
Extending the Consumer Style Inventory to Define Consumer Typologies for Secondhand Clothing Consumption in Poland*

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Abstract:

Purpose: This paper tests the generalizability and veracity of an extended version of the original consumer styles inventory (CSI) framework for an under examined context, secondhand clothing consumption in Poland.

Design/Methodology/Approach: From the extant literature on retail fashion consumption in Poland, the CSI framework is newly extended to include four additional 'styles' for secondhand clothing, with four respective hypotheses formulated to test. A total of 509 questionnaires were commissioned by the Brand Experience Research Agency in Poland in July 2016. The target sample comprised a mixed sample almost evenly distributed between female (52.7% - 268 responses) and male (47.3% - 241 responses) participants. A representative sample of consumers geographically, with a majority living in cities across Poland between 50.000 and 500.000 inhabitants, was accessed.

Findings: The results confirm that the original CSI framework is partially accepted within the Polish market, with overall results supporting a modified version of the inventory. The reported results highlight that there are some distinct cultural differences when applying the Consumer Styles Inventory in Poland, an overall finding that is synonymous with other international CSI studies. It can be concluded that consumers in emerging markets are to some extent different to those in developed markets, due to a variety of social as well as cultural and economic factors.

Practical Implications: For Polish consumers, the purchase of secondhand garments appears to be a reflection, to follow shortcuts to pursue Western European patterns, where clothing is a form of resistance to purchasing newly produced mainstream fashion.

Originality/Value: This research newly extends the CSI framework to incorporate additional shopper styles for Polish consumers. Furthermore, this study contributes to the body of research within the CSI remit by adding results for an additional country, which has been examined rarely before.

Keywords: Secondhand, clothing, consumer style inventory.

JEL codes: M31, M37.

Paper type: Research article.

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1. Introduction:

This paper extends the already validated consumer styles inventory (CSI) framework (Sproles and Kendall, 1986), by incorporating four additional consumer decision-making styles, to better understand the specific shopping orientations of Polish secondhand fashion consumers. A point worth mentioning here is that secondhand fashion stores in Poland are diverse, but in a clothing context, generally tend to stock mid to upper end branded fashion products. Therefore, this study examines the birth of sophisticated consumer practices in Poland in which purchasing secondhand clothing, rather than newly produced garments, is a form of resistance to mainstream fashion brands practiced by a wider demographic, rather than concentrating simply on those consumers who cannot afford to shop first hand. We contribute by validating the already existing the CSI framework for an under researched context within an emerging economy. The CSI framework represents a stable cognitive inventory that is generalizable in developed countries. Consumer researchers have thus far been interested in examining the generalizability of a scale to other contexts, with a view to understanding different cultural orientations that coexist across societies (Durvasula, Andrews, Lysonsky and Netemeyer, 1993). This research provides a new perspective by testing the extent of the framework’s generalizability and veracity for an emerging East European country and thus one of economic significance and market potential.

Secondhand clothing consumption continuously increases with global sales in 2015 reaching £2.8bn (Brooks, 2015). With consumers differing in the way they make consumption choices, developing theoretical frameworks to better understand consumption for growing product categories is critical for commercial success. There has been a tremendous political and business interest into how organisations might trigger simple behavioural shifts in consumption that enable more sustainable lifestyles, grow demand for more sustainable products and create competitive advantage; particularly for the fashion industry since environmental and semantic shifts will present challenges for the manufacturing of newly finished garments by 2020 (Fashion Futures, 2010). At organisational level, adopting a more structured approach to sustainable decision-making is thus important. Retailers and manufacturers need to unlock vertical collaboration within supply chains, and there is a need for organisational stakeholders to network more effectively to develop a shared understanding of how sustainability impacts should be included and measured. This new business requirement has implications for academia, practitioners, and policy makers, yet thus far, limited research exists on the integration between organisational culture, sustainability, and decision-making.

Similarly, from a demand side perspective, global studies, which examine the behavioural, social and/or cultural motivators for secondhand clothing consumption, is limited and interestingly, non-existent for Eastern Europe. This finding presents some irony given the fact that filling this gap in knowledge would serve useful to inform the development of current and future strategic decision-making at both organisational and functional levels, in a quickly changing market (Cervellon, Carey, and Harms, 2012; Koszewska, 2013). With little prior academic research undertaken within a secondhand clothing context, this research provides insights into a phenomenon, which is predicted to have significant impact for commerce, society, and political agendas.

2. Literature Review

In this study, the original CSI framework (Sproles and Kendall, 1986) is developed to a new level to understand secondhand fashion consumption for Poland a “*new consumer country*” (Koszewska, 2013:507), and thus one of economic significance for the fashion industry (e.g. Szakacs and Szary, 2014; Tarnanidis, Owusu-Frmpong, Nwankwo, and Omar, 2015). The CSI framework is adopted since it presents a milestone in the academic literature for understanding consumer decision-making, mainly for general product categories (using a student population sample), with numerous studies confirming its applicability to some lesser or greater extent for a number of cultural and social settings such as New Zealand (Durvasula *et al.*, 1993), Malaysia (Kamaruddin and Mokhlis, 2003) and China (Fan and Xiao, 1998). The CSI concept has been deeply analysed only once in the context of the Polish market by Mącik and Mącik (2015).

The authors proved that there is a need for reconstructing the CSI framework in time and proposed an amended version of the framework. That analysis referred however to the decision-making style of Polish students in general. We thus contribute by validating - for the first time - the original and widely accepted CSI framework (Hafstrom, Chae, and Chung, 1992; Tanksale, Neelam, and Venkatachalam, 2014) for a unique product category and context: secondhand clothing consumption in Poland. We further contribute by developing the CSI framework to a new and distinct level by including four new decision-making styles for the Polish market, thereby testing its extended validity with consumers of secondhand clothing for a new emerging market.

