland, e-commerce is predicted to be the biggest change in retail since the urbanization. Even though the development of Finnish e-commerce has been slower compared to leading countries in Europe and in the U.S.A, it has grown extremely fast in the last couple of years. The growth of e-commerce can also be seen in the streetscape as many of the traditional bricks-and-mortars are struggling, and some even go out of business. On the other hand, parcel machines are getting increasingly common and, especially in the leading e-commerce countries, the biggest online stores have set up small warehouses in central locations in order to be able to deliver orders even within hours. (Vironen, 2019.)

Compared to more traditional retail channels, e-commerce offers much broader reach for both products and players. Thus, customers can make purchases anywhere and any time of the day. Also, digital channels have made it easy for the customers to gain unbiased information about the sellers and their offering. These changes have empowered the customer. (Zott, Amit & Donlevy, 2000.) In addition, in general the mind-set in companies is more customer centric than ever and customer value is in the center of business activities. Today, successful companies are trying to understand customers' intentions and find ways how their offering fits into that purpose. (Heinonen et al., 2010.) Thus, companies need to have thorough understanding of their customers in order to offer products or services that the customers really need and in

order to be able to communicate to those customers in a manner that truly resonates with them. (Rintamäki, Kuusela & Mitronen, 2007)

Not only is the retail going through an enormous change but also customers' set of values has started to change (Kaupan liitto, 2018). The awareness and concerns about environmental issues are growing among consumers. One of the biggest polluters is the fashion industry which, in terms of, for example, carbon emissions produces more emissions than marine shipping and all international flights combined (UNECE, 2018). Consumers are increasingly concerned about fast fashion which has resulted in short product life cycles, and environmentally unfriendly and unethical manufacturing (Claudio, 2007). For many consumers, acquiring second-hand clothes has offered an environmentally friendly manner to shop clothes without sacrificing the fulfillment of their desires besides their actual needs (Bardi & Arnould, 2005). As the second-hand shopping has increased notably it has also become generally more acceptable (Guiot & Roux, 2010). Also, digital channels such as peer-to-peer channels and online second-hand stores are getting increasingly popular which has lowered the bar to buy second-hand clothes for many consumers (Savon Sanomat, 2016).

Thus, even though second-hand shopping itself is not a new phenomenon, digitalization and change in customers' set of values has shaped the field notably. From company's perspective, it is crucial to understand customers' molded buying motivations and the changes that the new digital channels are bringing to respond to their customers' needs and to communicate with them. Hence, the topic of this thesis is extremely timely and relevant. In addition, the previous research of the customers' motivations to buy second-hand focuses mainly on the offline channels (e.g. Guiot & Roux, 2010; Bardhi & Arnould, 2005; Williams & Paddock, 2003; Williams & Windebank, 2000) whereas this thesis studies the motivations in the context of e-commerce. As the topic is previously very little studied in the e-commerce context, it is extremely interesting to see if there are differences in the motivations that may be explained by the shopping channel.

The study presented in this thesis is conducted as an assignment for second-hand online store Rekki (company name: Omnichannel Retail Services Oy). Thus, the thesis takes into notion not only the customer's motivations to buy second-hand clothes but

also the company's perspective through value propositions. Hence, in managerial perspective, the topic is important in gaining understanding of customers in second-hand clothing field. Through understanding customer value, a company can create customer value propositions that truly speak to their customers and thus, seek competitive advantage in relation to its competitors (Rintamäki & Kirves, 2017).

## **1.2 The aim of the study and research questions**

Prior research on both second-hand markets and customer value in retailing is conducted mainly in traditional offline environments. Only a little research on purchasing second-hand clothes online, and on customers' motivations to do so, can be found. Further, prior research on customer value takes most often perspective of the traditional channels, when it comes to both customer perceived value as well as value propositions. Additionally, no prior research that combines the two topics can be found. Due to this gap in the prior research, the aim of this master's thesis is to gain broader understanding of customer value propositions in second-hand e-commerce. The thesis takes into consideration the customers' perspective through theories on motivations to buy second-hand, as well as the company's perspective through customer value propositions theories.

The study presented in this thesis is conducted as an assignment for a second-hand online store Rekki. In managerial perspective, this thesis aims to find new or more precisely defined target groups for the case company through gaining better understanding of the customers' motivations to buy second-hand clothes online. In addition, the thesis aims to offer ways to communicate to the found target groups through appropriate value propositions or combination of them.

To meet the goals of the study, a set of research questions are set. The main research question of this thesis is:

*From which elements effective customer value propositions for second-hand clothing e-commerce are formed?*



In addition, a set of sub research questions are presented. The main research question is answered through the sub research questions. The sub questions focus on different perspectives of customer value in second-hand e-commerce.

*How can a company communicate customer value effectively through value propositions?*

*What are the customers' motivations to buy second-hand clothes from an online store?*

Through answering the questions presented above, this thesis is able to broaden the understanding of customer value in second-hand e-commerce environment.

### **1.3 Key concepts of the study**

*Customer value* in this thesis refers to value that consist of economic, social and hedonic outcomes (Rintamäki, Kanto, Kuusela & Spence, 2006). Companies can enhance the customer's value creation process through satisfying customer's needs and wants (Rintamäki, 2016). Customer perceived value is in the center of the focus and it is always a subjective from its nature because of the influence of the customer's personal qualities (Komulainen, 2010).

*Customer value propositions* are used to communicate value to customers (Rintamäki et al., 2007). From the customer's perspective, they provide a reason to buy a company's product over a competitor's one (Rintamäki, 2016) and from the company's perspective effective customer value propositions lead to competitive advantage (Rintamäki et al, 2007).

*E-commerce* is digital retailing which differs from traditional channels in terms of reach, richness, and digital representation. In other words, e-commerce is not as strictly geographically restricted as traditional channels, it enables increased information for both the customer and the company, and the products cannot be physically displayed but instead other methods such as pictures are needed to be used (Zott et al., 2000).

*Second-hand shopping* refers to acquisition of items that have been used. All used items are second-hand regardless of their age. Second-hand clothes are often confused with vintage items which are defined by the age of the product whether ever used or not. Thus, second-hand items are defined more modern than vintage items. (Cervellon et al, 2012.)

*Second-hand e-commerce (also referred as a second-hand online store)* in this thesis refers to C2B2C business that buys the items from consumers and sells them again to consumers through their own channels. Thus, they differ notably from a consumer-to-consumer e-commerce in which the consumers trade directly with each other (Yrjölä, Rintamäki, Saarijärvi & Joensuu, 2017).

*Motivation* is one of the key psychological processes that influences consumers' behavior. Either biogenic or psychogenic need turns into a motive when it drives one to take action. Motivation makes people to choose one goal over another and pursue vigorously towards the goal. (Kotler & Keller, 2012, p. 160) Thus, *buying motivation* in this study refers to the driving reason for a customer to make a purchase.

#### **1.4 Research methodology**

The research method employed in this study is quantitative research which is constructed from two parts. First, the prior theory is thoroughly examined and the most suitable theories are chosen to be used as a basis of the empirical study (Hirsjärvi, Remes & Sajavaara, 2007, pp. 133–138). The referenced articles used in the theoretical framework of the study are scientific articles. The reliability of the articles is evaluated using peer-reviews, the number of references, and the classifications (0-3) given by the Finnish Publication Forum. In addition, a doctoral dissertation is used as a basis of the theoretical framework. Doctoral dissertations can be considered reliable sources because two doctors have made the preliminary inspection as well as the opponent is an expert on the subject. Also, two master's theses are used as a starting material for the empirical study as it is partly on the similar topic. However, it is noted, that the master's theses have no scientific value and thus, they are not considered reliable (Metsämuuronen, 2005, pp. 34-41).

The empirical part of the thesis aims to investigate people's motivation to buy second-hand clothes from e-commerce. The data for the empirical study was collected using a self-completed internet questionnaire among the case company's customers. The data was analysed using Exploratory Factor Analysis and Cluster Analysis. The Exploratory Factor Analysis was used to examine what type of factors different themes form (KvantiMOTV, 2004). The Exploratory Factor Analysis was used as a basis for Cluster Analysis by which groups were formed from the respondents based on their buying motivations (Heikkilä, 2008, p. 249). Some additional analyses were also conducted to examine the written answers to the open-ended question, and to observe how easy online second-hand stores are considered compared to other channels that sell second-hand clothing.

### **1.5 Structure of the study**

This thesis consists of seven chapters and it can be divided into theoretical and empirical parts. Chapters two, three and four form the theoretical framework of the thesis. The chapter two discusses how the customer value is formed, how effective customer value propositions can be created, and what type of special characteristics e-commerce context has. The chapter three introduces the prior theory of second-hand markets focusing on buying motivations of second-hand clothes in e-commerce context. The fourth chapter outlines the theoretical framework of the thesis and it is used as a basis of the empirical study of this thesis.

The chapters five and six form the empirical part of the study. Chapter five, Methodology, introduces the case company for which the study is conducted as well as details of the research methods used in the study. Chapter five also presents the hypotheses of the study. Chapter six presents the empirical findings and the analysis of the gathered data. First the hypotheses testing is presented followed by explanation and interpretation of the Exploratory Factor Analysis and Cluster Analysis as well as other analysis that were conducted. The seventh and the final chapter of this thesis presents the conclusions of the study and answers the research questions. The final chapter also evaluates the reliability and the validity of the study and presents theoretical and managerial implications as well as presents recommendations for future research.

## **2 CUSTOMER VALUE PROPOSITIONS IN E-COMMERCE**

This chapter reviews the previous literature on customer value and e-commerce as a digital retail channel. The first subchapter focuses on the customer value in general, using customer value propositions to tie together customer's and company's perspectives of customer value. The second subchapter focuses on e-commerce as a retail platform, and its differences compared to traditional bricks-and-mortars especially from the viewpoint of shopping motivation. The third subchapter, Customer value in e-commerce, synthesizes the theories of customer value and e-commerce, and summarizes the key takeaways of this chapter.

### **2.1 Customer value**

The definition and target of value in marketing has changed over the past decades. As the dominant logic of marketing shifted from goods-dominant logic to service-dominant logic, also the way in which the value is viewed changed. As in the center of the goods-dominant logic is the profit maximization to the firm, it considers the value to be created in exchange. In goods-dominant logic the value is created in the production phase, and the role of the customer is to receive the value as it is given in exchange. (Baker & Saren, 2016, pp. 463-464.) Service-dominant logic (Vargo & Lusch, 2004; 2008) and critical service logic (Grönroos & Voima, 2013) on the other hand highlight the role of the customer as an active participant in the value creation. Both aforementioned logics argue that value is co-created between the actors, even though their view on the roles of the actors vary somewhat. Grönroos and Voima (2013) suggest that the firm acts as a facilitator to the customer's value creation process whereas Vargo & Lusch (2008) find the role of the both parties to be equally important in the process. They do, however, emphasize that the determiner of the final value of the product or service is the customer (Vargo & Lusch, 2008).

Heinonen et al. (2010) take another perspective on the customer's value creation by suggesting that instead of focusing on whether the value is created through an outcome (goods-dominant logic) or a process (service-dominant logic), the focus should be on the customer's intentions on what they are trying to achieve, and how the particular service fits into that purpose. Thus, in addition to the core activities, that are in a direct

relation to the service, a company needs to consider other experiences and activities that has an impact on how the value emerges to the customer (Heinonen et al., 2010). However, regardless of the different views on how the value is created, it can be stated that customer value plays a crucial role in the logics that have been dominant during the past couple of decades.

Regardless of the central role of value, there is no clear consensus of the definition presented in the literature. Khalifa (2004) suggests that even though the definitions and theories in the literature vary, they are not exclusive but rather complementary, and that they only implicate the complex and abstract nature of customer value. According to Khalifa, the value exchange models represent both transaction-based and interaction-based supplier/buyer relationship which summarizes that all business activities create value to the point of exchange. Value buildup models, on the other hand, expand the understanding of how companies can offer superior value for exchange by describing how to generate and accumulate value, and what type of factors influence them as well as what kind of forms customer value may take. Lastly, value dynamics models offer knowledge on the type of elements that may either create or destroy value. Understanding these elements is required to build up value. (Khalifa, 2004.)

Traditionally, value is perceived as utilitarian, or economic, value. However, today from retailers' perspective, there is only little or no room for price adjustments compared to competitors due to the similarity of the products and services (Rintamäki et al., 2007). Thus, utilitarian value can be addressed as a precondition for a successful business, but often a company is not able to use it as a competitive advantage. In addition to the utilitarian value, two more components of customer value are recognized: hedonic and social value. Hedonic value refers to more abstract and subjective value, which is generated through experiences and exploration. Whereas social value can be created through various solutions that boost one's self-esteem or status. (Rintamäki et al., 2006.) Even though both researchers and companies are aware of other motivations behind customers' shopping behavior, often the management and stakeholders of companies are still more interested in the economic value (Rintamäki, 2016). From customer's perspective, however, value is about utilitarian, hedonic, and social outcomes (Rintamäki, et al. 2006).

Despite different views on customer value, it can be stated to be a prerequisite to firms' success because it is a key driver of consumer behavior (Talonen, Jussila, Saarijärvi & Rintamäki, 2015). Thus, it is crucial for companies to understand customers' needs and wants because through satisfying those desires they are able to create value. Through addressing the desired target group, a company can differentiate itself from its competitors, evaluate its market positioning, and thus create competitive advantage. Hence, customer value is a strategic issue that should be closely considered. (Rintamäki, 2016.) Because of the diminished role of the utilitarian value, from the competitive advantage perspective, the relevant strategic question today is how to sell, rather than at what price. (Rintamäki et al., 2007.)

Hence, a company that seeks to be competitive in relation to its competitors needs to understand the customer value. When the company understands the customer value, it can create value propositions that truly speak to its targeted customer groups. Gathering understanding of customer value can be generally achieved in two ways: either by evaluating the tradeoff between benefits and sacrifices or by conceptualizing the key dimensions of customer value. Not a single company can take advantage of all customer needs and desires, but instead they need to choose the values that operate as a core of their strategic management. (Rintamäki & Kirves, 2017.) Making the decision on the core value may not be an easy task to be completed, because customer value is not a stable target. Customer value varies not only over time, but in addition depending on the customer's own expectations and experiences as well as depending on the context. (Holbrook, 1999.)

Regardless of the perspective on hand, it is important to recognize the central role of the customer perceiving the value. As mentioned above, the nature of customer value is subjective due to the influence of the personal qualities of the customer, that have an effect on the evaluation that is made. However, a customer does not only make the evaluation but also simultaneously influences it, and thus acts as an essential source of value. (Komulainen, 2010.) As discussed above, understanding of customer value is a precondition in creating effective value propositions (Rintamäki & Kirves, 2017) which is discussed more in depth in the following chapter.

## 2.2 Customer value propositions

For a customer, value propositions provide a reason to buy the company's offering over the competitors' one. However, they also have an important internal purpose for the company as they are needed to internally communicate targeted customer's perceived value. Traditionally, value propositions are viewed to diminish gap between company and customer perspectives. (Rintamäki, 2016.) In the core of any value proposition is the company's thorough understanding of customer value, and the value propositions should be created from the customer's perspective. They should either increase the benefits or decrease the sacrifices that the customer considers relevant. In addition, they should also have a key strategic role when seeking competitive advantage. The value propositions should be unique in comparison to competitors, and be built on the superior competences of the company. Thus, value propositions should lead to competitive advantage. (Rintamäki et al., 2007.)

Anderson, Narus & Rossum (2006) recognize three types of value propositions: All benefits, Favorable points of difference, and Resonating focus. *All benefits* refers to a situation in which all benefits that may potentially create value to the targeted customer are listed. From a company's perspective, these types of value propositions can easily be created but for a customer they might be confusing because they do not clearly differentiate the company from its competitors. In order to communicate to the customer the actual differences compared to the second-best option, the company needs to get familiar with its competitors. Hence, they should present the ways in which they differ from the second-best option, that is *Favorable points of difference*. However, Favorable points of difference propositions may include multiple propositions and thus face similar challenges as All benefits propositions. Resonating focus propositions focus only on few arguments on how the company is superior in relation to its competitors (may use both points of difference and parity). The *Resonating focus* propositions require excellent knowledge on the perceived customer value as well as superior understanding of the markets and the company's own offering. Therefore, they are the most difficult to create, but when successfully created they are also the most effective. (Anderson et al. 2006.)

Company's value propositions can also be categorized based on how customers perceive value. Rintamäki et al. (2007) propose that customer value can be divided into four dimensions: economic customer value, functional customer value, emotional customer value, and symbolic customer value. The dimensions illustrate the benefits that a customer can achieve, and how the company can add value in different dimensions. On the other hand, it also takes into account the possible sacrifices that the customer may encounter and considers ways in which those sacrifices can be eliminated or diminished. The customer value dimensions offer a tool which supports the company when managing and adding customer value to the targeted customer groups. (Rintamäki et al. 2007.) Even though the customer is the determinant of the final value based on their own experiences (Vargo & Lusch, 2008), the company is the determinant of the competitive advantage achieved through its capabilities to combine customer value dimensions in a way that generates benefits to the customer (Rintamäki, 2016).

To date, economic customer value has kept its position as one of the most relevant driver of the customer value. There are still consumers who are highly price driven and basing their consumption solely on the lowest price. (Rintamäki, et al. 2007.) Economic value can be viewed simply as the price that is being set (objective price). However, there are differences on how the customer perceives the price (perceived price), for example, price can be considered either cheap or expensive. On the other hand, the best economic value can be considered through the tradeoff between price and quality. (Zeithaml, 1988.) Using economic customer value propositions as the only source of competitive advantage is often impossible for most of the companies since the ability to compete solely on price requires economies of scale. Even though a company cannot use price as a point of difference it cannot be fully ignored either. Although for most companies price functions rather as a point of parity. (Rintamäki et al. 2017.)

