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What would incentive and discourage parents from buying second-hand products for their kids?

Buying second-hand products for kids is a contemporary and growing market trend, as parents seem to have found in these products an opportunity to buy cheaper, good quality products and also behave more sustainably, buying used products instead of new ones. Even though the connection between the second-hand market and childrenswear is harmonic, few researchers addressed the parents' motivation and barriers to buying used products for their children. We conducted a survey with 154 parents with and without previous experience with buying second-hand products and found that, contrary to what is expected for this market, social embarrassment is not a relevant barrier to buying second-hand products. Economic motivations are the main motivator for this purchase. Still, sustainability also plays a relevant role, as parents feel they are doing the right thing when they buy used products instead of new ones. They also value that when they buy used products, they contribute to more sustainable behavior. ❖❖❖

second-hand;
sustainable
consumption;
degrowth;
used products;
kidsweare.