This study therefore does not just replicate previous studies, but rather makes an advancement in scholarly research by extending the CSI framework and its applicability to a non-student population and for an under researched product category and context. We define secondhand clothing as garments that are: 1) pre-loved, 2) sold through vintage, secondhand, or charity stores, 3) branded products produced by well-known global and/or European fashion manufacturers, and 4) seen

to have nostalgic or nostalgic value (the latter defined as nostalgia that is connected to “life under the old socialist system in Poland”) (Euromonitor, 2007).

The purchase of secondhand clothing first emerged as trend in the United States before spilling over to Western and now Eastern Europe (Pietrusiska, 2007). Secondhand consumption has witnessed a trajectory growth in China a surprising cultural shift given the fact that in the past, there have been negative associations with purchasing pre-loved garments, this resulting from issues related to saving face (Cervellon *et al.*, 2012).

Consumers in emerging markets such as Poland have suffered for many years under a closed economy and a limited selection of shoddy goods produced by inefficient, domestic manufacturers. In the post-war period, secondhand clothes were available in bazaars. At the time they were called the real seedbed of fashion and elegance”. Although clothes functioned rather as commodities they were also sometimes marked by uniqueness, since they were available in a single copy, in one size and colour and thus gained individuality and singular character (Zborowska, 2017). The most desired things there were those from abroad, sent by family members. The customer had the only opportunity to get them there.

In the early 1990s, with the liberalisation of the economy and the freeing up of trade, secondhand shops began to be established in Poland. Initially they were associated however with poverty, placed at side streets. At that time Polish consumers in general have shown an aversion towards secondhand garments, describing them as ‘*lumpex*’. Although the word ‘*lumpex*’ is a combination of ‘*lumpy*’ and ‘*Pewex*’ (the name of stores where Poles could buy Western products during PRL times), it was initially associated with low-quality, export clothes. Poles rather did not admit to making purchases in such outlets.

In time that perception has changes. Shopping in the so-called ‘*lumpexes*’ was no longer an embarrassment, but a sign of resourcefulness (buying branded clothing at a very good price) and the ability to create your own original style (Hansen, 2004). Economic changes taking place in Poland had led to increasing purchasing power of consumers, who became hungry for high-quality, branded products. At the same time some cultural and social changes they were going through had led to changing consumption models.

Traditional utilitarian views in satisfying basic needs and homogeneity of values were supplemented by focusing on individualistic, heterogeneous values, self-fulfilment, accomplishment, and enjoyment. Li *et al.* (2013) notice that instead of simply attending the daily necessities of living and work, customers started seeking fun, pleasure, and personal happiness in life. This created an expansion of the demand for branded, unconventional clothes. According to the research run by Booz Allen Hamilton emerging consumers buy premium-priced branded products and are

sophisticated shoppers. Although their shopping needs and tastes can be described as basic, they are not simplistic. Polish secondhand consumers are sensible shoppers who take into account many factors other than price while decision making process (Guillermo, Stengel, Goebel-Krstejl, 2004). They are not homogeneous customers anymore. They differ as far as lifestyle and attitudes are concerned, which have a significant impact on shopping behaviour. Even though Polish consumers may have a relatively homogenous profile in terms of demographic variables their behaviors can be differentiated by social, cultural and psychographic variables that range between two extremes: practicality-control-traditionalism and emotion-impulse-innovation (Guillermo, Stengel, Goebel-Krstejl, 2004). Today secondhand shops are no longer seen as a low-level fashion outlet for lower social classes only. They became a global fashion trend among customers from different social groups and classes (Herjanto, Scheller-Sampson and Erickson, 2016).

Today, secondhand fashion in Poland is booming, with more than 21.000 '*ciucholands*' (secondhand stores) in existence across the country (Kulish 2008; Szakacs and Szary, 2014). The Polish secondhand industry is a key economic driver, with over 40% of people shopping in *ciucholands*. To keep up with increasing demands, over €100 million secondhand clothes are imported annually (Szakacs and Szary, 2014). To support this increase in demand, polls conducted by one of the largest research agencies in Poland, show that 42% of the population purchase secondhand clothes regularly, with attractive pricing (60% of Poles buy clothes due to the lower price) and the possibility of finding unique, original designer clothes (25% of Poles) acting as key drivers. In the past *ciucholands* (Szakacs and Szary, 2014) have seen long queues of fashion - conscious Poles, who seek to grab a bargain of global and European branded clothes. Especially amongst the younger generation, being able to show off big brands is vital for peer group acceptance (Eastman, Goldsmith, and Flynn, 1999).

The recent shift away from a socialist system enhances the social desirability of global and Western European brands (Koszevska, 2013; Euromonitor, 2016). This shift has fuelled a Polish consumer decision-making style, referred to in the literature as 'Fashionistas' (Koszevska, 2013); those who search for the newest designer wears and branded garments. Their high product involvement, interest in fashion trends, and spontaneous buying action allows these Poles expressing their identity in a 'socially desirable' manner. Being a part of a social environment people compare themselves to others and strive for acceptance of others. Thus, it is possible to suggest that secondhand clothing in Poland is a remarkably 'social' category of thing, the sight, touch, and wear of which can inspire insights into others' subjectivities (Küchler and Miller, 2005). Mittal (2015) stresses that consumption fulfils not only individualistic needs but also the social needs related to belongingness and social identity. Thus, buying secondhand clothes is seen as a socialization process or a confirmation of social norms which enables Poles understanding acceptable values (Xu *et al.* 2014; Haraldsson and Peric, 2017).

Social pressure or peer pressure determines secondhand clothing consumption behaviour and becomes a reference for Poles to conduct their behaviour. Individuals who as a consumer have social contacts with will be more likely to influence that consumer's consumption pattern than the group of people that the consumer only has casual contacts with. The authors state that failure to follow such references is perceived as failure to comply with approved behaviour, which promotes a rejection from the group.

It seems clear that a motivation of individuals to follow the others, copy a style of other people in the group is an important aspect of secondhand shopping. It gives the individuals in Poland a sense of belonging to a given social group as well as the conviction of being unique and distinguishable. Poles follow socially approved identity scenarios. Thus, shopping in these outlets is based not only on economic needs but is also run due to the need for amusement, sociality, distinction, and discovery (Marzella, 2015; Guiot and Roux, 2010).