Monetary costs are not the only sacrifices that the customers make. They may have to search for the product or service or travel a long distance. Therefore, the customer may have to sacrifice, for instant time. (Zeithaml, 1988.) Functional customer value propositions are used to target customers whose consumption is mainly driven by motivation to find conventional solutions (Rintamäki, 2007). Functional customer



value is achieved through decreasing the customer's sacrifices made on time and effort. For retailers, this may mean, for instance, wide range of products, good availability of the products or a clear and clean store in which it is easy to complete the purchases. (Rintamäki & Kirves, 2017.) Companies often use combination of both economic and functional customer value propositions when communicating to target groups that are seeking mainly utilitarian value when shopping (Rintamäki et al., 2007).

Not all shopping behavior is directed towards completing functional or monetary goal, but instead customers seek to find hedonic value from the shopping experience as well. When achieving hedonic value, the customer experience may be positive even without a completed purchase. (Babin, Darden & Griffin, 1994.) Unlike utilitarian, hedonic value propositions (emotional and symbolic) are directed towards customers, who are motivated by seeking non-product related value (Arnold & Reynolds, 2003). Emotional value propositions (Rintamäki et al., 2007) include hedonic motivations such as seeking excitement and adventures, treating oneself or finding a way to relax, or socialize with family, friends or other shoppers or sales people (Arnold & Reynolds, 2003). Emotional value can be enhanced by creating a pleasant shopping environment to the store so that the customer feels comfortable to spend time in there. This type of atmosphere can be achieved through design of the store and offering, as well as through trained staff and additional services. Emotional value can be compound with either or both utilitarian value propositions. (Rintamäki et al., 2007.)

Symbolic value propositions appeal to customers seeking self-expressive aspects of consumption. The customers strive to attach certain positive meanings to themselves through consumption and communicate those meanings to others. (Rintamäki et al., 2007.) Symbolic value can also be referred to as social value which refers more specifically to either positively or negatively associating oneself with a certain social group. The effect of social value is especially evident in product categories that are highly visible to others, such as clothing, cars or presents. However, it is also prominent within product categories, such as kitchen supplies, that are traditionally considered to be bought based on their functional characteristics. (Sheth, Newman & Gross, 1991.) Symbolic value propositions contain messages that emphasize customer's self-expression. These value propositions can be combined with any other,

or all, the abovementioned value propositions. One type of value proposition or combination of them enables companies to communicate to their customers in a way that resonates with their customers' motivations and perceived value, and thus create actual differentiation and competitive advantage. (Rintamäki et al., 2007.)

### **2.3 E-commerce**

E-commerce differs from traditional channels in terms of reach, richness, and digital representation. Compared to traditional channels, e-commerce offers much broader reach for products and players. Even though it can be argued that some geographical restrictions may still exist in e-commerce, in theory, for example, a vendor is able to sell its products to consumers anywhere in the world. (Zott et al., 2000.) Compared to traditional bricks-and-mortars, online stores have often wider range of products which enables customers a wider assortment to choose from. On the other hand, online stores must have an effective search facility to ease the product search for the customer, and thus enhance the customer experience on the site. Customers have also a wider range of providers to choose from and the comparison between the options is relatively easy on the internet. (Kolesar & Galbraith, 2000.)

From the consumer's perspective, they are able to make a purchase any time of the day, almost anywhere. In this context richness refers to increased information that is available due to the digital channels. Customers can gain information on offerings and on the sellers from various unbiased sources. (Zott et al., 2000.) Digital channels, and especially social media, have enabled customers to share their experiences either anonymously (electronic word-of-mouth, eWOM) or personally (social eWOM) to a wider audience. Especially the experiences and reviews on social eWOM are considered highly relevant and reliable and have often an effect on purchase decision. The role of social eWOM is especially highlighted when purchasing in hedonic categories, such as trips. (Pihlaja, Saarijärvi, Spence & Yrjölä, 2017.) On the other hand, the information flows to the other direction as well. A seller can easily gather a lot of information of the customer. (Zott et al., 2000.) However, if the company uses the data either to create new services or to enhance the existing ones, in a way that it directly benefits the customer's value creation process (reverse use of customer data),

both parties can benefit from the data collection. (Saarijärvi, Grönroos & Kuusela, 2014.)

Finally, the digital representation refers to the lack of the physical contact with the products, the store, and the personnel which may have a negative impact on a purchasing decision. (Zott et al., 2000.) In online environment, the presentation of the products is done through pictures, videos, and texts that should represent the desired customer group's image of the offering (Kolesar & Galbraith, 2000). Thus, in online store environment, information plays a crucial role on customer's site loyalty and on purchasing decisions on the site. In addition, other factors, such as security perception, user interface quality, and awareness of the site have a notable effect on the customer's site commitment. (Park & Kim, 2003.) Also, the lack of personal contact needs to be replaced with surrogates, such as email or a chat room, to build a relationship with the customer (Kolesar & Galbraith, 2000). Due to the differences in reach and richness, the power of customers has increased (Zott et al., 2000).

Similarly to traditional shopping channels, hedonic and utilitarian motivations act as drivers for customer shopping behavior and purchase decisions in digital channels as well. However, due to the differences of these channels, the motivations can be triggered by different elements. (Childers, Carr, Peck & Carson, 2001.) As discussed above, digital channels enable more extensive geographical reach, and thus a wider range of options in providers and products to choose from (Zott et al., 2000). From utilitarian perspective, the customers who appreciate economic value can effortlessly search for products with the lowest price or price discounts in the digital channels compared to traditional channels, and thus achieve better economic value (Childers et al., 2001). Also, as the customer can shop at any time or practically anywhere (Zott et al., 2000), the functional customer value is easily achieved in the digital channels (Childers et al., 2001). Whereas in traditional channels the functional value may be connected, for example, to the number or locations of the shops, digital retailers face different kinds of issues regarding functionality.

Digital channels are often considered cold and non-interactive. According to Childers et al. (2001), even though digital channels enhance utilitarian customer value, they also enhance hedonic value through entertainment aspect. When the shopping experience

is made functional, and the sites are illustrated with pictures and videos, the shopping experience is considered entertaining. Childers et al. found this to be especially evident in products with strong hedonic attributes. However, they also found evidence for more goal-driven e-commerce environments. Hedonic motivations have also been linked to impulse buying in both offline (Arnold & Reynolds, 2003) and online (Dawson & Kim, 2009) environments, and thus the customers who are driven by hedonic motivations are more likely to take part in impulse buying (Ozen & Engizek, 2014; Dawson & Kim, 2009; Arnold & Reynolds, 2003). Ozen and Engizek (2014) argue that consumers who are motivated by social aspects of shopping are influenced negatively by impulse buying online. However, other hedonic motivations such as seeking for adventures or relaxation has a positive impact on engaging in impulse buying. (Ozen & Engizek, 2014.)

Even though prior research shows positive connections between online shopping and both hedonic and utilitarian customer value, the evidence for utilitarian value can be stated to be more evident. The hedonic customer value seems to be more context dependent than utilitarian customer value. For example, in the context of a developing country, hedonic motivations appeared to be insignificant whereas the utilitarian motivations were found to have positive impact on customer's purchase intentions (Rahman, Khan & Iqbal, 2018). However, as the empirical study of this thesis is conducted in a Finnish second-hand online store, the hedonic value should be considered as Finland represents a developed country, and thus the results can be expected to be similar to the ones in Childers et al. (2001) study.

#### **2.4 Customer value propositions in e-commerce**

For the theoretical framework of this thesis, the theories of customer value propositions and e-commerce are combined with the existing theory of customer value in e-commerce to create a holistic understanding of the topic. This chapter summarizes the theories presented above as well as describes the summary in table 1. This chapter takes the company's perspective on the topic, focusing on customer value propositions theories. Customer's perspective is considered more closely in the next chapter which focuses on customer's motivations to buy second-hand. When combining theory of digital and traditional channels, a few notions should be taken into consideration. First,

customers may have different kinds of expectations concerning the two channels (Childers et al. 2001). Second, in many cases digital and traditional channels are used side by side and in different stages of the customer's purchasing process, and thus cannot be fully separated (Rintamäki, 2016).

As discussed in the previous chapter, *economic customer value propositions* are targeted to customers who are highly price driven, and their purchase decisions are based on the lowest price (Rintamäki et al., 2007), whether objective or perceived price (Zeithaml, 1988). Digital channels have enabled customers to access a wider range of products (Kolesar & Galbraith, 2000) and made the price comparison remarkably easier than in the traditional retail stores. Thus, using online channels is highly beneficial for price driven customers. (Childers et al., 2001.) For most companies, on the other hand, this target group may be harder to attract because competing solely on the price is possible only for few actors on the market. Hence, economic value propositions are often combined with *functional customer value propositions*. Functional value propositions are targeted to customers who are driven by functional solutions. (Rintamäki et al., 2007.) Retailers can add value to these customers by decreasing customers' sacrifices on time and effort. In traditional retail, this would be done through store design and locations. (Rintamäki & Kirves, 2017.) However, in e-commerce this is done by properly functioning search and purchasing functions (Kolesar & Galbraith, 2000). Customers who are driven by functional aspects of purchasing benefit from e-commerce since online stores can be used at any time of day and from anywhere in the world (Zott et al., 2000).

Hedonic customer value propositions are targeted to customers seeking non-product-related value. *Emotional customer value propositions* are targeted to customers seeking excitement, adventures or social contact through shopping. (Arnold & Reynolds, 2003.) Traditional retailers can add value to this customer group by creating an environment in which the customer wants to spend time in because of well trained and friendly staff, store design or additional services (Rintamäki et al., 2007). In online stores, there is no physical contact with the store or face-to-face interaction with other people. Thus, other solutions are used to attract customers with strong emotional motivations. Email, chat rooms, or social media can be used as a replacement for face-to-face communication (Kolesar & Galbraith, 2000). The entertainment aspect of the

physical store can be replaced, for example, with pictures and videos (Childers et al., 2001). Another type of hedonic value propositions, *symbolic customer value propositions*, are targeted to customers seeking self-expressive aspects of consumption. These customers are attaching and communicating meanings through consumption. (Rintamäki et al., 2007.) They associate themselves either positively or negatively with some social group (Seth et al., 1991). Thus, retailers must favor messages that emphasizes customers' self-expression (Rintamäki, et al., 2007). Also, in online environment, social media platforms, or social elements on websites offer possibilities for these customers to communicate their consumption to other consumers.

It is claimed that customers who are more driven by utilitarian aspects are benefitting more from digital channels than the customers driven by hedonic aspects of shopping. However, as discussed above, especially in the developed countries, there is evidence that hedonic aspects do influence purchase intentions, also in online environments. (Rahman et al., 2018, Childers et al., 2000.) I reckon that as the case company of this thesis represents strong ecological values, the role of hedonic values, especially symbolic values, may be more evident than in regular online stores. Thus, all types of value propositions are considered in the empirical section of this study.

**Table 1. Customer value propositions in e-commerce.**

Utilitarian value propositions		Hedonic value propositions	
Economic	Functional	Emotional	Symbolic
Customers: Price driven	Customers: driven by functional solutions	Customers: seek excitement, adventures, social interaction	Customers: seek self-expressive aspects of consumption
Customers make purchase decision based on the lowest price	Retailers try to decrease customers' sacrifices on time and effort	E-commerce offers feelings of entertainment e.g. through pictures and videos	Retailers favor messages that emphasize customer's self-expression
E-commerce makes it easier for the customer to find products with lowest price	E-commerce offers customers an opportunity to shop anywhere, any time of the day	E-commerce offers other options for social interaction e.g. through chat room or social media	E-commerce may offer customers ways to share their purchases with other consumers.

### 3 SECOND-HAND

This chapter introduces the prior theory of second-hand markets. The first subchapter offers a broader view on second-hand shopping, focusing especially on the second-hand fashion and channels due to the case company of this thesis. The second subchapter presents the prior theory of customers' motivations to participate in the second-hand markets and to purchase second-hand items. Lastly, the motivations and special characteristics of second-hand shopping are summarized in the table 2.

#### 3.1 Second-hand shopping

Research on second-hand often takes the perspective of either acquiring or disposing used items (Turunen & Leipämaa-Leskinen, 2015). They are both closely linked to each other through consumption cycle which consists of acquisition, possession, consumption, and disposition processes (Arnould & Thompson 2005). Because of the interest of the present study, the focus of this chapter is on the acquisition of second-hand items. Second-hand shopping is defined as *“the acquisition of second-hand objects through methods and places of exchange that are generally distinct from those for new products.* Today, recycling and reselling are generally acceptable. (Guiot & Roux, 2010.) Second-hand shopping has become increasingly popular and common also in the digital channels, especially in the context of consumer-to-consumer e-commerce (Yrjölä et al., 2017).

Second-hand market comprises a lot of special characteristics compared to traditional retailers, and in some perspectives, can be more complex. For example, a second-hand store is competing simultaneously at three different markets: competition from second-hand shoppers, competition from donors or sellers and interaction with the waste sector. (Montgomery & Mitchell, 2014.) In addition, the uniqueness of the products (Fortuna & Diyamandoglu, 2017) and the possible fear of contamination caused by the previous owner (see e.g. O'Reilly et al., 1984) set up challenges for companies reselling second-hand items.

In recent years in Finland, and in the European Union in general, there has been a great interest in reducing waste and increasing material efficiency (Lilja, 2009) in which the

second-hand markets act as one solution. There are several ways in which the product life cycle can be prolonged. In addition to simply selling used products, also other options, such as renting, swapping, redesigning or repairing are presented. From environmental perspective, these types of alternative ways of consumption are required in the future in order to simultaneously reduce usage of material resources and to satisfy consumer's need for newness, and answer to the revenue demands of a global industry. (Armstrong, Niinimäki, Kujala, Karell & Lang, 2015.)

### 3.1.1 Second-hand fashion

Value creation and customer satisfaction in the clothing industry are closely related to the material consumption (Armstrong et al. 2015). People consume fashion in such a rapid phase that the clothes are often disposed before they reach the end of their life cycle. The so-called fast fashion has negative impacts on the environment and people. Emissions and waste reduce the well-being of the environment and people. The situation is even more dire in the developing countries where also poor working conditions and neglect of human rights complicate the equation. This problem is being addressed through regulations, alternative ways of disposing or reusing the pieces of clothing, and paying attention to manufacturing and materials of the clothing. However, most of the fast fashion is still manufactured in an environmentally unfriendly manner and ending up in the landfills rather quickly. Even though fashion manufacturers are often blamed on the negative impacts, the biggest responsibility to drive change lies on the shoulders of the consumers. (Claudio, 2007.) Birtwistle and Moore (2007) suggest that increased knowledge among consumers would create pressure for manufacturers to adapt their functions towards more sustainable solutions.

Second-hand markets offer one solution for the issues caused by fast fashion. Through acquiring second-hand clothing, many people feel that they can simultaneously act in an environmentally friendly manner without sacrificing the fulfillment of their desires and wants besides the actual needs (Bardi & Arnould, 2005). Second-hand clothes can be broadly defined as pieces of clothing that have been used before, regardless of the age of the product. In general conversation, second-hand clothes are often used as a synonym for vintage clothes. However, a piece of clothing is regarded as vintage depending on the age of the product, whether ever used or not. Thus, a piece of clothing



may be vintage and second-hand at a same time - but not necessarily. (Cervellon, Carey & Harms, 2012.) This thesis focuses on more modern second-hand clothing, but due to the overlapping of the definitions may use theory of vintage clothes when appropriate.

Second-hand clothing differs from many other second-hand items because they are unique when it comes to, for example, size or material. Thus, compared to, for example, books which have less variation in size and in which the content is more relevant, they are more likely to be bought second-hand. Also, other factors, such as personal preferences, fashion trends or marketing strategies may have more effect on second-hand clothes acquisition than purchasing of books. (Fortuna & Diyamandoglu, 2017.)

Second-hand clothes are worn by all age groups, but O'Reilly et al (1984) state that usually children's clothes are more likely to be bought second-hand because the sizes are more easily matched as well as the clothes are usually in better condition because in majority of the cases children outgrow the clothes before they are worn out. In addition, according to O'Reilly et al. second-hand clothes are worn by women over men and bigger families over small families. Also, Lane, Horne and Bicknell (2009) agree that the usage of second-hand channels is more popular among women compared to men and among bigger families compared to smaller families. Montgomery and Mitchell (2014) on the other hand, find no significant difference within thrift shop shoppers when it comes to gender, and opposite to O'Reilly et al. and Lane et al. they argue that thrift shopping is more popular among single and widowed people than among married people. In the study, however, the size of the family was not determined.

Buying second-hand clothing has a significantly positive impact on reducing the environmental burden of fashion industry. Even though the benefits of buying second-hand clothing are significant especially from an environmental perspective, the fact remains that second-hand clothes are never the latest trend that affects customers' desire to buy them. (Farrant, Olsen & Wangel, 2010.) This especially affects younger consumers who often want to have the latest trends and technologies. Thus, older consumers are more likely to shop in thrift stores than younger consumers. When it

comes to disposing clothing, however, young people are more likely to dispose their clothing through second-hand markets, rather than throwing them into waste. (Montgomery & Mitchell, 2014.) However, Yrjölä et al. (2017) argue that in the e-commerce context, second-hand fashion is the most popular among young women.

### 3.1.2 Second-hand channels

Today, in addition to the traditional offline environments, second-hand items are sold increasingly online (Sihvonen & Turunen, 2016). Both offline and online second-hand channels can be divided into formal (e.g. second-hand online stores, thrift stores, and garage sales), and informal (e.g. donating to friends and family) channels in which people acquire and dispose used goods (Lane et al., 2009). The trade in second-hand goods operates in both B2C and C2C markets (Sihvonen & Turunen, 2016). Due to the aim of this research, this chapter focuses on B2C second-hand markets, and highlights especially online channels.