Similarly, to Cervellon *et al.* (2012), Koszewska (2013) highlights that eco-consciousness is a further reason to purchase secondhand clothing. Though, Polish consumers have little awareness of issues related to ethical fashion (Perchla-Włosik and Raciniewska, 2017), some consider the positive environmental impacts of secondhand purchases and treat it as a hobby. Thus, it constitutes a kind of consumers - ecologists' response to the fast fashion trend. Understanding the complexities which underpin consumer decision-making for Eastern Europe is paramount for strategic business success; the CSI framework provides a good theoretical starting point for examining some of the psychological and behavioural motivations impacting on consumer choice for the secondhand context.

2.1 Consumer Decision Making Styles

Extant consumer behaviour studies show a growing interest in the use of consumer decision-making styles, also referred to as '*consumer typologies*' (Bray, Johns and Kilburn, 2011). Consumers can be categorized into various *typologies* based on their psychographic profile, with each profile reflecting different consumer lifestyles and underlying motivations affecting choices within retail exchanges. An analysis of psychographic factors is thus significant for understanding the complexities of decision-making and for devising innovative segmentation and marketing strategies (Knowles and Castillo, 2011). Past research demonstrates that fashion clothing involvement is related to demographics. O'Cass (2001) found women to be more involved with fashion than men, although a more recent study by Ryding, Navrozidou, and Carey (2014) demonstrates that this may be changing, with more men becoming fashion involved and conscious of their appearance. Extant research agrees that fashion involvement, this being defined as keeping up to date with trends, decreases with age. Whilst older consumers may still be concerned about their appearance, they tend to be less informed about '*it*' fashion.

Furthermore, research found older and more educated consumers to be more concerned and involved with ecological and ethical issues (Ryding *et al.* 2014). An appreciation of the interrelationship between psychographics and behavioral drivers is significant for understanding complex cognition and conation i.e., the benefits sought from a purchase, the frequency and usage, as well as issues related to brand loyalty. To explain, it can be assumed that ecological and ethical issues could act as variables for determining consumption. Environmental concerns in the fashion industry over the past three decades, have instigated major changes in product manufacturing, which adhere to interchangeable ecological and ethical principles; defined as “fashionable clothes that incorporate Fair Trade principles with sweatshop-free labour conditions while not harming the environment or workers, by using biodegradable and organic cotton” (Joergens, 2006).

The number of consumers demanding sustainable fashion products is increasing, with sales of sustainable clothing in the UK demonstrating an upward trend in recent years of 93% between 2007 and 2008, to achieve a market valued at £172 million per annum (Co-operative Bank, 2009). According to Koszewska (2013), contrary to what might be expected, mass consumption is not only a problem for developed countries, but also for new consumer countries, examples of which include Poland, Russia, and the Ukraine. Poland in particular sees the emergence of more ecological and social sensitive consumers, which fits the secondhand fashion trend. Yet, whilst there is a growing environmental interest emerging in Eastern Europe and more specifically Poland, very few studies exist, which investigate the underlying motivations and criteria for buying clothing, let alone ecological and social criteria affecting secondhand fashion. In support of this finding, most consumer decision-making styles of textiles and clothing and segmentations of the textiles and clothing market do not address the sustainable aspects of buying clothes (Koszewska, 2013) and this includes the CSI framework, despite it having been widely accepted to understand consumption in different cultural settings.

2.2 The CSI Framework

The CSI framework has been replicated and validated for many product categories (Durvasula *et al.*, 1993; Hafstrom *et al.*, 1992; Tanksale *et al.*, 2014). Tanksale *et al.* (2014) explain that there are distinct cultural differences when replicating the framework worldwide, differences, which are likely to impact on decision-making styles and its overall usefulness. This has been confirmed by Yeung (2007), who conducted a review of empirical studies of consumer decision-making styles in Asian countries and the USA. Overall, researchers (Durvasula *et al.* 1993; Yeung, 2007) claim that the instruments of the CSI framework are reliable and applicable in a cross-cultural context although its outcome may vary from one country to another. Whilst there are likely to be some cultural differences for Poland, the CSI framework is useful for measuring already validated and tested generic variables such as consumers’ attitudes to clothes, brand commitment, store patronage, interest

in fashion, shopping preferences, and price consciousness (Sproles and Kendall, 1986; Reynolds and Beatty, 1999; Cardoso, Costa and Novais, 2010).

Furthermore, the price consciousness of some consumers for example, can be attributed to by the post-recession economic equilibrium, which has created an 'economic value' seeking global consumer culture. Whilst in the past secondhand clothing stores may have been a cheap alternative, businesses have changed and adapted to the fashionistas' wants and needs (Koszewska, 2013). Secondhand stores that emerge across Poland cater for these needs and sell secondhand fashion that is both affordable and branded. This finding in the literature is interesting as it highlights that young Polish consumers are brand conscious and actively look for global and European branded secondhand fashion, as these are associated with high quality (Marcoux, Filiatrault, and Chéron, 1997).

What is also known about Poland and fashion consumption, is that a period of austerity has subsequently created deep rooted cultural social norms resulting in a preference for keeping garments within the family; the idea of 'inheritance' as a means by which the social system is carried out and the manner in which interpersonal relationships are structured (Hann, 2008). Extant research indicates that 'pre-mortem inheritance' practices in Poland are prevalent, the ideas about grandmothers and granddaughters arguing for the fundamental importance and ownership of pre-owned garments, is a practice embedded within the conventions of particular relationships. In an anthropological study, which focuses on Krakow, the sight of secondhand goods triggers speculation about the family to whom they have previously belonged. Goods, which are assembled at 'Komis' (secondhand goods sold on commission), create excitement and anticipation amongst locals and tourists; exasperated are those thrilled by the idea of scouting products, which are 'old-style' with hedonistic behavioural traits and an obsession for secondhand products (Magee, 2015). This overall finding confirms the CSI framework in that hedonistic and recreational traits is likely to form a decision-making style in the Polish market. We can suggest at this point that there are similar purchasing traits for purchasing secondhand fashion in Poland, compared with other countries; typically, the UK and US.

We thus argue, that these overall findings confirm the CSI framework is applicable for fashion consumption in the Polish market; highlighting Perfectionist, High quality; Brand Conscious, Price equals quality; Price Conscious; and Habitual and Brand-Loyal as key decision-making traits (Table 1).

We thereby propose:

H1: The original CSI framework can be used to validate consumer decision-making styles for secondhand clothing in Poland.

2.3 Development of the CSI Framework

To further extend the CSI framework, the work of Cervellon *et al.* (2012) and Koszewska (2013) suggest that there are distinct underlying motivators, as to why consumers purchase secondhand clothing (Table 1), which include nostalgia, price consciousness, fashion involvement, need for status, creative choice, ecological consciousness, and bargain, and treasure hunting.

Table 1. *Secondhand fashion Purchase Behaviour Traits*

Trait	Description
Fashion Involvement	<ul style="list-style-type: none"> - Link fashion to the self-concept - Up to date with key trends in industry - Concerned with appearance
Nostalgia & Ostalgia	<ul style="list-style-type: none"> - History of pre-loved garment key in decision-making process - Country history – formally under socialist system - Garments as storytellers
Creative Choice	<ul style="list-style-type: none"> - Ability to transform items into unique pieces - Counteracting fast fashion mass-production - Seek uniqueness of items
Need for status	<ul style="list-style-type: none"> - Seek acceptance from peers or a reference group - Purchase socially acceptable and desirable garments to fit the ‘fashion conscious’ profile
Price Consciousness	<ul style="list-style-type: none"> - Limited disposable income - Value for money - Partially driven by austerity
Ecological Consciousness	<ul style="list-style-type: none"> - Reduce ecological footprint - Buy into pre-loved, pre-owned movement - Partially driven through deeply rooted cultural social norm of inheritance
Bargain and Treasure Hunting	<ul style="list-style-type: none"> - Seek unique items - Thrill of shopping for the unknown treasure - Good value for money - Discovering new unknown pieces (nostalgia/ostalgia)
Fashionista Lifestyle	<ul style="list-style-type: none"> - Fashion and label conscious - Impulse buying - Up-market fashion - Money not an issue

Source: *Adapted from Cervellon et al. (2012) and Koszewska (2013).*

Due to the history of secondhand purchasing and aspects of ‘*inheritance*’ it could be assumed that nostalgia and nostalgia, impact on the decision-making process for Polish consumers. Pre-loved and used garments tell not only the country’s history, but also allow consumers to embrace cultural experiences that may have been missed as part of a socialist system. Due to the context of secondhand clothing, fashion involvement has also been found to play a key role, which links to the

novelty fashion-conscious consumer decision-making style on the CSI framework. Furthermore, the underlying need for uniqueness through ‘*bargain and treasure hunting*’ can also very much prevail. Guiot and Roux (2010) and Cervellon *et al.* (2012) claim that an antecedent of secondhand shopping is not just the idea of economic financial value, but the idea of treasure hunting; the New York Times having defined this phenomenon as ‘*the battle of the finds*’ and the idea of finding ‘*hidden designer treasures*’.

In Poland, a country which has recently adjusted to new found wealth and economic recovery, young Poles are now following the habits of contemporaries in New York, Paris, and London, so confident in their ability to buy new clothes that many have reverted to buying ‘*old-ones*’. This combined with a market consisting of those who live on fixed incomes and retirees, has led to a surge and desire for secondhand fashion consumption (Koszewska, 2013; Euromonitor, 2016).

To extend the CSI framework to a comparable and distinct level, we thus propose four further decision-making styles (treasure hunter, bargain hunter, nostalgic/ostalgic seeker, and ecologic and ethically conscious) (Table 2).

Table 2. *Consumer Decision-Making Styles*

Consumer decision-making styles	Consumer Characteristics
Perfectionistic, High Quality-Conscious	<ul style="list-style-type: none"> - Driven by quality - Prepared to shop extensively for well-designed/manufactured goods - Look for quality material
Brand Conscious, Price Equals Quality	<ul style="list-style-type: none"> - Purchase products based on high price - Assume price equals quality - Select only well-known brands
Novelty-fashion Conscious	<ul style="list-style-type: none"> - Trend savvy - Seek trendy products for excitement and pleasure - Price is not a significant driving force
Recreational-Hedonistic Conscious	<ul style="list-style-type: none"> - Shopping as relaxation activity - Shopping equals personal pleasure and entertainment - Seek garments that can be tailored to taste needs
Price Conscious	<ul style="list-style-type: none"> - Value for money seekers
Impulsive and Careless	<ul style="list-style-type: none"> - Impulse buyers - Instant shoppers who rarely plan their shopping
Confused by Over-choice	<ul style="list-style-type: none"> - Indecision due to choose available
Habitual and Brand-Loyal	<ul style="list-style-type: none"> - Repeat buyer - Brand loyal
Extended decision-making styles	
Bargain Hunter	<ul style="list-style-type: none"> - Good value for money - Discovering new unknown pieces (nostalgia/ostalgia)

Ecological & Ethical Consciousness	<ul style="list-style-type: none"> - Reduce ecological footprint - Buy into pre-loved, used movement - Partially driven through deeply rooted cultural social norm of inheritance
Nostalgic/ostalgic Seeker	<ul style="list-style-type: none"> - History of pre-loved garment key in decision-making process - Country history – formally under socialist system - Garments as storytellers
Treasure Hunting	<ul style="list-style-type: none"> - Seek unique items - Thrill of shopping for the unknown treasure

Source: Adapted from Sproles and Kendall, 1986.