As second-hand shopping is getting more popular among wider audience, the shoppers have higher expectations towards the second-hand channels. Many consumers expect the second-hand store to have similar elements than any other chain store or retail store selling brand new items. A store must be clean and well-organized, the merchandise to be good quality, and the shopping experience should be convenient with the help of friendly staff. (Mitchell & Montgomery, 2010.) Thus, second-hand stores have gone through a remarkable change, and they have become professionally managed and marketed businesses which focus on quality over price. The stores are part of the street scene and do not stand out considerably from any other retail store. (Croft, 2003.)

Second-hand channels are not only used for commodity exchange but they also produce meanings and construct identities for the consumers and thus participation to these channels is a choice (Crewe & Gregson, 1998) rather than economically forced option (Williams and Windebank, 2000). In addition, offline channels offer a chance to wander around store, twiddle the products, and have social interaction while shopping which might be even bigger reason to participate to these channels than making actual bargains (Guiot & Roux, 2010). When using online channels, the reasons that are closely related to the physical store, cannot be adjusted as such. When

shopping second-hand online, a customer needs to exploit images and product descriptions when evaluating the value of the product, rather than touching the actual product (Sihvonen & Turunen, 2016). Thus, other elements such as brand name, price, store, and country of origin are considered more specifically when evaluating the value in online channels (Teas & Agarwal, 2000). Because the current value of the product depends highly on the previous usage, additional services to assure product quality can be provided as well (Fernando, Sivakumaran & Suganthi, 2018).

According to Goplapakhrisnan & Matthews (2018) most of the second-hand sales in clothing industry are still made offline. However, the online channels are growing their role in second-hand business (Yrjölä et al., 2017; Sihvonen & Turunen, 2016). Despite the challenges mentioned above, online channels enable a lot of benefits that cannot be exploited in the offline channels. For example, as discussed in the chapter 2.3, online stores enable reaching wider audience geographically (Goplapakhrisnan & Matthews, 2018; Zott et al., 2000) as well as they do not restrict the time when a customer is able to make a purchase (Zott et al., 2000). In addition, a customer is offered a wider array of products and more information as well as unbiased reviews to support their purchase decision (Kolesar & Glabraith, 2000) which increases the power of customers (Zott et al., 2000.)

According to Fortuna & Diyamandoglu (2017) online channels are still in their infancy, and acquiring second-hand items is often done through offline channels. However, even though second-hand shopping in general is more popular among older people (Montgomery & Mitchell, 2014), younger people show more interest towards online second-hand channels. As second-hand online channels are a rather new trend, this may indicate growth in the usage of online platforms in second-hand markets. (Fortuna & Diyamandoglu, 2017.) However, the overall growing trend in online shopping is also likely to have a positive impact on the online second-hand stores.

### **3.2 Motivations to buy second-hand**

A reasonable number of studies on motivations to buy second-hand can be found. Roughly the motives can be divided into hedonic and utilitarian (Bardhi & Arnould, 2005) both of which have a lot of arguments on their behalf. In this chapter, the

motivations are divided even further into four categories: economic motivations, critical motivations, experiential motivations linked to the offering and experiential motivations linked to channel characteristics. The aforementioned division is made by Guiot and Roux (2010), and thus their study works as a base of the categorization. However, various other studies are used to supplement the motivations to buy second-hand. Next, the categories are discussed more in depth.

### 3.2.1 Economic motivations

Many researchers highlight the economic reasoning when buying second-hand. For example, Williams & Windebank (2000) argue that in many cases second-hand is not bought as a first choice, but instead consumers are forced to buy second-hand because of their economic restrictions. (Williams & Windebank, 2000.) It is, however, important to note that their study concentrates on deprived neighborhoods and thus, the findings are more relevant within lower income population. Williams & Paddock (2003) recognize that although among relatively deprived people the motives to buy second-hand are economic and not out of choice, on the other hand, among affluent people the choices to buy second-hand are more cultural and out of choice. Both Williams and Windebank, and Williams and Paddock study second-hand goods on several different product categories (clothing being only one of them) which might have an impact on the role of income in purchase intentions. Cervellon et al. (2012), however, do not find evidence on the role of income when it comes to purchase intentions of second-hand clothing.

Also Guiot and Roux (2010) find a “wish to pay less” being one of the economic motivations to buy second-hand. In addition, however, they recognize other economic motivations which are i) search for a fair price, ii) bargain hunting and iii) gratificative role of price. i) Search for a fair price refers to situations in which the customer does not find the offering being new giving any additional value to the product, and thus it might as well be bought second-hand with a lower price. (Guiot & Roux, 2010.) In addition, it can be compound to situations in which a product is found to be too expensive when bought as new (e.g. branded products) but can be found reasonably priced when bought second-hand (Guiot & Roux, 2010; Roux & Korchia, 2006).

ii) Bargain hunting, on the other hand, refers to the situations in which purchase decision might be more impulsive caused by a bargain. In this type of situation, the customer might not have an actual need for the product but they end up buying it because of a good deal. (Guiot & Roux, 2010.) On the other hand, a customer may also wait for sales promotions or off-seasons in order to find better bargains (Bardhi & Arnould, 2005). Also, Turunen and Leipämaa-Leskinen (2015) take into notion the economic motives of buying second-hand. Their study focuses on second-hand luxury items, and thus they consider bargain hunting to be a combination of Guiot and Roux's search for a fair price and bargain hunting. In case of luxury products, the bargain hunting is not as impulsive because the second-hand prices of luxury products are in general more expensive compared to items that might cost only a couple of euros. (Turunen & Leipämaa-Leskinen, 2010.)

iii) Gratificative role of price refers to situations in which buying second-hand enables the customer not to cut other expenses, enables more money to be used on nonessentials, or enables denser phase of replacing an item. (Guiot & Roux, 2010.) Also, Bardhi and Arnould (2005) find that in some cases thrift shopping is a way to "stretch" one's income to "have a life".

### 3.2.2 Critical motivations

Guiot and Roux (2010) recognize three types of critical motivations behind buying second-hand. The critical motivations include motives to bypass traditional retailing and mass production, take into consideration the ecological dimensions of second-hand shopping as well as person's motivations to isolate themselves from mass consumption. They classify these motivations into three following categories i) avoidance of conventional channels ii) ethical and ecological dimension and iii) anti-ostentation. (Guiot & Roux, 2010.) Some linkages and overlapping between the categories can be found.

Rather than buying second-hand solely for economic reasons or out of choice, i) avoidance of conventional channels is about people's desire to exclude themselves from today's consumption system. There are several reasons why one wants to take distance from the consumption system. For example, a person may recognize that the

underlying fashion trends are given to people, telling what should be bought, and by buying second-hand, a consumer is able to fight against those “rules”. Because of the fast phase of consuming, many people also realize that the products bought second-hand are often relatively little used and are thus still useable and usually in good condition. (Guiot & Roux, 2010.) Grewe and Gregson (1998), on the other hand, argue that people find the conventional consumption channels too regulated which increases the tendency to form unofficial channels for exchange.

Sometimes avoidance of the consumption system might be closely related to ii) ethical and ecological motivations to buy second-hand. As mentioned above, due to the fast phase of consuming, perfectly functioning products are replaced with new ones. Some people buy second-hand on principle because they find wasting as a negative phenomenon and understand the value that is still left in second-hand products. (Guiot & Roux, 2010.) A person may also be concerned about scarcity of natural resources or the amount of waste produced and may thus choose to buy second-hand (Roux & Korchia, 2006). The ecological motives were also noted already by Dobscha (1988) when she recognized a niche group of people who were refused to be labelled as consumers mainly because of ecological reasons. The group avoided traditional marketplaces by either producing the alternative product by themselves or acquiring it second-hand. (Dobscha, 1988.)

Lastly, iii) anti-ostentation refers to often functional, use value, of the product rather than symbolic values. Not all people are interested in, nor find value in the latest trends, but rather find more individual value from a second-hand product. Thus, the reason to buy is not to show off, but to find functional products that bring value to the individual. (Guiot & Roux, 2010.) The anti-ostentation may be more typical for older second-hand shoppers since in general young people are more often interested in the latest trends and more affected by the social pressure whereas older second-hand shoppers are more likely to wear their clothes until they are worn-out. (Montgomery & Mitchell, 2014.)

### 3.2.3 Experiential motivations linked to the nature of the offering

Sometimes the motivations behind buying second-hand are neither economic nor critical but instead more closely related to the physical offering itself (Guiot & Roux,

2010). For example, O'Reilly, Rucker, Hughes, Gorang and Hand (1984) suggest that low price is often not enough to prompt a purchase, but instead the quality, size or newness of the product have an impact. In addition, the objects might be more intriguing because of their i) originality, ii) nostalgic pleasure they bring (Guiot & Roux, 2010; Roux & Korchia, 2006), possibility for iii) Self-expression, and iv) congruence to one's personality (Guiot & Roux, 2010).

Even though many people buy second-hand because of the characteristics related to the offering itself, some negative associations are made to the second-hand objects that may prevent people from buying them. For example, a fear of contamination caused by the previous owner may evoke negative associations especially towards used clothes. It is imagined that "bad vibes" such as disease or death are transferred through the object to a new owner. (Roux & Korchia, 2006.) The fear of contamination is the highest with the clothes which are closest to the body and decreases when moving away from the close contact with the skin (O'Reilly et al., 1984). Roux and Korchia do, however, note that even when the previous owner of the piece of clothing is unknown, the concern over the contamination is not as general as previously thought. Thus, it may not play any role in wearing or buying second-hand clothes. (Roux & Korchia, 2006.)

i) Originality refers to persons' desire to find something unique that enables them to differentiate themselves from the masses. Many people find that the products, which are bought as a new, are too similar to what others are wearing, and thus disable them to dress in a unique manner. Buying and wearing second-hand enables them to express their identity through clothing. (Guiot & Roux, 2010; Roux & Korchia, 2006.) Turunen and Leipämaa-Leskinen (2015), on the other hand, consider the uniqueness to be closely connected to other themes such as economic (making good deals), critical (meanings attached to sustainability), or nostalgia. They argue that at least when it comes to second hand luxury items, uniqueness is a way to structure meanings attached to possessing and acquiring them. (Turunen & Leipämaa-Leskinen, 2015.)

For some people second-hand brings ii) nostalgic pleasure through the history that is in the objects. The pleasure may well come from the person's own or family's history, or in general from the fact that the object has history and a story behind it. (Guiot & Roux,

2010.) For some, the fact that the product has a narrative and life before differentiates it from the mass-produced goods that are acquired as brand new. (Turunen & Leipämaa-Leskinen, 2015; Roux & Korchia, 2006.) However, Cervellon et al. (2012) argue that nostalgia-seeking is more related to vintage clothing rather than acquiring second-hand items.

iii) Self-expression refers to persons' motivations to acquire second-hand items and make them their own by restoring or repairing the product. To avoid confusion, the reader should note that self-expression thus has a different definition in theory of customers' motivations to buy second-hand than in theory of customer value propositions. iv) Congruence between the item and the consumer, on the other hand, refers to a perfect match in which the product represents the person's identity. In these situations, the motives to buy second-hand are not out of need, but the purchase is made whenever a "perfect" item is found. (Guiot & Roux, 2010.) The definition of self-expression in customer value propositions theory is thus more similar to congruence.

#### 3.2.4 Experiential motivations linked to channel characteristics

For some people, motivations to buy second-hand have less to do with the offering itself, but rather to the channel characteristics. Guiot and Roux (2010) recognize three types of channel characteristic categories that motivates people to go second-hand shopping: i) social contact, ii) stimulation and iii) treasure hunting.

i) Social contact refers to the possibility to wander around the store, observe other people, and to talk and joke with the sellers. (Guiot & Roux, 2010.) These customers find the social contact usually as important, or even more important, factor to join second-hand marketplaces as the offering itself (Crewe & Gregson, 1998). Belk, Sherry and Wallendorf (1988) suggest that people find swap meets even suitable places to take visiting relatives with because of the social nature of the event.

ii) Stimulation is closely connected to the physical store and the offering that is displayed. For some people, going through the venue and the offering is entertainment as such and more motivating than actually making bargains. (Guiot & Roux, 2010.)



Also, Belk et al. (1988) find that spending time at a second-hand fair can be considered as a budgeted leisure time activity to some families. Some people, on the other hand, consider second-hand shopping as iii) treasure hunting and are highly motivated by the treasures they can find. (Guiot & Roux, 2010.) Similarly to stimulation, iii) treasure hunting represents hedonic value that the shopping activity brings. Thus, treasure hunting is considered as leisure time activity, or even a hobby. Usually treasure hunting is not made with a certain goal in mind, but instead finding the thrill through the possible “treasures” they can find from time to time. (Bardhi & Arnould, 2005.)

**Table 2. Customers’ motivations to buy second-hand.**

<b>Economic motivations</b>	
Wish to pay less	
Search for a fair price	<ul style="list-style-type: none"> <li>- Buying item as a new does not give any additional value (Guiot &amp; Roux, 2010.)</li> <li>- Too expensive when bought as a new (Guiot &amp; Roux, 2010; Roux &amp; Korchia, 2006).</li> </ul>
Bargain hunting	<ul style="list-style-type: none"> <li>- Impulsive buying caused by bargain</li> </ul>
Gratificative role of price	<ul style="list-style-type: none"> <li>- Enables customer not to cut other expenses</li> <li>- Enables more money to be used on non-essentials</li> <li>- Enables denser phase of replacing items (Guiot &amp; Roux, 2010.)</li> </ul>
<b>Critical motivations</b>	
Avoidance of conventional channels	<ul style="list-style-type: none"> <li>- Excluding oneself from today’s consumption system (Guiot &amp; Roux, 2010)</li> <li>- Conventional channels are too regulated (Crewe &amp; Gregson, 1998)</li> </ul>
Ethical and ecological motivations	<ul style="list-style-type: none"> <li>- Unwillingness to waste natural resources (Guiot &amp; Roux, 2010; Roux &amp; Korchia, 2006)</li> <li>- Appreciation towards value left in second-hand items (Guiot &amp; Roux, 2010)</li> <li>- Refusal of being labelled as a consumer for ecological reasons (Dobscha, 1988)</li> </ul>
Anti-ostentation	<ul style="list-style-type: none"> <li>- Motivated by functional values rather than desire to “show-off” (Montgomery &amp; Mitchell, 2014; Guiot &amp; Roux, 2010)</li> </ul>
<b>Experiential motivations linked to the nature of the offering</b>	
Originality	<ul style="list-style-type: none"> <li>- Making unique finds (Guiot &amp; Roux, 2010; Roux &amp; Korchia, 2006)</li> </ul>
Nostalgic pleasure	<ul style="list-style-type: none"> <li>- Pleasure through history of the items (Guiot &amp; Roux, 2010)</li> <li>- Appreciation of the narrative of the item (Turunen &amp; Leipämaa-Leskinen, 2015; Roux &amp; Korchia, 2006)</li> </ul>
Self-expression	<ul style="list-style-type: none"> <li>- Acquiring second-hand items to restore or repair them</li> </ul>
Congruence	<ul style="list-style-type: none"> <li>- “Perfect item” represents person’s identity (Guiot &amp; Roux, 2010.)</li> </ul>
<b>Experiential motivations linked to the channel characteristics</b>	

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Social contact	- Observing or talking with other people (Guiot & Roux, 2010; Crewe & Gregson, 1998)
Stimulation	- Enjoying the environment more than making purchases (Guiot & Roux, 2010) - Second-hand shopping as leisure time activity (Belk et al. 1988)
Treasure hunting	- Finding treasures as a hobby (or leisure time activity) (Bardhi & Arnould, 2005)

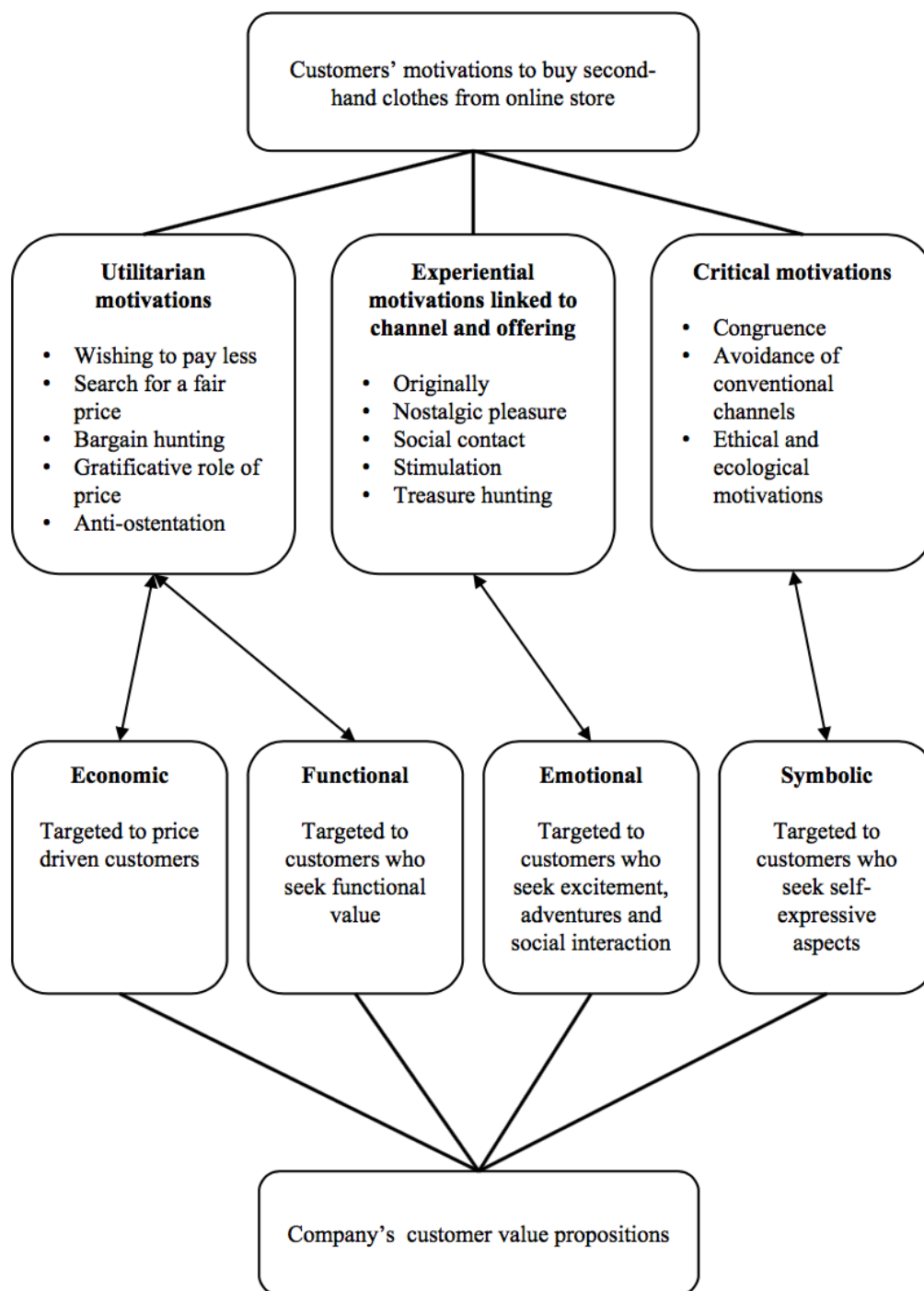
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#### **4 CUSTOMER VALUE PROPOSITIONS IN SECOND-HAND E-COMMERCE**

This chapter presents the outline of the theoretical framework of this thesis. The chapter compounds the theories of customer value propositions in e-commerce and motivations to buy second-hand into one comprehensive whole. The empirical part of the study is conducted based on this outline of the theoretical framework.

Customer value can be stated to be a prerequisite to a firm's success as it is a key driver of consumer behavior (Talonen et al., 2015). To enhance the perceived customer value and to gain competitive advantage, a company needs to have a thorough understanding of their customers (see e.g. Rintamäki, 2016). Thus, this thesis examines the customers' motivations to buy second-hand clothes online. By increasing understanding on customers' motivations, the company can combine customer value dimensions in a way that generates value to the customer (Rintamäki, 2016). Those benefits can then be communicated through relevant customer value propositions that resonate with the customers' perceived value. Thus, understanding of customers' perceived value is a precondition when creating effective value propositions (Rintamäki & Kirves, 2017).

The theoretical framework of this thesis compounds both customer's and company's perspectives of the topic, which is illustrated in the figure 1. Due to the reasons mentioned above, the customer's perspective focuses on the customer's motivations to buy second-hand clothes and the company's perspective focuses on the customer value propositions. The bicuspid arrows in the figure represent the two-way communication between the customers and the company. The customer communicates directly and indirectly its values to the company and the company, on the other hand, communicates the value propositions to the customer. As it is stated several times in this thesis, understanding how the customer perceives the value is crucial for the firm's success (Talonen et al., 2015). Thus, as from the customer's perspective, value is about utilitarian, hedonic and social outcomes (Rintamäki, et al. 2006), all dimensions of value will be considered in the empirical study.



**Figure 1. Elements of customer value propositions in second-hand e-commerce based on the prior theory.**

Similarly to Rintamäki et al. (2007), this thesis divides the value propositions into four dimensions: economic, functional, emotional and symbolic. *Economic value propositions* are targeted to customers who are highly price driven and whose purchase decisions are based on the lowest price. *Functional value propositions* are targeted to customers who are seeking functional solutions. *Emotional value propositions*, on the other hand, are for customers who seek excitement, adventures or social interaction.

Finally, *symbolic customer value propositions* are targeted to customers who seek self-expressive aspects of consumption. (Rintamäki et al. 2007.) These value propositions are communicated to customers based on their motivations to shop second-hand clothes online. Economic and functional value propositions are communicated to customers who are driven by utilitarian motivations, emotional value propositions are communicated to customer who are driven by experiential motivations linked to channel characteristics and offering, and symbolic value propositions are communicated to customers who are driven by critical motivations.

In order to create a solid whole, a customer's motivations to buy second-hand are divided into three categories: utilitarian motivations, experiential motivations linked to channel characteristics and offering, and critical motivations. Thus, the motivations are presented slightly differently compared to table 2. However, the more detailed descriptions of the subcategories are similar to ones in the table 2. In the theoretical outline of this thesis economic motivations are called utilitarian motivations. In addition to the subcategories of economic motivations, utilitarian motivations include anti-ostentation, which highlights more functional characteristics rather than critical. Experiential motivations linked to channel characteristics and experiential motivations linked to offering are combined into one category. The third category, critical motivations, includes avoidance of conventional channels, and ethical and ecological motives as in table 2. In addition, congruence is included in the critical motivations, as it is more self-expressive motivation.

## 5 METHODOLOGY

This chapter presents the research methods employed in this study. First, the case company of the study is presented shortly to give better understanding of the context the study is conducted in. Subsequently, more precise observation of research approach, hypotheses, questionnaire compilation and data collection is presented. The chapter ends with the presentation of utilized data analysis methods.

### 5.1 Case company

Rekki is a second-hand clothing online store that is specialized in good-quality branded clothes, shoes, and accessories. The online store was launched in April 2016 and the company has grown fast ever since. The company's mission is to offer a convenient way to dispose of clothes, shoes, and accessories that are still in a good condition and thus, have still value left in them. On the other hand, Rekki wants to offer an easy and reliable channel to buy quality second-hand items. Thus, Rekki offers a service for both acquiring and disposing second-hand clothing. (Rekki.fi, 2019.)

In the disposing point of view, as discussed more closely in the chapter 3.1.2, there are multiple different offline and online channels in which used clothes can be returned into the circulation. Most of the channels require a lot of work on the seller's point of view. For example, in online peer-to-peer channels (such as Facebook groups and marketplace) the items need to be photographed, priced, and the product descriptions need to be written etc. Rekki, on the other hand, offers an easy solution for selling clothes that the owner does no longer need. The seller only needs to pack up their items and send them to Rekki's warehouse. Once the package has arrived, the clothes are checked and the offer is send to the seller. If they decide to accept the offer, Rekki takes care of the whole selling process of the clothes. (Sahrman, 2017.)

In the second-hand clothing acquisition point of view, the same channels that can be used for disposing clothes are most often used for purchasing clothes as well. From the buyer's perspective, shopping second-hand clothes offline requires a lot of time and effort when going around flea markets, for example. When shopping second-hand clothes from online channels, especially from peer-to-peer channels it is challenging

to make sure that the piece of clothing is not fake, or to have an honest description about the quality of the item. Thus, Rekki wants to offer an easy and reliable channel to buy second-hand clothes for buyers. Rekki's online store functions as any clothing online store in which the customer is able to filter the products by size, color and brand, for example. Also, as Rekki checks each product individually, the buyer can be ensured that the item is in good condition and authentic. (Rekki.fi, 2019.)

Thus, Rekki has two main customer groups: buyer and seller customers. The company has also other important stakeholders such as logistic partners and online store's server provider. Their performance has also a huge impact on the perceived customer value. As other online second-hand stores, Rekki's business has some special characteristic compared to regular clothing e-commerce. For example, regular clothing online stores have multiple size and often color options from one product whereas in second-hand online store each piece of clothing is unique. This sets up challenges for technological solutions and marketing, for example. (Sahrman, 2017.) From a customer's perceived value perspective, some customers consider uniqueness as a positive character whereas some may find it causing extra complexity.

## **5.2 Research approach**

As presented in the theoretical framework of this thesis a company needs to have a thorough understanding of their customers to create effective value propositions. Thus, in the context of second-hand clothing e-commerce, it is crucial for the company to understand their customers' motivations to buy second-hand clothes online. The prior theory argues that customers tend to buy second-hand clothes to gain either utilitarian or hedonic benefits. Even though the role of economic motives may still be notable today, there are other motivations that can be argued to be as notable. For example, a customer may buy second-hand clothes because of ecological or ethical reasons, or they might consider second-hand shopping as a fun leisure time activity. Thus, the motivations to buy second-hand clothes are further divided into three categories paraphrasing Guiot & Roux (2010) as presented in the figure 1. The categories are utilitarian motivations, experiential motivations linked to nature of offering and channel characteristics, and critical motivations. In this study, these motivations to buy second-hand are tested in the context of second-hand clothing e-commerce.

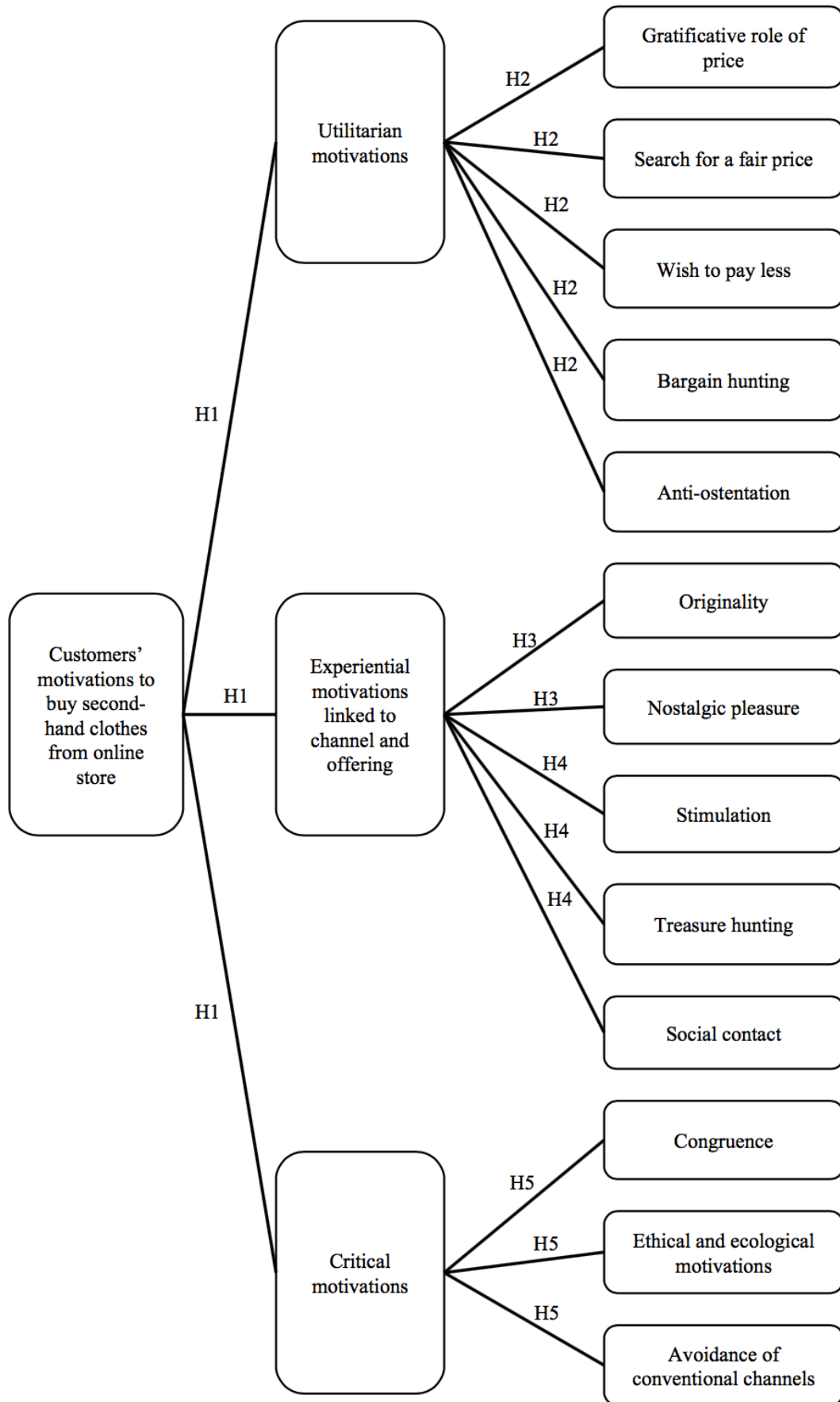


Figure 2. Research model of the empirical study and hypotheses.



The study is conducted using quantitative research methods which aim to observe and measure causality and relationships between different constructs. The research strategy is selected to best clarify the objectives of the study. In quantitative research the researcher must go thoroughly into the previous theory of the topic, and choose the best theories to use in their study (Hirsjärvi et al., 2007, pp. 133–138). Based on these findings, the researcher may present hypotheses that can be tested empirically. The hypotheses can either be accepted or rejected depending on whether the empirical findings support certain hypothesis or not. (Metsämuuronen, 2005, pp. 46–50 & pp. 410–420.) The hypotheses of this study are presented in the following chapter. They are formed based on the previous theory which is broadly presented earlier in the theoretical framework of this thesis. The research model of the empirical study is presented in the figure 2.

### **5.3 Hypotheses**

In this subchapter, the hypotheses of this thesis are presented. Hypotheses are used in quantitative research to predict differences, relations, or causes between variables. Even though they are predictions, the hypotheses should be justified usually by prior research or theories. (Hirsjärvi et al., 2007, pp. 154–155.) Hypotheses present clear arguments which must be able to be tested empirically. The hypotheses operate as tools to present the theory in a practical manner, and enable as objective approach to the research topic as possible. (Metsämuuronen, 2005, pp. 46–50.) Thus, the hypotheses of this study are formed by way of the theoretical framework presented earlier in this thesis. Empirical testing of the hypotheses is presented in the chapter 6.2.

The empirical part of the study aims to gain understanding of customers' motivations to buy second-hand clothes from online store and to create customer segments based on the motivations. Through gaining understanding and forming customer segments one is able to create value propositions that resonate with the targeted customer groups. Customer segments can be formed based on, for example, demographic, psychographic and behavioral differences between customers (Kotler & Keller, 2012, p. 10). The first hypothesis of this thesis is:

**H1:** Second-hand online store shoppers can be divided into segments based on their buying motivations.

According to the previous theory of the motivations to buy second-hand, different types of economic motivations such as wish to pay less (Guiot & Roux, 2010) and gratificative role of price (Guiot & Roux, 2010; Bardhi & Arnould, 2005) drive customers to buy second-hand. The role of economic motivations in the previous literature is perceptible and thus cannot be dismissed either in this study. Also, in the context of digital channels, such as e-commerce, the role of utilitarian motivations is especially prominent. When using digital channels customers are not only able to compare the prices easily but also able to purchase products without major geographical or time-related restrictions (Zott et al., 2000). Thus, also functional customer value is easily achieved in the digital channels (Childers et al., 2001). The second hypothesis of this study is:

**H2:** Second-hand online store shoppers are motivated by utilitarian motivations when buying clothing.

Customers are not always driven by utilitarian motivations but instead may be more interested in the characteristics of the physical offering itself (Guiot & Roux, 2010). Some customers buy second-hand because of their desire to differentiate themselves from the masses by making unique finds (Guiot & Roux, 2010; Roux & Korchia, 2006). On the other hand, some people may be driven by nostalgic pleasure that the history or the narrative of the item brings (Turunen & Leipämaa-Leskinen, 2015; Guiot & Roux, 2010; Roux & Korchia, 2006). The third hypothesis of this study is:

**H3:** Second-hand online store shoppers are motivated by special characteristics linked to the offering when buying clothing.

The previous theory of second-hand shopping motivations takes into notion the role of social contact and other characteristics linked to the shopping channel. In the context of e-commerce, some of the motivations such as treasure hunting (Bardhi & Arould, 2005) can be hypothesized to appear. However, there is no social contact (Guiot & Roux, 2010; Crewe & Gregson, 1998) in the traditional face-to-face sense when it

comes to online channels. Online channels do, however, offer other ways of socializing and sharing one's experiences such as chats or reviews (Kolesar & Galbraith, 2000). The same applies with stimulation (Guiot & Roux, 2010; Belk et al., 1988) which in traditional sense is linked to the environment in the physical store. Regardless, online stores can offer entertaining environment through different elements such as pictures and videos and through well-functioning functions (Kolesar & Galbraith, 2000). Thus, online stores offer similar channel-related motives than the traditional channels which leads us to the fourth hypothesis:

**H4:** Second-hand online store shoppers are motivated by special characteristics linked to the shopping channel when buying clothing.

As the interest in reducing waste and increasing material efficiency (Lilja, 2009) has grown, and the recycling and reselling has become generally acceptable (Guiot & Roux, 2010), it can be expected that the role of ecological and ethical motivations is notable when buying second-hand clothes from e-commerce. Especially in the clothing business which alone is responsible of 10 % of the global carbon emissions and produces 20 % of global wastewater (UNECE, 2018). As acquiring second-hand clothes makes many people feel that they can simultaneously act in an environmentally friendly manner without sacrificing the fulfillment of their desires and wants (Bardi & Arnould, 2005), ecological and ethical motivations can be expected to drive second-hand shopping also in second-hand clothing e-commerce as it does in other forms of second-hand shopping (e.g. Montgomery & Mitchell, 2014; Guiot & Roux, 2010).

**H5:** Ecological and ethical motivations drive second-hand online store shoppers when buying clothing.

#### **5.4 Questionnaire compilation and data collection**

The aim of this study is to gain better understanding of customers' motivations to buy second-hand clothes from e-commerce to create value propositions that truly resonate with the target group. In scientific research the terms used can be either theoretical or empirical. Empirical terms can easily be measured whereas theoretical terms are more complicated. Thus, as motivation is a theoretical term it cannot be empirically

observed as such but instead it needs to be converted into an instrument. (Ketokivi, 2009, p. 43.) The motivation instruments from the study by Guiot and Roux (2010) are used as a base of this study. Minor adjustments are made in the classification due to the theory of value propositions and the differences in the context. The classification of this study is presented in the figure 1. It is important to keep in mind, that by using quantitative methods one can find truth but not necessarily the whole truth. As the instruments are determined beforehand, some motives may be excluded or the respondents may not want to let the interviewer know the whole truth about their motivations. (Metsämuuronen, 2015, p. 104.) Thus, to avoid excluding important motivations multiple theories are used in the theoretical framework of this thesis.