Literature surrounding the consumer type ‘Fashionista’ (Cervellon *et al.* 2012) was felt to be similar to the “novelty fashion-conscious consumer” identified on the original CSI framework, with some slight variations. As a result, we have incorporated some additional questions on the newly extended CSI framework for the novelty fashion style, as further items to examine for the Polish market for secondhand clothing. To summarise, the limited literature, which exists on secondhand consumption decision-making styles, we further propose the following hypotheses to be tested:

- H.2.1 Polish consumer purchasing behaviour for secondhand clothing is influenced by the notion of treasure hunting for a product.*
- H.2.2 Polish consumer purchasing behaviour for secondhand clothing is influenced by seeking an unexpected bargain for a product.*
- H.2.3 Polish consumer purchasing behaviour for secondhand clothing is influenced by nostalgia/ostalgia.*
- H.2.4. Polish consumer purchasing behaviour for secondhand clothing is influenced by ecological and ethical influences.*

3. Methodology

Data to examine the consumer decision-making styles were obtained from Polish consumers shopping at secondhand stores across Poland. A sample size of 509 valid questionnaire responses was achieved. The questionnaire was commissioned through and distributed by the Brand Experience Research Agency in July 2016. The Polish version of the questionnaire was created with the assistance of a bilingual professional fluent in both Polish and English. In order to enhance translation equivalence, the questionnaire was first translated from English into Polish and back again (Hui and Triandis 1985; Lysonski, Durvasula and Zotos, 1996). Contrary to Sproles and Kendall (1986), Lysonski *et al.* (1996) and Maçik and Maçik (2015) this research does not utilise a student sample. A stratified random sampling was used in regard to gender of the respondents and the place of residence. Unlike other studies, where only consumers from large urban centres are analysed our intention in this study was

to also include those living in the provinces. The final sample includes 52.7% (268 responses) of female and 47.3% (241 responses) of male participants. As far as the place of residence is concerned 38% of respondents were those living in villages and cities below 50,000 inhabitants; almost 40% in cities between 50.000 and 500.000 and 25% of the participants completing the questionnaire live in cities with more than 500.000 inhabitants. Table 3 provides a more detailed overview. Taking into consideration the sample selection and size it can be stated that the study is representative. Given that the type of stores target was those selling mid-upper range clothing brands, the data is equally regarded reliable.

Table 3. Geographic Location

Residence	Frequen cy	Perce nt	Valid Percent	Cumulati ve Percent
Valid Village	65	12.8	12.8	12.8
The city of less than 20 thousand residents	59	11.6	11.6	24.4
The city of 20 – 50 thousand residents	64	12.6	12.6	36.9
The city of 50 - 100 thousand residents	58	11.4	11.4	48.3
The city of 100 - 200 thousand residents	72	14.1	14.1	62.5
The city of 200 - 500 thousand residents	70	13.8	13.8	76.2
The city of more than 500 thousand residents	121	23.8	23.8	100.0
Total	509	100.0	100.0	

Source: Authors' calculations.

The selection of the sample in regard to other features was random. Research participants were spread across a wide age range, with a majority falling into the 25-35 years age bracket (166 responses) (Table 4).

Table 4. Participants Age Distribution

Age	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Under 18	2	.4	.4	.4
18-24	81	15.9	15.9	16.3
25-35	166	32.6	32.6	48.9
36-45	107	21.0	21.0	69.9
46-55	81	15.9	15.9	85.9
55+	72	14.1	14.1	100.0
Total	509	100.0	100.0	

Source: Authors' calculations.

The data set is representative of the population. A majority of participants were 'lower level employees' (25.9%) followed by 'physical workers' (17.9%) and unemployed (14.9%). Table 5 provides an overview the variety of occupations represented in the data set.

Table 5. Overview of Occupations

Occupation	Frequency	%	Valid %	Cumulative %
Valid Executive/CEO	29	5.7	5.7	5.7
Mid - Level employee/Manager	81	15.9	15.9	21.6
Lower Level Employee	132	25.9	25.9	47.5
Worker (Physical)	91	17.9	17.9	65.4
Self-employed /Own Company	37	7.3	7.3	72.7
Unemployed/Retired	76	14.9	14.9	87.6
Pupil/Student	54	10.6	10.6	98.2
Other (Please specify)	9	1.8	1.8	100.0
Total	509	100.0	100.0	

Source: Authors' calculations.

In accordance with the variety in occupations, the average monthly income of participants shows some variance, with a majority earning between 1501 and 3000 Polish zloty (Table 6).

Table 6. Average Monthly Income

Income	Frequency	%	Valid %	Cumulative %
Valid Less than 1500 PLN	95	18.7	18.7	18.7
1501 - 3000 PLN	206	40.5	40.5	59.1
3001 - 5000 PLN	139	27.3	27.3	86.4
5001 - 8000 PLN	50	9.8	9.8	96.3
8001 - 10 000 PLN	13	2.6	2.6	98.8
More than 10 000 PLN	6	1.2	1.2	100.0
Total	509	100.0	100.0	

Source: Authors' calculations.

The aim of this research is to validate and extend the CSI framework in the context of the secondhand fashion market in Poland, thereby either accepting or rejecting the following hypotheses H1; H.2.1; H.2.2; H.2.3; H.2.4.

The questionnaire was divided into two sections: Section A focused on the CSI framework, whilst Section B was designed to collect demographic data from

consumers completing the questionnaire, such as gender, age, educational background, average monthly income, frequency of shopping, and geographic regions. The 40-item questionnaire developed by Sproles and Kendall (1986) provided the basis for Section A of this research. The previously validated items are rated on a 5-point Likert scale, which ranges from strongly disagree (1) to strongly agree (5). A further four consumer decision-making styles were added to the questionnaire, which contained a total of 32-items based on the same 5-point Likert scale utilised by Sproles and Kendall (1986). The scales utilised for the additional consumer decision-making styles were adapted from Cervellon *et al.* (2012)'s research on secondhand and vintage fashion and Koszewska (2013)'s research on a Polish consumer typology. A total of 6-items for each of the new consumer decision-making styles were carefully developed and adapted from the previously developed scales. The layout of Section A contained the 72-item questions, which were in a randomised order to counteract any potential effects of the individual items and potential bias of participants. To explain, when completing the questionnaire, participants were unable to align themselves with a specific consumer decision-making style that they might have found most desirable. Completion of the questionnaire took approximately 15 to 20 minutes and was on a voluntary basis only. The participants' anonymity and confidentiality of the data were guaranteed throughout the research process.