A questionnaire was selected as a data collection method for this study for multiple justified reasons. It is an effective way of collecting data from large sample, and it enables one to identify and describe the variability in different phenomena (Saunders, Lewis & Thornhill, 2016, pp. 436–439). It is also a natural choice as the model of this study is mainly based on the study of Guiot and Roux (2010) which also used a questionnaire as a part of their study. Their study was conducted in three steps: qualitative study, scale purification, and scale validation. As this study is strongly based on their study, this study empirically tests their instruments in a different context.

More specifically, the used data collection method is an internet questionnaire which is a self-completed questionnaire. In a context of e-commerce, a web questionnaire is the most natural choice since it offers the best way to reach the wished respondents which increases the reliability of the responses. As the questionnaire is self-completed, the likelihood that the respondent will give a certain answer to please the interviewer is rather low. However, compared to many other data collection methods web questionnaires often have a lower respondent rate. (Saunders et al. 2016, pp.439–444.) The hyperlink of the questionnaire was shared in multiple different channels (including newsletters, a webpage and a Facebook page) in order to achieve as large sample size as possible. In addition, a twenty percent discount code on the online store was offered to all the respondents as an incentive to answer the questionnaire.

When designing a questionnaire one should be quite careful because it is not possible to go back to those individuals to ask more questions (Saunders et al., 2016, pp. 436–439). The questions from the study of Guoit & Roux (2010, p. 361) were used as a base of the questionnaire. Some of the questions needed to be modified to fit in the context of this study. Some additional questions were also added due to the context and the former theory that were found potentially significant for the topic. All the questions were framed in a similar manner to set as equal setup as possible for the questions. All except one of the questions were closed rating questions which are the most commonly used when measuring attitudes and motivations in quantitative research (Heikkilä, 2008). In addition, one open-ended question was presented at the end of the questionnaire.

Typically, five-, six- or seven-point Likert-style rating is used when respondents self-evaluate their view on the statement (Metsämuuronen, 2005, p. 61). In this study, seven-point Likert rating was chosen to get more variation between the questions. All the questions were required to be answered, and primarily no option such as “no answer” or “not sure” was provided. However, for three questions concerning customer service in different channels an option “no answer” (n/a) was provided because not all customers contact customer service when shopping online second-hand clothes. Also, some questions were hidden concerning convenience of shopping channels if the respondent had answered earlier that they had never used certain channel.

The questionnaire was based on three dimensions that were compiled from the previous theory: Utilitarian motivations, motivations linked to offering and channel characteristics, and critical motivations. The dimensions were divided into thirteen variables that were tested with total of 34 statements. All the statements are presented in the table 3. Before publishing the questionnaire, the statements were commented by the thesis’ supervisor and the representative of the case company. After that two test respondents filled out the form, and gave comments concerning the statements and the design of the questionnaire. Also, the technical implementation was tested in case of a broken hyperlink or problems with collecting the data.

The questionnaire was published on 10<sup>th</sup> of March 2019 on a form builder and data collection tool Formstack. In the first phase, the link to the questionnaire was shared through Rekki's weekly newsletter. On Monday 11<sup>th</sup> also a Facebook post was published which invited to answer the questionnaire. The last day to fill out the questionnaire was set at 13<sup>th</sup> of March and the questionnaire was closed early on 14<sup>th</sup> of March. A reminder newsletter was sent to the non-openers of the previous newsletter on 13<sup>th</sup> of March. During that time, the questionnaire was answered 561 times. In total of 44 respondents told that they have not bought clothes from second-hand clothing online stores and they were thus excluded from the analysis. After that all the remaining results were first exported from Formstack to an excel sheet and arranged so that they are easily processed. Standard deviation was then calculated to all answers of each respondent to make sure that same answers were not given to all questions. The standard deviation of the answers of each respondent was unequal to 0 and thus none needed to be excluded. Thus, the final number of respondents was 517.

**Table 3. The statements of the questionnaire. (Paraphrasing Guiot & Roux, 2010.)**

Dimension	Variable	Item	Statement	
Utilitarian motivations	Gratificative role of price	GR1	I can afford more things because I pay less second-hand.	
		GR2	One can have more things for the same amount of money if one buys second-hand.	
		GR3	I feel that I can get many items for little money when I buy them second-hand.	
	Search for a fair price	FP1	I don't want to pay more for a product just because it's new.	
		FP2	By buying a second-hand piece of clothing, I feel I'm paying a fair price for things.	
	Wish to pay less Bargain hunting	PL1	I buy second-hand clothes because they are cheap.	
		BH1	I often buy second-hand clothes impulsively due to a low price.	
	Anti-ostentation		AO1	I buy second-hand clothes because they still have value left in them.
			AO2	I buy second-hand clothes from second-hand bricks-and-mortars because I consider it to be easy.
			AO3	I buy second-hand clothes from peer-to-peer channels because I consider it to be easy.
			AO4	I buy second-hand clothes from online second-hand stores because I consider it to be easy.
	Motivations linked to offering and channel characteristics	Originality	OR1	I hope to come across items that nobody else has, when shopping in online second-hand stores.
OR2			I hope to come across original articles that are not found in mainstream stores.	
Nostalgic pleasure		NP1	I am more attracted to old clothes than new ones.	
		NP2	Above all I buy things second-hand because they are old and have a history.	
		NP3	I like buying second-hand clothes because they evoke the past.	

		NP4	I like to buy second-hand clothes because I find them authentic.
	Social contact	SC1	I enjoy talking with other customers about the products on social media, when shopping in online second-hand store.
		SC2	I enjoy sharing pictures or other content of the products I have bought on social media, when shopping in online second-hand stores.
		SC3	I enjoy customer service via chat, when shopping in online second-hand stores.
		SC4	I enjoy customer service via email, when shopping in online second-hand stores.
		SC5	I enjoy customer service via telephone, when shopping in online second-hand stores.
	Stimulation	ST1	I especially enjoy browsing through the range of products, when shopping in online second-hand stores.
		ST2	I feel that shopping second-hand clothes online is fun leisure time activity.
	Treasure hunting	TH1	I like scrolling through second-hand online stores because I always hope I'll come across a real find.
		TH2	I go to certain second-hand online stores to browse products and try to find something.
		TH3	I'm often on the look-out for a certain find, when I browse products on second-hand online stores.
		TH4	I feel rather like a treasure hunter when browsing second-hand online stores.
Critical motivations	Congruence	CO1	I buy second-hand clothes because I can find "perfect items" to express myself.
	Ethical and ecological motivations	EE1	I enjoy buying second-hand clothes, because I don't like objects being thrown away that can still be of use.
		EE2	By buying second-hand clothes, I feel I'm helping to fight against waste.
	Avoidance of conventional channels	CC1	For me, buying second-hand is a way to oppose the consumption system.
		CC2	By buying second-hand clothes, I feel like I'm escaping the (consumption) system.
		CC3	Buying second-hand enables me to distance myself from the consumer society.

## 5.5 Data analysis

Once the data collection was conducted the data was imported to IBM SPSS Statistics program. The questions concerning the ease of use of different second-hand channels were only displayed to the respondents who had previously answered that they had used those channels. Thus, some blank answers occurred. Also, the questions related to customer service in different channels had an option "no answer" in case the respondent had never contacted customer services through that particular channel.

Thus, blank answers also occurred in questions SC3, SC4, and SC5. Other questions were mandatory, and thus no further missing data occurred.

From the questions that included missing values, for the Exploratory Factor Analysis (EFA) and Cluster Analysis, that will be discussed more in the next chapter, only questions SC3-SC5 were relevant. The percentage of the missing data for SC3 was 14,12 %, for SC4 8,70 %, and for SC5 16,25 %. If the percentage would have been more than 20 %, the deletion of the variable would have been recommended (Hair, Black, Babin & Anderson, 2010). Deletion of the respondents with missing values would have led to total N=426 for the EFA. As recommended by Hair et al., different options about what to do with missing data were closely considered and tested. When testing different options, it seemed that the results were nearly identical whether replacing missing values with mean values or using only observations with complete data. Thus, replacing missing values with mean values was chosen as an imputation method in this study (Metsämuuronen, 2005, pp. 496-502), and thus the N remains 517.

The data was first analyzed using Exploratory Factor Analysis, which aims to form one or more factors that explain the variance between the discernible variables. EFA is often used when the researcher does not have strong presumptions of the number of factors or their interpretations. (KvantiMOTV, 2004.) After the Exploratory Factor Analysis, the data was further analyzed using Cluster Analysis. Cluster Analysis enables one to form groups or clusters in which the members resemble each other and are notably distinctive from other clusters (Heikkilä, 2008, p. 249). After the Cluster Analysis, other analyses, such as analysis of the open-ended questions, were conducted. Also, the differences between the channels when it comes to ease of use was examined more closely.



## 6 EMPIRICAL FINDINGS AND ANALYSIS

This chapter is dedicated to the empirical findings and their analysis. First, the background knowledge of the respondents is represented followed by the hypotheses testing. After that, the chosen analyses are presented more thoroughly starting with the Exploratory Factor Analysis followed by the Cluster Analysis. Other analyses, such as analysis of the open-ended questions, are presented at the end of this chapter.

### 6.1 Background knowledge

In the beginning of the questionnaire the respondents were asked to fill out some basic information concerning their demographic qualities as well as their shopping habits of new and second-hand clothes. The answers to demographic questions in terms of gender and age were rather well in line with Rekki's customer base and thus can be considered to represent well the targeted group of people. As it was expected based on Rekki's customer base the majority of the respondents were females. The total number of respondents was 517 from which 97.10 % were females. One of the respondents represented other gender which equals 0.19 % of the total respondents and thus in total of 14 respondents were male which is 2.71 % of the total number of respondents. The majority of the respondents represented age groups 35-44 (34.82 %), 25-34 (26.69 %), and 45-54 (22.44 %), which are also the three largest age groups at Rekki. None of the respondents was under 18, and thus the age group is not taken into consideration in the further analysis. Age groups 55-64 (8.51 %), 18-24 (6.58 %), and 65+ (0.97 %) form a notably smaller share of the total number of respondents, but they are well in line with Rekki's customer base.

**Table 4. Background knowledge about the respondents.**

N=517		N	%
Gender	Male	14	2.71 %
	Female	502	97.10 %
	Other	1	0.19 %
	Prefer not to say	0	0.00 %
Age	Under 18	0	0.00 %

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	18-24	34	6.58 %
	25-34	138	26.69 %
	35-44	180	34.82 %
	45-54	116	22.44 %
	55-64	44	8.51 %
	65+	5	0.97 %
Total income of the household including taxes per month	Under 1000 €	24	4.64 %
	1000-1999 €	54	10.44 %
	2000-2999 €	64	12.38 %
	3000-4999 €	136	26.31 %
	5000-7499 €	149	28.82 %
	7500-10 000 €	58	11.22 %
	More than 10 000 €	32	6.19 %
	Have you bought new clothes online	Yes	496
No		21	4.06 %
Have you bought second-hand clothes from bricks-and-mortars	Yes	427	82.59 %
	No	90	17.41 %
Have you bought second-hand clothes from online stores	Yes	517	100.00 %
	No	0	0.00 %
Have you bought second-hand clothes from peer-to-peer channels	Yes	387	74.85 %
	No	130	25.15 %
How often do you buy second-hand clothes	Weekly	47	9.09 %
	Monthly	247	47.78 %
	A couple of times per year	215	41.59 %
	Once a year or less	8	1.55 %

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One of the background questions concerned the level of total income of the household including taxes. The previous literature highlights the role of economic motivations when buying second-hand, and thus it was also in the interest of this study to see whether the income level has an impact on the motivations to buy second-hand. The total income of the household for majority of the respondents was either 3000-4990 €

(26.31 %) or 5000-7499 € (28.82 %), which are either average wage or above it in Finland in 2017 (SVT, 2019). However, the income levels varied from under 1000 € (4.64 %), 1000-1999 € (10.44 %), and 2000-2999 € (12.38 %) to 7500-10 000 € (11.22 %), and more than 10 000 € (6.19 %). In the option “More than 10 000 €” there was a typo when the questionnaire was published claiming the highest income level to be “More than 100 000 €”. The typo was corrected on the day of publishing, and by the time, there were nine answers on the highest income level option. Those nine answers were chosen to be included into the final data set, as the income level is not in the main focus of the study and, due to the other options, could be reasoned to be a typo by the respondents.

The rest of the background questions focused on the respondents’ buying habits in different channels. Most of the respondents (95.94 %) had bought new clothes online which indicates that the respondents are familiar with shopping clothes online in general. As in the case of second-hand clothes only the respondents who had bought second-hand clothes from online stores were included in the study. 82.59 % had also bought second-hand clothes from bricks-and-mortars and 74.85 % from peer-to-peer channels such as Facebook groups. The responses show that the respondents are also relatively familiar with buying second-hand clothes from multiple different channels. Majority of the respondents buy second-hand clothes on a monthly basis (47.78 %) or a couple of times per year (41.59 %). 9.09 % buy second-hand clothes weekly and only 1.55 % of the respondents claim to buy second-hand clothes ones a year or less.

## 6.2 Hypotheses testing

**H1: Second-hand online store shoppers can be divided into segments based on their buying motivations.**

The hypothesis was tested by analyzing the data gathered from the web questionnaire using Exploratory Factor Analysis and Cluster Analysis.

The analyses are discussed more in depth later in the chapters 6.3 and 6.4. Based on the analyses the respondents were divided into four meaningful segments: Economic treasure hunters, Economic shoppers, Critical shoppers, and Self-expressive nostalgia

seekers. The shopping motivations were the most notable difference between the segments. There were, however, also differences between age, household income and frequency of shopping between the segments. The hypothesis is thus accepted.

**H2: Second-hand online store shoppers are motivated by utilitarian motivations when buying clothing.**

Hypothesis was tested using five different latent variables: Gratificative role of price (3 statements), Search for a fair price (2 statements), Wish to pay less (1 statement), Bargain hunting (1 statement), and Anti-ostentation (2 statements).

The values for all the five variables were on a high level. The mean value for statements concerning Gratificative role of price was 5.47 (standard deviation 1.51), for Search for a fair price 5.65 (St. dev. 1.25), for Wish to pay less 5.58 (St. dev. 1.37), for Bargain hunting 4.41 (St. dev. 1.75), and for Anti-ostentation 5.85 (St. dev. 1.25). Thus, the values show that both the price and convenience drive people to buy second-hand clothes from online stores. The hypothesis is accepted.

**H3: Second-hand online store shoppers are motivated by special characteristics linked to the offering when buying clothing.**

Hypothesis was tested using two set of statements: Originality (2 statements) and Nostalgic pleasure (4 statements).

The mean value for Originality was on a high level 5.12 (St. dev. 1.70). The mean value for Nostalgic pleasure was notably lower 3.44 (St. dev. 1.63). However, the median value for Nostalgic pleasure was 4 which can be considered satisfactory. The results show that people are highly motivated by unique nature of the items and at some level motivated by the history and the nostalgic pleasure that the items bring. Thus, the hypothesis can be accepted.

**H4: Second-hand online store shoppers are motivated by special characteristics linked to the shopping channel when buying clothing.**

The hypothesis was tested using three different set of statements: Social contact (5 statements), Stimulation (2 statements), and Treasure hunting (4 statements).

The values for Stimulation and Treasure hunting were on a high level. The mean value for Stimulation was 5.15 (St. dev. 1.53) and for Treasure hunting 5.50 (St. dev. 1.55). However, the mean value for Social contact was 2.98 (St. dev. 1.99) which is rather low. When looking more closely, the two statements concerning social media resulted with mean value 1.85 and the three statements concerning customer service in different channels with mean value 3.85. Thus, it can be stated that Social contact either on social media or through customer service does not motivate people to buy second-hand clothes from online stores. However, people are highly motivated by browsing through range of products and finding treasures. Thus, hypothesis is accepted.

**H5: Ecological and ethical motivations drive second-hand online store shoppers when buying clothing.**

The hypothesis was tested using three different set of statements: Congruence (1 statement), Ethical and ecological (2 statements), and Avoidance of conventional channels (3 statements).

The values for all three variables were on a high level. The mean value for Congruence was 4.07 (St. dev. 1.86), for Ethical and ecological 5.90 (St. dev. 1.36), and for Avoidance of conventional channels 4.54 (St. dev. 1.86). In other words, people are motivated by ecological motivations, and they are trying to make finds to express themselves. Also, the fifth hypothesis is accepted.

### **6.3 Exploratory Factor Analysis results**

Exploratory Factor Analysis enables even tens of variables to be compounded in fewer factors to help the researcher to interpret the data. It is often used when the aim of the study is to find out connective factors among large number of variables and the researcher already has an idea of what type of theory connects the variables. (Metsämuuronen, 2005, p. 598 & p. 615.) As this study has multiple variables EFA is used in the interpretation of the data.

The analysis was conducted using IBM SPSS Statistics Subscription -program. All motivation variables that measure motivations in the context of second-hand e-commerce were included in the analysis since the aim was to find out whether it is possible to find motivation dimensions among the variables. Thus, AO2 and AO3 were left out at this point of the analysis. They are discussed later in the chapter 6.5. Hence, the number of variables used in EFA was 32 based on the statements presented in the questionnaire. The statements were answered on a seven-point Likert scale (1 = strongly disagree, 7 = strongly agree) which is recommended when using EFA (Metsämuuronen, 2005, p. 598). The sample size of this study was 517. According to Metsämuuronen (p. 584) sample size is considered acceptable when it is greater than 200. Hair et al. (2010), on the other hand, claim that the sample size is acceptable when it is greater than 100 or the observation-variable ratio is 10:1. In this study the ratio was 16.2:1 which can be considered excellent.

The extraction method used in this study was Maximum likelihood as it is recommended with sample sizes greater than 100. The Maximum likelihood -method looks for results that maximize the loadings of the model as creditably as possible. (Metsämuuronen, 2005, p. 622.) As a rotation method, an oblique rotation was selected for a couple of reasons. Firstly, Metsämuuronen (p. 617) suggests that when examining for example attitudes, there is no theoretical or practical reasons to assume that factors could not correlate with each other. If it is accepted that there could be correlation between the factors, Metsämuuronen recommends choosing an oblique rotation method. Secondly, the previous study by Quiot & Roux (2010) as well as the master's thesis of Ikäheimo (2018) use the oblique rotation method. Thus, the most commonly used oblique rotation method OBLIMIN rotation (Metsämuuronen, 2005, p. 617) was used in this study as well.

Before the Exploratory Factor Analysis, the structure of the correlation matrix was examined to ensure that it was suitable for the Factor Analysis. The examination was conducted using Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) and Bartlett's Test of Sphericity. The result of the KMO in this study was .868 and the Bartlett's Test of Sphericity was .000. If the value of KMO is greater than 0.6 and the result of the Bartlett's Test of Sphericity  $p < 0.001$ , the matrix can be used for

Exploratory Factor Analysis (Heikkilä, 2014). Thus, based on these tests the correlation matrix of this study was suitable for the EFA.

The communality value indicates how much of the variable's variety can be explained by the factor (Heikkilä, 2008, p. 248). If the communality value is under .300, it is considered low and it indicates that the variable may not load to any factor with satisfactory level. Removing such variables should be considered. (Heikkilä, 2014.) In this study in total of five variables resulted with low communality values: AO1 (.286), SC3 (.115), SC4 (.118), SC5 (.089), and TH3 (.106). The Factor Analysis resulted in total of seven factors. From the variables with low communality values SC4, SC5, and TH3 did not load to any factor with satisfactory level, and they were decided to be left out from the EFA. Factor loading for SC3 was .310 and for AO1 .389, which are considered satisfactory levels. However, as the communality values for both SC3 and AO1 were low and the factor loading levels were only satisfactory, they were excluded from the EFA. Thus, in total of five variables were excluded from the Factor Analysis. After the deletion, EFA was conducted again with remaining variables once all communality values were on a satisfactory level (Heikkilä, 2014). Thus, also following variables with low commonality values: BH1 (.295), FP1 (.288), SC2 (.294), and SC1 (.162) were deleted.

The final Exploratory Factor Analysis was conducted using the remaining 23 variables. This time the result for KMO was .875 and Bartlett's Test of Sphericity was .000, which are both on an excellent level. Now all the communality values were also on a satisfactory level. This time the EFA formed five factors, which together account for 64.11 % of the total variance of the variables. As the information in social sciences is often less precise, a result that accounts for 60 % of the total variance or more is considered satisfactory (Hair et al., 2010, p. 109). All the variables loaded to the factors on a significant level. As the sample size of the study was greater than 350, factor loading .30 was considered significant (Hair et al., 2010, p. 117).

Factors were interpreted and named, as descriptively as possible, based on the rotated matrix (Metsämuuronen, 2005, pp. 628-629). All the variables that loaded to the first factor describe Nostalgic pleasure and thus the first factor was named *Nostalgic pleasure*. The second factor contained variables measuring Gratificative role of price,

Search for a fair price, and Wish to pay less. The second factor was named *Economic*. The third factor included evenly variables measuring Ethical and Ecological motivations and Avoidance of conventional channels. In line with prior theory, the third factor was named *Critical*. The fourth factor contained variables measuring Stimulation and Treasure hunting. Also, one variable measuring Anti-ostentation, more specifically ease of use, was included. The third factor was named *Stimulation and treasure hunting*. The fifth factor included variables measuring motivations such as Originality, Self-expressive aspects, and Authenticity. Thus, the fifth factor was named *Originality and self-expression*.

**Table 5. Factors and their values.**

Factor	Latent variable	Variable	Number of variables	Factor loading	Communality	Cronbach's Alpha
1	Nostalgic pleasure	NP2	3	.950	.818	.772
		NP3		.805	.677	
		NP1		.411	.330	
2	Economic	GR2	5	.871	.695	.815
		GR1		.778	.562	
		GR3		.651	.541	
		PL1		.572	.440	
		FP2		.426	.308	
3	Critical	EE2	4	.891	.746	.807
		CC1		.802	.692	
		EE1		.774	.606	
		CC2		.354	.411	
4	Stimulation and treasure hunting	ST1	6	.809	.643	.824
		ST2		.790	.608	
		TH2		.644	.465	
		TH1		.574	.461	
		TH4		.501	.532	
		AO4		.386	.305	
5	Originality and self-expression	OR2	5	.861	.726	.828
		OR1		.586	.466	
		CO1		.546	.589	
		NP4		.398	.594	
		CC3		.313	.440	



Exploratory Factor Analysis is often followed by a reliability test which measures the degree of consistency of the multiple measurements of a variable (Hair, 2010, p. 125). In this study, the reliability of the factors was measured by using Cronbach's Alpha. The Cronbach's Alpha values were between .772 and .828 which can be considered good as the widely agreed lowest limit for Cronbach's Alpha is .70 (Hair et al., 2010, p. 125). All Cronbach's Alpha values as well as communality values and factor loadings are presented in table 5.

Factor Correlation Matrix is presented in table 6 which shows at what level the factors correlates with each other. The most notable correlations can be observed between factors 1 and 5 (.540), and between factors 2 and 4 (-.521). In other words, it seems that Nostalgic pleasure correlates well with Originality and self-expression, and that Economic motivations correlates well with Stimulation and treasure hunting.

**Table 6. Factor Correlation Matrix.**

Factor	1	2	3	4	5
1	1.000	.089	.386	-.221	.540
2	.089	1.000	.132	-.521	.095
3	.386	.132	1.000	-.220	.222
4	-.221	-.521	-.220	1.000	-.365
5	.540	.095	.222	-.365	1.000

As seen above, the Exploratory Factor Analysis gives an overview of different factors attached to the research problem and their relationships with each other. It is great as a first-step analysis and it offers the researcher ideas for further analysis (Heikkilä, 2008, pp. 248-249). The EFA presented in this chapter was used as a basis for the Cluster analysis which will be discussed more closely in the following chapter.

#### **6.4 Cluster Analysis results**

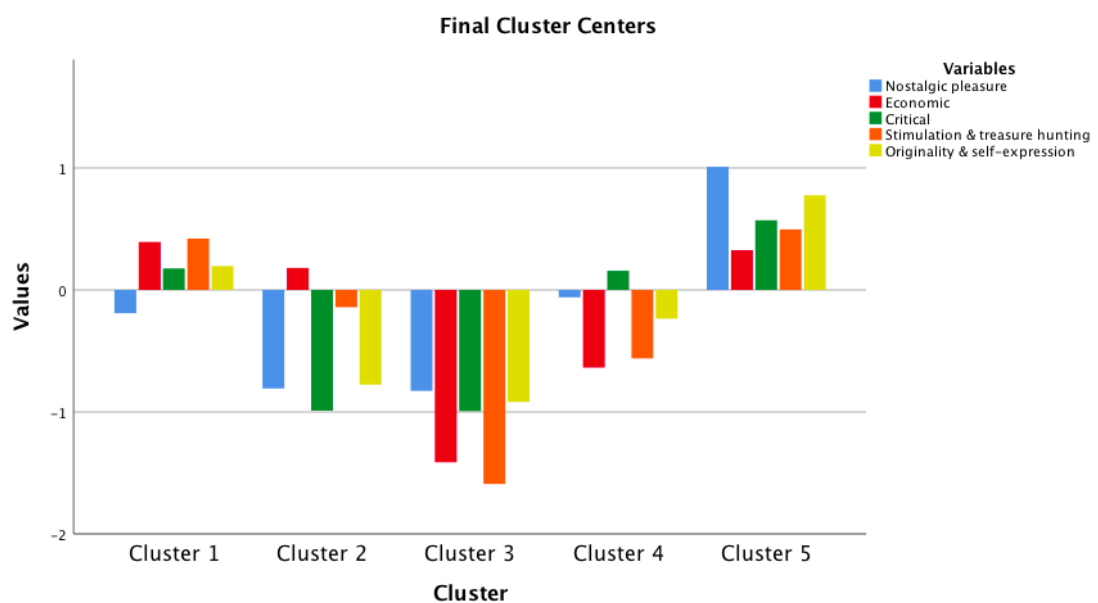
As the aim of this study is to gain understanding of customers' motivations to buy second-hand clothes from online stores and to form segments based on the motivations, Cluster Analysis works as a tool for the segment formation. Similarly to Exploratory Factor Analysis, Cluster Analysis is helpful when the researcher does not know how the observations should be classified (Metsämuuronen, 2005, p. 812). The

clusters include respondents with similar motivations and there are notable differences between the clusters (Heikkilä, 2008). Before the Cluster analysis was conducted, the variables were standardized (Metsämuuronen, 2005, p. 814) and means variables were created (Heikkilä, 2014).

As a Cluster Analysis method, K-means Clustering was selected since it is suitable for large sample sizes. K-means Clustering is a non-hierarchical method in which the number of clusters is predetermined. (Heikkilä, 2008, pp. 249-250.) Different number of clusters were tested from 2 to 6, and eventually 5 clusters were selected for this study. The cluster correlations and number of cases in each cluster are presented in the table 7. In addition, figure 3 illustrates graphically the final cluster centers.

**Table 7. Cluster correlations and cluster sizes.**

	Cluster 1	Cluster 2	Cluster 3	Cluster 4	Cluster 5
Factor 1	-.19	-.81	-.83	-.06	1.01
Factor 2	.39	.18	-1.41	-.64	.32
Factor 3	.18	-.99	-.99	.16	.57
Factor 4	.42	-.14	-1.59	-.56	.50
Factor 5	.20	-.78	-.92	-.24	.78
Cluster size (N)	134	100	20	133	130



**Figure 3. Final cluster centers illustrated.**

In general, it can be observed that variables are divided between the clusters differently. Also, when it comes to cluster sizes, clusters 1,4, and 5 are the biggest representing 76.80 % of the total respondents. Cluster 3 is notably the smallest (N=20) and thus, it should not be focused on. In order to get more detailed information about the clusters, crosstabs were formed between clusters and different variables about background information. The chosen background variables were age, total income, and frequency to buy second-hand clothes. Gender variable was not tested, as only 2.71 % of the respondents were male and 0.19 % represented other gender.

In addition, Pearson Chi-Square Tests were conducted to find out whether there is statistically significant association between the variables. Statistically significant association was only found between cluster membership and frequency of buying second-hand clothes (.001). However, for all tests the assumptions were violated as the conditions for Chi-Square test were not met. The conditions are that no more than 20 % of the cells should have expected count less than 5 and that the minimum expected count should not be less than 1. (Heikkilä, 2008, pp. 212-223.) Thus, the results may lead to incorrect conclusions and not much weight should be given to them. Next, each cluster is discussed more in depth based on the analysis.

#### *Cluster 1: Economic treasure hunters.*

This cluster is one of the biggest three clusters covering 25.92 % of the total respondents. The members are mainly driven by browsing through the product assortment and making finds. They are also highly motivated by economic aspect of second-hand shopping such as making cheap purchases and getting something for a fraction of a cost of a new one. However, the members are also motivated by self-expressive and critical factors. The members of this cluster are mainly 25-54 years old with age group 35-44 being the largest (38.1 %). It is important to note that also from total respondents the age group 35-44 was the largest. However, the biggest share of the respondents (28.3 %) within this age group did belong to this cluster. When it comes to total income of the household within cluster 1, 56.7 % of the members are included in the income group 3000-7499 € and 50.8 % within group 5000-10 000+ €. When checking the results within income groups, the cluster 1 is the most popular within groups 5000-7499 € (28.9 %) and more than 10 000 € (31.3 %, tight with cluster

4). The shoppers in this group are rather active second-hand shoppers as 59 % buy second-hand clothes at least monthly. 40.3 % of the cluster members buy second-hand clothes a couple of times per year.

#### *Cluster 2: Economic shoppers*

Cluster 2 covers 19.34 % of the total respondents. The members of this cluster are solely driven by financial benefits that can be achieved through, for example, paying “fair price” for the product or being able to buy more due to a low price. The members of this group are also mainly within the age group 25-54. When checking the results within age group, this cluster shared the most popular cluster within age group 45-54 (25.9 %) with cluster 4. When it comes to total income of the household of this cluster, 59 % of the members are within income group 3000-7499 € and 53 % within group 5000-10 000+ €. Within total income groups, this cluster was not the biggest for any of the income groups. 49 % of the shoppers in this group buy second-hand clothes a couple of times per year and 40 % on a monthly basis, and thus they can be considered rather active shoppers. Within frequency groups, this cluster was not biggest for any group.

#### *Cluster 3: Other motivations*

Cluster three was notably the smallest representing only 3.87 % of the total respondents and thus a premium should not be put on this cluster. The members of this cluster are not driven by the factors presented in the study. As the social contact was not included at all in the Cluster Analysis, it is possible that these members might be mostly driven by social contact when shopping second-hand clothes online. However, as there is no data to show that, no conclusions should be made. The members of this group are not very active second-hand shoppers as 75 % buy only couple of times per year or less.

#### *Cluster 4: Critical shoppers*

This cluster represents 25.73 % of the total respondents. The members of this clusters are driven by ecological and ethical motivations. They are against useful objects being

thrown away and creating waste, and are also trying to avoid conventional shopping channels. This cluster covered the best all the age groups from 18 to 65 +. Age groups 25-44 covered 56,9 % of the members of this cluster but it is important to keep in mind that the aforementioned age groups represent also 61.51 % of the total respondents. When checking the results within age groups, this cluster is the biggest within age groups 25-34 (27.5 %) and 45-54 (25.9 %). 51.2 % of the total income of the household for this cluster is within income group 3000-7499 € and 48.1 % is within 5000-10 000+ €. When comparing the results within income groups, this cluster is the biggest in income groups 7500-10 000 € (34.5 %) and 10 000+ (31.3 %). The shoppers in this group shop slightly more rarely than shoppers in clusters 1,2 and 5. Only 5.3 % shop on a weekly basis, 45.9 % shop monthly and 46.6 % shop a couple of times per year.

#### *Cluster 5: Self-expressive nostalgia seekers*

Cluster 5 represents 25.15 % of the total respondents. The members of this clusters are most driven by nostalgic aspect of second-hand shopping and they are also driven by self-expressive aspects such as making finds that cannot be found from chain commercials. The members of this cluster are, however, also driven by all the other motivations included in the analysis in the descending order: Critical, Stimulation and treasure hunting, and Economic motivations. Again, the biggest share of the respondents is between 25 and 54 (77.7 %) years old. However, interestingly, when comparing the respondents within age groups, this cluster is the most popular within the extremes: 18-24 (35.3 %), 55-64 (34.1 %), and 65+ (40 %). When it comes to total income of household in this cluster, 57.7 % of the respondents belong to group 3000-7499 € and 35.3 % to group 5000-10 000+ €. When comparing within income groups, this cluster is the most popular within groups under 1000 € (37.5 %), 1000-1999 (37 %), and 3000-4999 € (28.7 %). The members of this group are the most frequent buyers as 70.7 % buy second-hand clothes at least monthly.

## **6.5 Other analysis**

This chapter focuses on the analysis of questions that were not considered in the previous analyses but were still present in the questionnaire. First, the analysis of the open-ended questions is presented. The second sub-chapter discusses shortly the

differences of how easy the respondents consider different channels for buying second-hand clothes.

### 6.5.1 Open-ended questions

The questionnaire included one optional open-ended question. The answers for the open-ended questions were analyzed by finding themes among the answers. The themes were coded using color coding (Saaranen-Kauppinen & Puusniekka, 2006.) Total of 92 respondents answered the open-ended question at the end of the questionnaire. As the questionnaire was conducted within Rekki's customers, many of the answers included customer feedback concerning the website and the service. In addition, some comments concerning the questions themselves arose. However, many of the respondents also commented on their motivations to buy second-hand clothes and thus, the themes that arose from those answers are more deeply discussed in this chapter.

The most distinct theme among the answers of the open-ended questions were *ethical and ecological motivations* to buy second-hand clothes. Some of the respondents emphasized the ecological point of view in terms of e.g. reducing waste and diminishing consumerism. Also, many people were concerned about the unethical working conditions of factory workers, especially in the developing countries, and felt that by buying second-hand they would not, at least directly, support such unethically behaving companies and factories. Even though ecological motivations were distinct, many respondent did point out, that shopping in second-hand online stores is not purely an ecological option. Some concerns arose that as disposing and acquiring second-hand clothes is becoming increasingly easier, it may actually increase the phase of replacing items for some people. Also, the ecological burden related to deliveries and returns was considered concerning for some respondents. Regardless, in ecological perspective, second-hand shopping was considered the best option right after not buying at all. Most of the ecologically motivated customers said that they only buy items that they need.

Another fairly distinct theme was *economic motivations* to buy second-hand clothes. However, unlike in large number of previous research, low price was rarely mentioned

as the only motivation. Many respondents were happy, that second-hand clothes offer a way to shop in more ecologically-friendly manner, even though they would not have a high income level. Also, good *quality* of the products was one of the most present motivations to buy second-hand clothes among the respondents. The quality aspect was often linked either to ecological aspect through long lifespan of the clothes or the ability to buy quality clothes for reasonable price. Thus, for many respondents due to the lower price, second-hand clothes create an opportunity to make value judgements in their consumer habits. In addition, many respondent stated that they have started to buy second-hand clothes since they had kids. As kids grow up fast, they need new clothes more often than adults and thus, respondents feel that buying kids' clothes second-hand is reasonable from both economic and ecological perspectives.