To test the reliability and validity of the newly developed items, a pilot study of a sample size of 100 questionnaires was administered. Content and construct validity were conducted to see whether the items measure the factors that were intended to be measured (Howard, 2008). A factor analysis followed to ensure 1) all items measure different factors and 2) discriminant validity of these items. The results verified the additions, with the final questionnaire design containing 72-items based on a 5-point Likert scale.

Similarly, to research conducted by Lysonski *et al.* (1996) this research utilised the CSI framework within a different country setting, thus factor solutions and item-factor correlation were performed to examine the adequacy of the model. In accordance with Sproles and Kendall (1986) the principal components factor analysis with varimax rotation of factors was used. There was no indication to expect that the factors representing the individual items of the consumer decision-making styles would be uncorrelated. A factor solution with oblique rotation was performed, which allowed the factors to be uncorrelated. The results highlighted the correlation was small, thus, we followed up with a varimax rotation of the factor structure. The purpose of the factor analysis of the 72-item inventory was to not only determine whether Sproles and Kendall's (1986) CSI framework is applicable in the Polish context, but also whether results produced for the additional four consumer decision-making styles can be validated. Cronbach's Alpha test was conducted following on from the factor analysis to quantify the reliability of the scales.

4. Research Results and Discussion

A factor analysis was performed to analyse the 72-item extended CSI framework utilising data from Polish secondhand clothing consumers. Based on the Principal Component Analysis (PCA) sixteen factor solutions with an eigenvalue great than 1 were obtained as the best fit for the Polish sample. This solution has proven to be difficult to interpret for the Polish market. After inspecting the factor solution and the item loadings, twelve items, which were cross loading were removed. The removed items included three items representing Sproles and Kendall's (1986) 'Perfectionist, High Quality Conscious Consumer', one item from 'Brand Conscious, "Price Equals Quality" Consumer', two items from 'Novelty-Fashion Conscious Consumer', one from the 'Recreational, Hedonistic Consumer', one from the 'Price Conscious, "Value for Money" Consumer', and four items further from the extended dimensions. The Kaiser-Meyer-Olkin measure of sampling adequacy is 0.924 and the Bartlett's Test of sphericity of 20737.459 ($p < .01$) highlight that the sample is adequate for factor analysis (Table 7). Thus, the remaining 60 items (32 items of the CSI framework and 28 items of extended dimension) were again factor analysed.

Table 7. KMO and Bartlett

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.924
Bartlett's Test of Sphericity	Approx. Chi-Square	19654.276
	df	2080
	Sig.	.000

Source: Authors' calculations.

The result of the newly performed factor analysis brought forward a twelve-factor solution. This implies that the original factor structure introduced by Sproles and Kendall (1986) does not completely fit the Polish market. This finding is similar to what was observed by Lysonski *et al.* (1996) and Tanksale *et al.* (2014) in their respective studies in the Indian market. Thus, the original CSI framework is only partially validated to explain the consumer decision-making styles for secondhand clothing in Poland.

Table 8 features the varimax rotated factor loadings of the 60-item inventory for the Polish secondhand consumer sample. Similarly, to Sproles and Kendall (1986) and Lysonski *et al.*'s (1996) findings, the twelve-factor model shows adequacy, as it explains 64.665 per cent of the variance within the Polish secondhand clothing consumer market. As stated previously, all twelve factors have an eigenvalue greater than 1, which is often used to judge the adequacy of the factor solution. Cronbach's alpha for the nine factors was calculated to establish the internal consistency – the coefficients are listed in Table 9.

Table 8. Results of Factor Analysis and 60-items on twelve Constructs

Factor/Items	Eigen Value	Factor Loadings	Variance %	Cumulative Variance %
Factor I – Perfectionist, High Quality Conscious Consumers In general, I usually try to buy the best overall quality. Getting very good quality is very important to me. When it comes to purchasing products, I try to get the very best or perfect choice. My standards and expectations for products I buy are very high. I make special effort to choose the very best quality products.	2.014	.815 .802 .713 .708 .694	3.098	51.566
Factor II – Brand conscious, Price Equals Quality Consumers I prefer buying the best-selling brands. The most advertised brands are usually very good choices. The more expensive brands are usually my choices. The higher the price of a product, the better its quality. Nice department and specialty stores offer me the best products. The well-known national brands are best for me.	2.539	.751 .750 .738 .726 .567 .564	3.098	51.566
Factor III – Novelty-Fashion Conscious Consumers I keep my wardrobe up to date with the changing fashions. Fashionable, attractive styling is important to me. I usually have one or more outfits of the very newest style. I am interested in fashion and new trends. To get variety, I shop different stores and choose different brands. I like original, unique, designer clothes very much.	3.493	.773 .764 .752 .740 .592 .540	5.373	44.561
Factor IV – Shopping Avoidance Shopping the stores wastes my time. Shopping is not a pleasant activity to me. Going shopping is one of the enjoyable activities of my life. I make my shopping trips fast.	1.291	.831 .733 -.593 .566	1.986	61.111
Factor V-Price Conscious, "Value for Money" Consumer The lower price products are usually my choice. The price of the clothes is most important to me. I buy as much as possible at sale prices. What I like about shopping secondhand is obtaining the lowest price whatever item.	1.661	.724 .639 .627 .400	2.556	56.903