Other themes, that were not as distinct as the previous ones, were also present such as *easiness*, *unique finds* and *making finds* in general. Many respondents found that shopping second-hand clothes online is easier than offline due to filtering options. They found that finding right types of clothes and right size is easier online. On the other hand, some found it hard that they are not able to personally touch, check, and try on clothes. Thus, the easiness seemed to be very subjective experience. Some respondents rouse the making unique finds as motivation to shop second-hand clothes. They felt that regular stores sell somewhat similar clothes that may not fit their style. Also, the seasons are more present in regular online stores that in second-hand online stores. Thus, second-hand online stores are used to buy off-season clothes that could not be found from other stores.

### 6.5.2 Comparison between different channels

The prior research claims that e-commerce in general is more popular among people who are driven by economic and functional motivations. Thus, questions concerning how easy respondents experienced different channels were presented. In addition to online second-hand stores, there was one question concerning more traditional bricks-and-mortars that sell second-hand clothes as well as one question concerning peer-to-peer channels such as Facebook groups or Tori.fi.

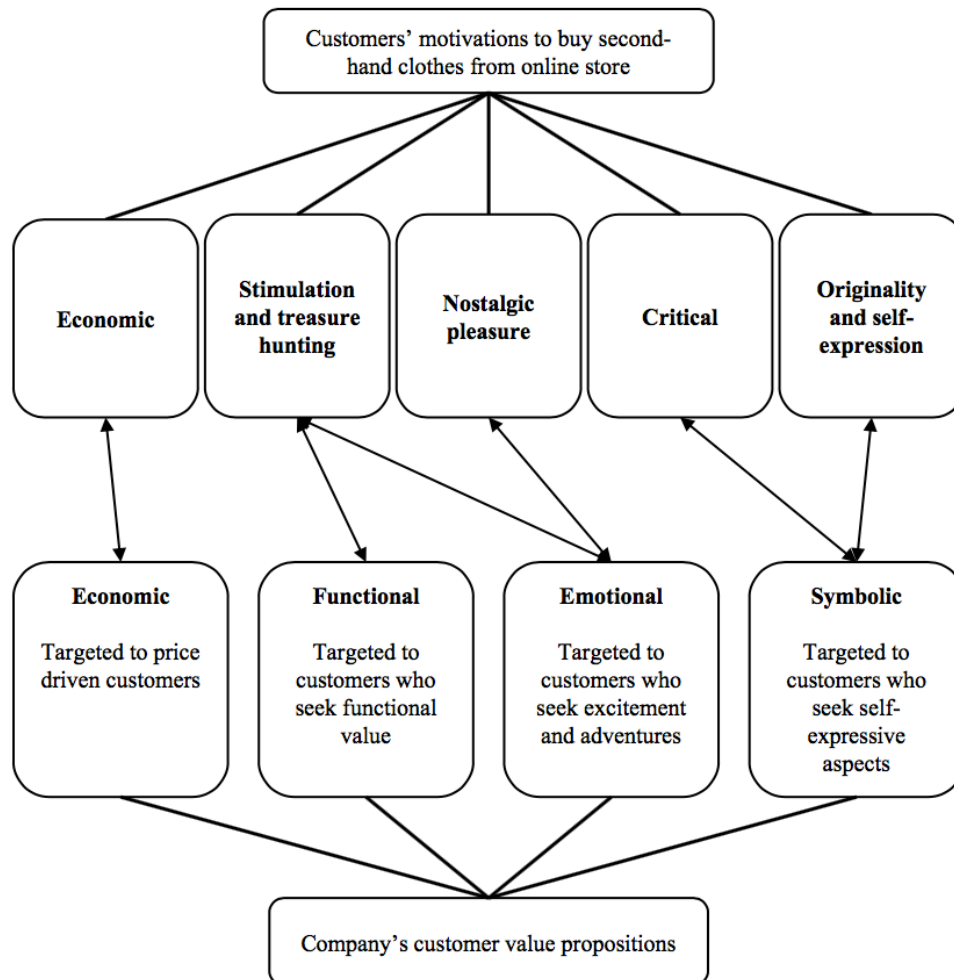
When comparing means and medians it seems that all channels are considered rather easy than complicated. The mean value for bricks-and-mortars was 4.46 (St. dev. 1.66) and median value 5. The mean value for peer-to-peer channels was 4.62 (St. dev. 1.58) and median 5 as well. Online second-hand stores, on the other hand, had mean value of 5.80 (St. dev. 1.24) and median value 6. Based on the means and medians it seems that online second-hand stores are considered slightly easier than traditional bricks-and-mortars and peer-to-peer channels.

## **6.6 Summary of the results with respect to the theoretical framework**

The empirical study shows that in the context of online second-hand e-commerce the customers' motivations to buy second-hand clothes vary somewhat compared to the prior studies conducted in more traditional offline environments. Based on the prior theory, in the outline of the theoretical framework of this thesis customers' motivations to buy second-hand clothes were divided into three categories: Utilitarian motivations, Experiential motivations linked to channel and offering, and Critical motivations. However, based on the factors formed in the Explanatory Factor Analysis, the motivations in e-commerce context can be divided into five, more precise, categories: Economic, Stimulation and treasure hunting, Nostalgic pleasure, Critical, and Originality and self-expression.

Thus, based on the empirical analysis, the figure 1 "Formation of customer value propositions in second-hand e-commerce" needs to be modified with respect to customers' motivations to buy second-hand clothes online. The prior three motivation groups are specified further into five that were found from the empirical analysis. The modified outline is presented in the figure 4. It can be stated that the motivations rather specified than changed radically based on the empirical analysis. However, some motivations were excluded as a result of the EFA. In economic perspective Bargain hunting did not receive satisfactory communality values, and thus it was not included in the Economic motivations. Also, Social contact did not receive satisfactory communality values and was also excluded from the Exploratory Factor Analysis. It is also important to note that instead of Utilitarian motivations, there is only Economic motivations group as its own since variables measuring easiness did not load to that factor. However, easiness is present in the Stimulation and treasure hunting group.





**Figure 4. Elements of customer value propositions in second-hand e-commerce based on the empirical analysis.**

As it can be observed from the figure 4, based on the results of the EFA the customer value propositions are communicated also slightly differently. Economic value propositions are communicated to customers who are driven by Economic motivations. Functional and Emotional value propositions, on the other hand, are communicated to customers who are motivated by Stimulation and treasure hunting, in other words, by easiness and enjoyment of browsing through the product assortment. However, compared to Functional value propositions the Emotional customer value propositions should have slightly different perspective focusing on the excitement of making finds. Emotional value propositions are also communicated to customers who are motivated by Nostalgic pleasure of the items. Symbolic customer value propositions, on the other hand, should be communicated to customers who are motivated by either Critical aspects or Originality and self-expression. The perspective of Symbolic value propositions should be changed based on the more precise

motivation. For example, if the customer is motivated by Critical motivations, the perspective of the Symbolic value proposition should be rather ecological whereas if the customer is motivated by Originality and self-expressive motivations the perspective could, for example, highlight unique finds.

Five hypotheses were also presented in the chapter 5.3 and later tested in the chapter 6.2. The summary of the results is presented in the table 8. According to the analyses the second-hand online store shoppers can be divided into segments based on their shopping motivations. The second-hand online store shoppers are motivated by price, convenience, ethical and ecological aspects, and special characteristics linked to the offering and the shopping channel. Thus, based on the analyses all hypotheses were accepted. Regardless, it is interesting to note that even though hypothesis 4 was accepted, not all variables measuring the hypothesis resulted with satisfactory levels. The analyses showed that when it comes to special characteristics of the shopping channel, online second-hand store shoppers are highly motivated by browsing through range of products and making finds. However, based on the analyses they are not motivated by Social contact neither on social media nor through customer service.

**Table 8. Summary of the results of the hypotheses testing.**

<b>Hypotheses</b>	<b>Results</b>
H1: Second-hand online store shoppers can be divided into segments based on their buying motivations.	Accepted
H2: Second-hand online store shoppers are motivated by utilitarian motivations when buying clothing.	Accepted
H3: Second-hand online store shoppers are motivated special characteristics linked to the offering when buying clothing.	Accepted
H4: Second-hand online store shoppers are motivated by special characteristics linked to the shopping channel when buying clothing.	Accepted
H5: Ecological and ethical motivations drive second-hand online store shoppers when buying clothing.	Accepted

The results from Cluster Analysis and other analyses are covered in the next chapter Conclusions. All the results are used to answer the research questions of this thesis that were presented in the beginning of this report.

## 7 CONCLUSIONS

This chapter discusses the results of the empirical analysis in relation with the former theory and draws conclusions of this thesis. First, the theoretical implications of this thesis are discussed and the research questions are answered. After that managerial implications are presented. The third sub-chapter acknowledges the reliability and limitations of this study and finally fourth chapter presents suggestions for future research.

### 7.1 Answers to research questions and theoretical implications

The aim of this master's thesis was to broaden understanding of customer value propositions in second-hand e-commerce. To meet the goal of the thesis, the following main research question was set: *“From which elements effective customer value propositions for second-hand clothing e-commerce are formed?”* In addition, two sub research questions were presented: *“How can a company communicate customer value effectively through value propositions?”* and *“What are the customers' motivations to buy second-hand clothes from an online store?”* The main research question was aimed to be answered through the sub research questions. The answers to the main research question and to sub research questions were found by examining the prior research. The theoretical framework of this thesis was compiled based on the appropriate prior theory. An empirical study was conducted based on the theoretical framework in order to supplement and focus the theoretical framework to fit into the context of this thesis.

The answer to the main research question was found by observing the sub research questions. The first sub research question was *“How can a company communicate customer value effectively through value propositions?”* and it was answered based on the prior theory. Creating effective value propositions starts with understanding of customer value because only through customer understanding the company is able to create value propositions that truly resonate with the customer (Rintamäki & Kirves, 2017). Effective value propositions should either increase the benefits or decrease the sacrifices that the customer considers relevant, in other words, the value propositions should be created from customer's perspective. The company's customer value

propositions can be categorized based on how the customer perceives value into four categories: Economic, Functional, Emotional and Symbolic customer value. The categories illustrate the benefits that the customer can achieve and how the company can add value in different dimensions. (Rintamäki et al., 2007.) Even though the customer is the determinant of the final value based on their subjective experiences (Vargo & Lusch, 2008), the company is the determinant of the competitive advantage achieved through its capabilities to combine the value propositions in a way that generates benefits to the customer (Rintamäki, 2016). Thus, the customer value propositions offer a tool which supports the company when managing and adding value to the targeted customer groups (Rintamäki et al, 2007).

The second sub research question was “*What are the customers’ motivations to buy second-hand clothes from an online store?*”. It was answered through empirical analysis conducted based on the prior theory. The prior theory suggests that customers’ motivations to buy second-hand clothes are utilitarian motivations, critical motivations and experiential motivations linked to channel characteristics and offering (see e.g. Guiot & Roux, 2010). Based on the empirical analysis conducted in the e-commerce context the motivations can be divided into more specific categories: Economic, Stimulation and treasure hunting, Nostalgic pleasure, Critical, and Originality and self-expression (see figure 3). Thus, it can be stated that in most parts the results of the study conducted in this thesis are in line with the prior theory and rather just supplements and specifies it.

However, one notable difference came to prominence. In many of the prior studies, Social contact was found as a motivation to shop second-hand (see e.g. Guiot & Roux, 2010; Belk et al., 1988). This may be a motivation when shopping second-hand in more traditional channels but the empirical findings of this study do not support social contact being one of the motivations to shop second-hand clothes from e-commerce. Regardless, not too strong conclusions should be drawn from the results. There may be other factors affecting the result than solely the shopping channel. There might be, for example, cultural differences that explain the lack of social contact as a motivation in the study of this thesis as the former studies are conducted in U.S. (Belk et al., 1988) and France (Guiot & Roux, 2010). As almost all of the Rekki’s customers are Finns, it is fair to expect that the respondents of the study of this thesis were Finns. In general,

Finns are known as more introverts and thus, might not enjoy social contact that much. Also, as the questions concerning social contact needed to be modified notably from the original ones from Guiot and Roux (2010), it might be that the questions did not measure well the wished latent variable. Thirdly, e-commerce in general is often considered cold and non-interactive. Also, the current Finnish online stores do not include a lot of social functions. Thus, the lack of social contact as a motivation to buy second-hand might be linked to the shopping channel. If there would be more real-time social contact on the website, the social contact might be a motivator also in the e-commerce context.

The answer to the main research question *“From which elements effective customer value propositions for second-hand clothing e-commerce are formed?”* was found based on the sub research questions. The effective customer value propositions consist of customer understanding and right kind of value propositions depending on the target group. The customer value propositions and their target audiences are presented in the answer of the first sub research question. The customer understanding of the second-hand e-commerce customers, on the other hand, is formed based on the motivation factors presented in the answer of the second sub research question. The formation is also illustrated in the figure 4 in which the company’s and the customer’s perspectives are combined. The bicuspid arrows represent the two-way communication about the value that is required between the customers and the company. The company needs to listen to the customers’ direct and indirect messages in order to gain thorough customer understanding. On the other hand, the company needs to communicate meaningful value propositions to the customers in order to differentiate themselves from the competitors and thus create competitive advantage. Different value propositions should be communicated to customers who are motivated by different aspects of second-hand shopping. Also, it should be noted, that value propositions can be used alone or different combinations of them can be formed (Rintamäki et al., 2007). The results of the Cluster Analysis of this thesis supports the statement that in some cases customers within a cluster are motivated by more than one motivation factor. Thus, combinations of customer value propositions are recommended to be used when communicating to members of those clusters.

As mentioned above, the results of the study presented in this thesis support earlier research from most parts. Even though the empirical study did not precisely test the model created by Guiot & Roux (2010) due to the differences caused by the context, the implementation was really close to their prior research. Based on this study, it could be concluded that their model works rather well also in the second-hand clothing e-commerce context despite the previously discussed Social contact aspect. If the study is conducted again in second-hand e-commerce context, it is suggested that questions concerning social contact should be re-designed.

Other observation in relation to the prior theory is the role of economic motivation when buying second-hand. Some research such as Williams and Windebank (2000), and Williams and Paddock (2003) highlight strongly the economic motivation behind buying second-hand. They claim that at least people with lower income levels, are forced to buy second-hand because of economic restrictions. The results of the empirical study of this thesis does not support that economic motivations would be superior compared to other motivation factors. The members of cluster 2 are solely driven by economic motivations, so based on this study it can be stated that some of the second-hand shoppers may be solely price-driven. However, in other clusters the economic motivations are either combined with other motivations or are not present at all. Based on the present study, ecological motivations can be considered as notable as economic ones. This study does not support either the statement that only people from low income levels would buy second-hand or that they would be forced to do so. Based on the present study the majority of the respondents earned at least the average wage in Finland or more. Neither did the cluster analysis support the fact that people from lower income levels were solely motivated by economic motivations. Thus, this study is more in line with Cervellon et al. (2012), who found no evidence that income level would have effect on purchase intentions of second-hand clothes.

Also, when it comes to e-commerce context, prior theory claims that customers who are more driven by the utilitarian aspects than hedonic aspects are benefitting more from the digital channels (see e.g. Rahman et al., 2018; Childers et al., 2000). As already discussed above, no signs that economic motivations would have superior role were found. However, when it comes to functional values, the respondents were asked how easy they considered different second-hand channels. Based on the comparison

between online second-hand stores, bricks-and-mortars second-hand stores, and peer-to-peer channels, online second-hand stores were considered slightly easier than other two channels. In this comparison bricks-and-mortars were placed at the lowest place. The results indicate that online channels are considered easier than offline channels. Regardless, as there was only one question per each channel measuring the easiness, the topic would require more in-depth studying to make any strong conclusions.

## **7.2 Managerial implications**

From managerial perspective, this thesis offers valuable information for second-hand online businesses about the importance of customer understanding from value perspective and how the customer value can be communicated effectively through customer value propositions. Also, this thesis presents customers' motivations to buy second-hand clothes from online stores that can be used as a basis for gathering customer understanding. From the case company's perspective, this thesis presents four useful segments from their customers that are created based on the customers' buying motivations. Motivation based segmentation is a modern way of segmenting customers compared to, for example, demographically created segments. The segments also help to create marketing campaigns with more resonating communicational perspectives through value propositions. In addition, the increased customer understanding enables the company to develop their services into direction that enhances their customers' perceived value.

As the ecological issues have been more present in the general discussion in the past years the same trend can be seen in the customers' motivations to buy second-hand clothes. Also, this thesis show that besides economic motivations, ecological motivations play as notable role today. The ecological aspect was the most distinct theme in the answers to the open-ended questions. Many of the respondents said that they buy second-hand clothes for ecological reasons and to avoid more conventional channels which they find unethical and ecologically unfriendly. The respondents did however note, that online second-hand shopping is not purely ecologically friendly due to ecological burden caused by the deliveries of parcels or the potential increase in consumption due to convenient sale of second-hand clothes. Thus, not only second-hand companies, but all clothing companies should take actions towards more ethical

and ecologically friendly operations to target these ecologically motivated customers. Also, second-hand online stores should consider options how to make their business even more ecologically friendly in all aspects.

Even though the data of the open-ended questions was rather small, and not too strong conclusions should be drawn from them, they did raise some interesting observations from managerial perspective. Firstly, many respondents highlighted the good price-quality ratio of second-hand clothes. Many respondents said that they buy second-hand clothes due to the cheaper prices. When bought as second-hand, they can buy good-quality products that they could not afford as new. On the other hand, some respondents said that even though they could afford the clothes as new, they prefer second-hand because they are as good quality as the new ones but more ecological or because the quality of the product is already tested by someone else. Thus, from managerial perspective second-hand clothing online stores should pay attention to the quality of the clothes as it seems to be an important factor when buying second-hand clothes. Secondly, buying second-hand clothes for kids, who grow out of their clothes fast, turned out to be a motivation to buy second-hand clothes. Interestingly, some respondents told that they have started to buy second-hand clothes also for themselves not until they had kids. In managerial perspective, this implicates that having product assortments for all genders and age groups might support the sales of each other.

### **7.3 Reliability and limitations**

Quantitative research is often evaluated through reliability and validity and they can be considered as basic requirements of a good research (Heikkilä, 2008, p. 29). Thus, this master's thesis is observed through validity and reliability. Validity refers to observations on whether the study is measuring what it was supposed to measure and reliability measures how reliable the measures are, in other words, how coherent the measures are (KvantiMOTV, 2008). The validity of this study was enhanced through setting up clear goals for the study in the beginning of the process in order to ensure that the study measures what it is supposed to measure. The validity of the empirical study was also enhanced by using instrumentation that has been validated in previous research. However, as discussed earlier, questions concerning social contact were modified notably and thus their validity may be low. As the questionnaire was



conducted in Finland all the questions were translated into Finnish. To make sure that there would not be any inconveniences or misunderstandings, all the original questions were also presented in English next to the Finnish translation.

The questions were presented in random order to minimize the risk that the respondents would connect studied motivation factors easily which might have affected their answers. Before publishing the questionnaire, the questions were checked by the case company's representative, thesis' supervisor and two external parties. They made sure that the questions were clearly and grammatically correctly presented and that the link and the questionnaire worked as they should. In addition, the publishing channels and time were closely considered to target the wished respondents. After the data collection, the data was checked to point out any errors that might occur.

In order to get reliable results, the results cannot be random. Additionally, the results should be gathered from a sample large enough that represents the target group of the study and thus the results should not be generalized to other groups. (Heikkilä, 2008, pp. 30-31.) The reliability of this study was enhanced by being careful in all the stages of the study. Also, the sample size was considered suitable for the analyses that were conducted which increases the reliability of the study. The respondents who claimed that they have never used second-hand online stores were removed to make sure that the respondents represent the target group. The reliability of the measures was also examined using Cronbach's Alpha which measures the consistence of the measures (KvantiMOTV, 2008).

In addition, a reliable study should be able to be replicated (Heikkilä, 2008, pp. 30-31). Hence, the study methods used in this thesis were described as detailed as possible. The Exploratory Factor Analysis can be easily replicated based on the description of this thesis. Also, the Cluster Analysis can be replicated based on the description but even with the same data, the results may vary a little. This is due to a fact that when running K-means Cluster Analysis using SPSS, the program selects the initial cluster centers randomly (Khan & Ahmad, 2004). Thus, as the initial cluster centers are selected using random sampling there might be variation between analyses and thus the results may vary as well.

The validity and reliability were also considered when forming the theoretical framework of the thesis. The theoretical part of the thesis consists of wide range of scientific articles. The articles that were used were evaluated using peer-reviews, the number of references, and the classifications (0-3) given by the Finnish Publication Forum. In addition, a doctoral thesis was used which can be considered as a reliable source (Metsämuuronen, 2005, pp. 34-41). A couple of master's theses were used as starting material but it was taken into consideration that they have no scientific value (Metsämuuronen, 2005, pp. 34-41). In addition, some current numbers and figures about the topic were gathered from Statistics Finland (Tilastokeskus), which can be considered as a reliable source. Some newspaper articles were used, mostly in the introduction but no theoretical value was relied on them.

The clearest limitation of this study relies in the empirical study of this thesis. As the results are gathered among customers of one second-hand e-commerce, they cannot be generalized to concern all second-hand online stores without reserve. There is a possibility that the respondents shop in other online second-hand stores as well but there is no proof for that based on this study. Also, the results should not be geographically generalized outside Finland. Even on the national level, the sample size of 517 is rather low. Also, not too strong conclusions should be drawn on a national level because the respondents are mostly customers of only one second-hand online store. In addition, as the percentage of female respondents was dominant, the results cannot be generalized to all second-hand shoppers. However, in case company's perspective, the results can be considered rather well generalizable as also majority of their customers are female. Regardless of the limitations of the study, this thesis offers valuable and fresh insight on a current topic.

#### **7.4 Future research**

The growing trends of online shopping (Vironen, 2019) and second-hand peer-to-peer shopping (Kaupan liitto, 2018) indicate growth also in online second-hand sector in general. In addition, the empowered customers are getting increasingly ecologically and ethically conscious. Thus, online second-hand shopping offers a lot of interesting and current topics to study. As the prior research from this century and this thesis indicate, the customers' motivations and demographic qualities on second-hand

markets have changed in recent years and thus the topic would require more up-to-date research. The motivations to buy second-hand could be studied more widely in Finland in order to get better understanding of the phenomenon. Also, the future studies could more broadly compare different second-hand channels in order to discover whether the shopping channel has an effect on customers' motivations or if certain customers favor certain channels.

Not only are the buying motivations an interesting perspective for future research but also, for example, customer experience on digital second-hand channels. As technologies are developing rapidly, it would be extremely interesting to study what kind of possibilities the developing technologies would offer for second-hand clothing businesses. Would technical solutions for finding a right size reduce the number of returns and thus the environmental burden caused by logistics. It would also be interesting to study what kind of social elements could be integrated on websites to enhance the customer experience on online second-hand stores. As the prior research claims social contact being one of the motivations to buy second-hand, its role on digital channels would be an interesting topic to study. Through adding more social elements on online second-hand stores, it could be examined whether customers, who are motivated by social aspects, would be more interested in online second-hand shopping as well.

The open-ended questions raised also a couple of themes for future research. According to the responses good quality of clothes was considered an important factor when buying second-hand clothes. Customers' perception of quality and the condition of the second-hand clothes would offer interesting aspects to study. In addition, the quality aspect could be studied through brands or materials. Another distinct theme that emerged from the answers to the open-ended questions was kids' second-hand clothing. Kids grow up fast and thus, the need for updating their wardrobe is much denser than for adults. The perceptions of, for example, quality or prices may differ between kids' and adults' clothes. Thus, acquiring and disposing kids' second-hand clothing would offer wide range of topics for future research as well.

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## Appendix 1.

## THE QUESTIONNAIRE

## Customers' motivations to buy second-hand clothes from e-commerce

## Pro Gradu -tutkielman kysely

Kiitos, että vastaat käytettyjen vaatteiden verkkokauppaa koskevaan kyselyyn. Kyselyyn vastaaminen vie maksimissaan 10 minuuttia ja jokainen vastaaja saa kiitoksena ajastaan alennuskoodin Rekin verkkokauppaan.

Kysely on tehty yhteistyössä Rekin kanssa osana pro gradu -tutkielmaani, jota teen Oulun yliopiston kauppakorkeakoulun markkinoinnin laitokselle.

Kaikki vastaukset käsitellään luottamuksellisesti. Vastaathan kysymyksiin sen mukaan, mitä todella asiasta ajattelet.

Jos sinulla herää kysymyksiä kyselyyn liittyen, vastaan niihin mielelläni osoitteessa [inka.kassinen@rekki.fi](mailto:inka.kassinen@rekki.fi)

Aurinkoisin terveisin,

Inka Kassinen

## Aluksi muutama taustakysymys

Sukupuoli / Gender\*

- Nainen / Female
- Mies / Male
- Muu / other
- En halua sanoa / prefer not to answer

Ikä / age\*

- Alle/under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Kotitalouteni yhteenlasketut tulot veroja vähentämättä ovat keskimäärin kuukaudessa: (The total income of my household including taxes is on average:)\*

- Alle/under 1000 €
- 1000-1999 €
- 2000-2999 €
- 3000-4999 €
- 5000-7499 €
- 7500-10000 €
- Yli/more than 10 000 €

Oletko ostanut uusia vaatteita verkosta? (Have you bought new clothes online?)\*

- Kyllä / Yes
- En / No

Oletko ostanut käytettyjä vaatteita kivijalkakaupoista? (Have you bought second-hand clothes from bricks-and-mortars?)\*

- Kyllä / Yes
- En / No

Oletko ostanut käytettyjä vaatteita verkkokaupasta/verkkokaupoista? (Have you bought second-hand clothes from online store/stores?)\*

- Kyllä / Yes
- En / No

Oletko ostanut käytettyjä vaatteita vertaisverkkoista (esim. Tori.fi, huuto.net, Facebook-ryhmät)? (Have you bought clothes from peer-to-peer channels (e.g. Tori.fi, Huuto.net, Facebook groups)?)\*

- Kyllä / Yes
- En / No

Kuinka usein ostat käytettyjä vaatteita? (How often do you buy second-hand clothes?)\*

- Viikottain / Weekly
- Kuukausittain / Monthly
- Muutaman kerran vuodessa / A couple of times per year
- Kerran vuodessa tai harvemmin / Once a year or less

Seuraava

## Sivu 2 / Page 2

Seuraavat kysymykset ovat väittämiä, joihin vastataan asteikolla välillä 1-7 sen mukaan, kuinka samaa mieltä olet väittämän kanssa. (1 = täysin eri mieltä, 7 = täysin samaa mieltä)

Mark on a scale from 1 to 7 how strongly you agree or disagree with the following statements. (1 = strongly disagree, 7 = strongly agree)

Ostan käytettyjä vaatteita, koska koen niissä olevan arvoa jäljellä. (I buy second-hand clothes because they still have value left in them.)\*

1  2  3  4  5  6  7

En halua maksaa kalliimpaa hintaa tuotteesta vain koska se on uusi. (I don't want to pay more for a product just because it's new.)\*

1  2  3  4  5  6  7

Shoppaillessani käytettyjen vaatteiden verkkokaupassa toivon tekeväni löytöjä, jollaisia muilla ei ole. (I hope to come across items that nobody else has, when shopping in online second-hand stores.)\*

1  2  3  4  5  6  7

Käytettyjen vaatteiden ostaminen mahdollistaa minun erottautua kuluttajayhteiskunnasta. (Buying second-hand enables me to distance myself from the consumer society.)\*

1  2  3  4  5  6  7

Ostan mielelläni käytettyjä vaatteita, koska ne herättävät menneen henkiin. (I like buying second-hand clothes because they evoke the past.)\*

1  2  3  4  5  6  7

Tykkään selaila käytettyjen vaatteiden verkkokauppoja, koska toivon tekeväni todellisia löytöjä. (I like scrolling through second-hand online stores because I always hope I'll come across a real find.)\*

1  2  3  4  5  6  7

Koen, että saan useita vaatteita pienellä rahasummalla, kun ostan ne käytettynä. (I feel that I can get many items for little money when I buy them second-hand.)\*

1  2  3  4  5  6  7

Ostan käytettyjä vaatteita edullisen hinnan takia. (I buy second-hand clothes because they are cheap.)\*

1  2  3  4  5  6  7

Ostan vaatteita kivijalkakirpputoreilta, koska koen sen olevan helppoa. (I buy second-hand clothes from second-hand bricks-and-mortars because I consider it to be easy.)\*

1  2  3  4  5  6  7

Ostan vaatteita vertaisverkkokaupoista, koska koen sen olevan helppoa. (I buy second-hand clothes from peer-to-peer channels because I consider it to be easy.)\*

1  2  3  4  5  6  7

Ostan vaatteita käytettyjen vaatteiden verkkokaupasta, koska koen sen olevan helppoa. (I buy second-hand clothes from online second-hand stores because I consider it to be easy.)\*

1  2  3  4  5  6  7

Edellinen

Seuraava

## Sivu 3 / Page 3

Seuraavat kysymykset ovat väittämiä, joihin vastataan asteikolla välillä 1-7 sen mukaan, kuinka samaa mieltä olet väittämän kanssa. (1 = täysin eri mieltä, 7 = täysin samaa mieltä, n/a = en osaa vastata)

Mark on a scale from 1 to 7 how strongly you agree or disagree with the following statements. (1 = strongly disagree, 7 = strongly agree, n/a = no answer)

Koen, että ostamalla vaateen käytettynä, maksan tuotteesta sopivan hinnan. (By buying a second-hand piece of clothing, I feel I'm paying a fair price for things.) \*

1  2  3  4  5  6  7

Vierailen tietyissä käytettyjen vaatteiden verkkokaupoissa selaamassa tuotteita ja yritän löytää jotain. (I go to certain second-hand online stores to browse products and try to find something.) \*

1  2  3  4  5  6  7

Ostan käytettyjä vaatteita, koska ennen kaikkea pidän niiden iän tuomasta historiasta. (Above all I buy things second-hand because they are old and have a history.) \*

1  2  3  4  5  6  7

Voin ostaa enemmän samalla rahalla, kun ostan ne käytettynä. (One can have more things for the same amount of money if one buys second-hand.) \*

1  2  3  4  5  6  7

Ostamalla käytettyjä vaatteita koen, että voin paeta perinteisiä myyntikanavia. (By buying second-hand clothes, I feel like I'm escaping the (consumption) system.) \*

1  2  3  4  5  6  7

Minulla on varaa ostaa enemmän tuotteita, koska maksan niistä vähemmän ostaessani ne käytettynä. (I can afford more things because I pay less second-hand.) \*

1  2  3  4  5  6  7

Ostaessani käytettyjä vaatteita netistä tykkään keskustella tuotteista sosiaalisessa mediassa muiden asiakkaiden kanssa. (I enjoy talking with other customers about the products on social media, when shopping in online second-hand store.) \*

1  2  3  4  5  6  7

Ostaessani käytettyjä vaatteita netistä tykkään jakaa kuvia tai muuta vastaavaa sisältöä ostamistani tuotteista sosiaalisessa mediassa. (I enjoy sharing pictures or other content of the products I have bought on social media, when shopping in online second-hand stores.) \*

1  2  3  4  5  6  7

Ostaessani käytettyjä vaatteita netistä koen chatissa tapahtuvan asiakaspalvelun mielekkääksi. (I enjoy customer service via chat, when shopping in online second-hand stores.) \*

1  2  3  4  5  6  7  n/a

Ostaessani käytettyjä vaatteita netistä koen puhelimessa tapahtuvan asiakaspalvelun mielekkääksi. (I enjoy customer service via telephone, when shopping in online second-hand stores.) \*

1  2  3  4  5  6  7  n/a

Ostaessani käytettyjä vaatteita netistä koen sähköpostilla tapahtuvan asiakaspalvelun mielekkääksi. (I enjoy customer service via email, when shopping in online second-hand stores.) \*

1  2  3  4  5  6  7  n/a

Pidän enemmän vanhoista kuin uusista vaatteista. (I am more attracted to old clothes than new ones.) \*

1  2  3  4  5  6  7

## Sivu 4 / Page 4

Seuraavat kysymykset ovat väittämiä, joihin vastataan asteikolla välillä 1-7 sen mukaan, kuinka samaa mieltä olet väittämän kanssa. (1 = täysin eri mieltä, 7 = täysin samaa mieltä)

Mark on a scale from 1 to 7 how strongly you agree or disagree with the following statements. (1 = strongly disagree, 7 = strongly agree)

Koen, että käytettyjen vaatteiden ostaminen netistä on mukavaa ajanvietettä. (I feel that shopping second-hand clothes online is fun leisure time activity.) \*

1  2  3  4  5  6  7

Ostan käytettyjä vaatteita, koska en pidä ajatuksesta, että käyttökelpoiset vaatteet heitettäisiin pois. (I enjoy buying second-hand clothes, because I don't like objects being thrown away that can still be of use.) \*

1  2  3  4  5  6  7

Ostaessani käytettyjä vaatteita netistä nautin erityisesti valikoiman selailusta. (I especially enjoy browsing through the range of products, when shopping in online second-hand stores.) \*

1  2  3  4  5  6  7

Ostan käytettyjä vaatteita usein hetken mielijohteesta, sillä saan tuotteen edullisesti. (I often buy second-hand clothes impulsively due to a low price.) \*

1  2  3  4  5  6  7

Etsin usein jotakin tiettyä vaatekappaletta, kun selailen käytettyjen vaatteiden verkkokauppoja. (I'm often on the look-out for a certain find, when I browse products on second-hand online stores.) \*

1  2  3  4  5  6  7

Toivon löytäväni omaperäisiä vaatekappaleita, joita ei ole saatavilla ketjuliikkeissä. (I hope to come across original articles that are not found in mainstream stores.) \*

1  2  3  4  5  6  7

Ostan mielelläni käytettyjä vaatteita, koska mielestäni ne ovat autenttisia. (I like to buy second-hand clothes because I find them authentic.) \*

1  2  3  4  5  6  7

Käytettyjen vaatteiden ostaminen on minulle tapa vastustaa kulutusyhteiskuntaa. (For me, buying second-hand is a way to oppose the consumption system.) \*

1  2  3  4  5  6  7

Tunnen olevani aarteenmetsästäjä, kun selailen käytettyjen vaatteiden verkkokauppoja. (I feel rather like a treasure hunter when browsing second-hand online stores.) \*

1  2  3  4  5  6  7

Ostan käytettyjä vaatteita, sillä koen voivani löytää "täydellisiä yksilöitä", joiden avulla voin ilmaista itseäni. (I buy second-hand clothes because I can find "perfect items" to express myself.) \*

1  2  3  4  5  6  7

Ostamalla käytettyjä vaatteita koen auttavani jätteen määrän vähentämisessä. (By buying second-hand clothes, I feel I'm helping to fight against waste.) \*

1  2  3  4  5  6  7

Halutessasi voit kertoa omin sanoin lisää käytettyjen vaatteiden verkkoshoppailusta tai antaa palautetta kyselystä. (If you like, you may share your thoughts about second-hand online shopping or give feedback on the questionnaire.)