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I frequently buy clothes on in market stalls.		.389		
Factor VI-Impulsive, Careless Consumer Often, I make careless purchases I later wish I had not. I should plan my shopping more carefully than I do. I take the time to shop carefully for best buys. I am impulsive when purchasing. I carefully watch how much I spend.	1.115	.646 .589 -.536 .505 -.474	1.715	64.665
Factor VII – Confused by Over-choice Consumers There are so many brands to choose from that often I feel confused. Sometimes it is hard to choose which stores to shop. The more I learn about products, the harder it seems to choose the best. All the information I get on different products confuses me.	1.808	.793 .780 .779 .742	2.781	54.347
Factor VIII – Habitual, Brand-loyal Consumers I have favourite brands I buy over and over. Once I find a product or brand I like, I stick with it. I go to the same stores each time I shop. I change brands I buy regularly.	1.196	.699 .649 .629 -.541	1.839	62.950
Factor IX – Ecological and Ethically Conscious I always pay attention to whether the clothes are made of environmentally friendly materials. I always check if the clothes have eco-labels or eco-symbols. I always consider whether the product involves child labour. I always consider whether the rights of the workers making the garments were infringed. I frequently consider whether or not he rights of workers have been infringed. I purchase secondhand vintage clothing foremost, to help the environment. I always check for producer country. I only buy natural clothes. I always check for the raw material composition.	15.770	.806 .777 .775 .767 .745 .711 .685 .674 .627	24.261	24.261
X. Dimension 10: Bargain Hunters When a price seems really attractive, I buy on the principle of not missing out on a bargain. If I come across a bargain, I take it. If I feel I am getting a bargain, I buy it even if I don't have too clear an idea what I'm going to do with it. There are some products I buy mainly because of their unbeatable price.	1.444	.664 .589 .588 .490	2.221	59.124

<p>Factor XI-Treasure Hunters</p> <p>I like strolling around secondhand vintage shops because I always hope to come across a find.</p> <p>In some secondhand vintage shops I feel a bit like I am treasure hunting.</p> <p>I go to secondhand vintage places to ferret around and discover something.</p> <p>I go to secondhand shops to nose around and see what I can find.</p> <p>Secondhand vintage shopping enables me to track down things for my family, since I know their needs.</p> <p>What is on sale is never repetitive, and that is what I like.</p> <p>I frequently buy clothes in secondhand shops.</p>	5.351	.835 .812 .809 .788 .698 .637 .551	8.232	32.493
<p>Factor XII- Nostalgia/Ostalgia</p> <p>I like buying secondhand clothes because they remind me of a past time.</p> <p>I love buying secondhand clothes because they evoke the past.</p> <p>Above all, I buy secondhand clothes because they are old and have a history.</p> <p>I like buying secondhand mainly for old objects.</p> <p>I'm much more attracted by old things than by new things.</p> <p>I like buying secondhand clothes because I find them authentic.</p>	4.351	.785 .771 .736 .716 .690 .643	6.694	39.187

Source: Authors' calculations.

Table 9. Cronbach's Alpha coefficient for nine factor solutions

Factor No.	Factor	Cronbach's Alpha	No of items
1	Perfectionist, High Quality Conscious Consumers	0.865	5
2	Brand conscious, Price Equals Quality Consumers	0.865	6
3	Novelty-Fashion Conscious Consumers	0.878	6
4	Shopping Avoidance	0.403	4
5	Price conscious-Value for money consumer	0.707	5
6	Impulsive, careless consumer	0.380	5
7	Confused by Over-choice Consumers	0.856	4
8	Habitual, Brand-loyal Consumers	0.469	4
9	Ecological and Ethically Conscious	0.919	9
10	Bargain Hunter	0.767	4
11	Treasure Hunter	0.917	7
12	Nostalgic/Ostalgic Seeker	0.923	6

Source: Author's calculations.

The results from the factor analysis showed that all eight factors from Sproles and Kendall's (1986) CSI framework were applicable for the Polish secondhand consumer market. However not all items of the original CSI framework were loading significantly, therefore some items had to be deleted (as mentioned earlier).

Further, factor 4 (Recreational, Hedonistic Consumer) of the original CSI framework was found to have the reverse effect in the Polish context, thus, it was re-labelled as Shopping Avoidance, as Polish consumers of secondhand fashion did not seem to enjoy shopping as a recreational or hedonistic activity. These findings are similar to Tanksale *et al.* (2014) in their Indian sample, whereby they combined Sproles and Kendall's (1986) 'High Quality Conscious' and 'Recreational, Hedonistic' constructs. However, looking at Table 9 Cronbach's Alpha coefficient for *Shopping Avoidance* is .403, which indicates a low level of internal consistency. This can be partially explained due to the relative low number of items that have loaded onto the factor after items were removed from the initial 72-item questionnaire. A similar effect can be observed for factor 8 *Habitual, Brand-loyal Consumers*, which shows a Cronbach's Alpha coefficient of .469. This could be explained due to the context of this study – secondhand fashion.

Although secondhand stores gain deliveries on a regular basis, it is not guaranteed that these secondhand shops will receive similar brands each time, thus, their consumers might not necessarily be brand loyal. Furthermore, it could be assumed that the thrill of the hunt and bargain seeking which emerged as important traits of Polish secondhand consumers in the factor analysis of this paper (explaining the variance of 8.232 and 2.221, see Table 8), are behavioural traits which lend themselves more to shopping in different environments, thus deterring brand loyalty further.

Similar effects were found for factor 6 *Impulsive, Careless Consumer* of CSI framework, which shows low internal consistency with Cronbach's Alpha coefficient of .380. This could be because shopping secondhand clothes is a result of conscious attitude towards shopping. Secondhand clothing consumers are often aware of the environmental impact of their purchase behaviour and therefore are careful and less impulsive while making purchase.

Therefore, as a consequence of the lower internal consistency, factor 4, 6 and 8 of CSI framework were deleted. Therefore only 5 out of the 8 consumer decision-making styles developed by Sproles and Kendall's (1986) are of internal statistical relevance for some Polish secondhand consumer markets.

This research also tested four extended consumer decision-making styles within the Polish secondhand clothing consumption market: Bargain Hunters, Treasure Hunters, Ecological and Ethically Conscious, and Nostalgic Seekers. Results indicated that Ecological and Ethically Conscious factor emerged as the most prominent factor for the data explaining maximum variance (24.261%). This signifies that an increasing socio-ecological awareness among Poles translates into another totally new trend specific for secondhand clothing consumers – environmental/ethical consumerism. The research results presented in the paper confirm that Polish consumers focus on minimizing or eliminating harmful effects to

the environment or society by making environmentally and ethically conscious choice in the process of making buying decisions. Furthermore, for this particular study, attitude to reduce environmental and ethical impact is a major reason behind Polish consumers secondhand clothes purchase. This finding clearly indicates that Polish consumer purchasing behaviour for secondhand clothing is influenced by ecological and ethical influences.

The factor analysis results further indicate that Bargain Hunters factor was divided into two factors. Three items of the original factor developed by Cervellon *et al.* (2012) which measured the price conscious facet of the construct loaded on factor 5 'Price Conscious, "Value for Money" Consumer' of Sproles and Kendall's (1986) CSI framework. This could be because the items which loaded together all measured price conscious attitude of the consumers. Since, the factor showed satisfactory internal consistency with Cronbach's Alpha coefficient of .707. This factor was retained and named as Price Conscious, "Value for Money" Consumer as was in CSI framework. Four items of the original bargain Hunter construct loaded together explaining the behavioural trait where Polish consumers actively look or search for a bargain. This construct therefore was named as Bargain Hunters and explained Polish consumers purchasing behaviour for secondhand clothing is influenced by seeking an unexpected bargain for a product.

This research found that Treasure Hunter and Nostalgic Seeker emerged as two clearly distinguishable factors. These two factors emerged as the most important factor in terms of the amount of variance explained and is likely to be due to the historical background of 'hand-me-downs' and the overall economic situation. Moreover, this result further support extant research (Küchler and Miller 2005; Cervellon *et al.*, 2012; Koszewska 2013) that sees the emergence of the Treasure Hunter and Nostalgia/Ostalgia within the Polish market. Thus, it can be concluded that Polish consumer purchasing behaviour for secondhand clothing is influenced by the notion of treasure hunting for a product and nostalgia/ostalgia.

In this study for some individuals, economic factors still drive the sale of luxury and vintage secondhand clothing. This is interesting given that a majority of participants were "lower level employees" (25.9%) followed by "physical workers" (17.9%) and unemployed (14.9%). Also interesting is that along with the development of democracy and increasing customers' purchasing power, consumption has become a way of emphasizing social status and belonging to certain groups more than a few decades ago. On one hand, it appears in this study that Polish consumers of luxury and vintage secondhand clothing want to feel a part of a particular social group, create their individuality, and have a strong need to differentiate from others. On the other hand, they aim at finding branded products at decent price. Quite a new phenomenon among Poles is an increasing interest in fashion. Almost 70% of them are interested in new trends and 80% follow fashion trends. For 74% clothing has become a way to express themselves. More than 60% are of the opinion that they

want to have their own individual style, which is why they look for unique clothes.

Thus, contrary to luxury secondhand customers in developed countries, who often shop for recreation/hedonic reasons (entertainment, having enjoyable experience), which helps them relax, escape from reality, and hustle and bustle of daily life, customers in Poland seem to have different motivations. To create their identity, they want to buy branded and/or unique garments at an attractive price (bargain motivation). Having been separated from the outside world during the socialist times Poles have now a strong need for uniqueness, they want to be distinguished from others, oppose conformity, and value special and unique items.

Therefore, the motivation of treasure hunting and satisfying feelings of nostalgia is also specific for these secondhand clothing shoppers. Also, a new trend is observed lately in Poland, which is called retro trend. Retro fashion followers wear old, used clothes mixed with new items of garments inspired by seventies garments. The seventies revivalism, lasting several decades, became a trend and created a new look, significantly increasing the demand for vintage clothes. Moreover, the finding validates Koszewska's (2013) Polish consumer typology within the secondhand clothing context.

5. Conclusions, Proposals, Recommendations

The reported results highlight that there are some distinct cultural differences when applying the Consumer Styles Inventory in Poland, an overall finding which is synonymous with other international CSI studies. It can be concluded from this work that consumers in emerging markets are to some extent different to those in developed markets, due to a variety of cultural and socio-economic factors. The questionnaire designed for this study extended the CSI framework by four additional consumer decision-making styles. Twelve of the items utilised in the questionnaire were found to be challenging and were removed, as they distorted the factor solutions. After the items were removed, some of the original items identified by Sproles and Kendall (1986) loaded positively with other items from the extended dimension creating one factor. To reiterate this point further, two items from Factor 5: Price Conscious, Value for Money Consumer of the original CSI framework loaded with three items of Bargain Hunter dimension and created a new construct measuring psychographic attitude of Price consciousness among Polish secondhand clothing consumers. The bargain Hunter construct of the extended dimension is left with four items which now strongly measure behavioural trait.

Overall, five Factors of the original CSI framework receive support with the Polish secondhand clothing consumption market. Furthermore, we have utilised a representative sample of the Polish secondhand clothing consumer market, which overcomes previous limitations of generalizability as pointed out by Lysonski *et al.* (1996). This research started off with the proposition that the CSI framework is

applicable within the Polish secondhand clothing context with additional four consumer decision-making style to be added. Data supported a modified version of the inventory.

A limitation of this paper is the scale of study, given that 509 consumers were surveyed in total for a number of cities in Poland. It would be good to undertake a much larger scale study to further confirm and make more robust, the interpretation of behaviours of consumers from other areas such as other emerging cultural urban hotspots within the country. Given that the findings provide an initial representation of decision making styles for the purchase of mid to upper range secondhand clothing, there is scope therefore to not only provide a more robust quantitative understanding of consumer decision making styles, but to equally explore via qualitative methods some of the more social and cultural motivations within these motivational styles.

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