

A Work Project, presented as part of the requirements for the Award of a Master's degree in
Management from the Nova School of Business and Economics.

CAN CIRCULAR FASHION IMPACT BRAND LOYALTY?

AN EXPLORATORY RESEARCH ON THE PRE- AND POST-PURCHASE BEHAVIOUR
OF SECOND-HAND FASHION CONSUMPTION IN THE DIGITAL CHANNEL

CATARINA MARGARIDA DA SILVA ALMIRANTE, 44954

Work project carried out under the supervision of:

Professor Anne-Flore Maman Larraufie

16/12/2022

Abstract

This paper examines the impact of a satisfactory second-hand purchasing experience on the loyalty levels towards the brands purchased. A deep dive into the pre- and post-purchase behaviour of second-hand fashion consumption via second-hand online marketplaces was conducted by a qualitative and quantitative research on second-hand consumers, particularly the Generation Z. The findings from this paper uncover that a positive experience shopping second-hand fashion online influences brand loyalty, especially for brands for which consumers are trying for the first-time second-hand. This loyalty is mainly impacted by an increased confidence towards the quality of the pieces purchased that leads to an enhanced brand image.

Keywords Second-hand Fashion; Digital; Brand Loyalty; Consumer Behaviour

This work used infrastructure and resources funded by Fundação para a Ciência e a Tecnologia (UID/ECO/00124/2013, UID/ECO/00124/2019 and Social Sciences DataLab, Project 22209), POR Lisboa (LISBOA-01-0145-FEDER-007722 and Social Sciences DataLab, Project 22209) and POR Norte (Social Sciences DataLab, Project 22209).

Table of Contents

Part 1. Introduction.....	1
Part 2. Literature Review.....	2
2.1. The Resale Industry and Second-hand Consumer.....	2
2.1.1. Circularity in Fashion and Current State.....	2
2.1.2. The Global Second-hand Fashion Industry.....	3
2.1.3. The Business Models in the Second-hand Industry.....	4
2.1.4. The Major Online Players for Second-hand Resale.....	5
2.1.5. Gen Z and Second-hand Fashion.....	7
2.2. Brand Loyalty.....	8
2.2.1. Brand Loyalty Definition.....	8
2.2.2. Other Branding Concepts - Brand Awareness and Brand Image Definitions.....	9
2.2.3. Brand Loyalty in the Digital Channel.....	9
2.2.4. Brand Loyalty in the Resale Industry.....	10
Part 3. Work Project.....	12
3.1. Methodology.....	12
3.2. Sample Population.....	13
3.3. Primary Data Analysis.....	14
Part 4. Work Project Discussion.....	21
Part 5. Work Project Limitations and Directions for Future Research.....	25
References.....	26
Appendix.....	31

Table of Figures

Fig.1. Respondent's pre-purchase relationship with brands.....	18
Fig.2. Respondent's post-purchase relationship with desired brands.....	20
Fig.3. Respondent's post-purchase relationship with new brands.....	21

Part 1. Introduction

1.1. Research Context

The appearance of the second-hand fashion market has ultimately become a connecting point between sustainability and circularity (ThredUp, 2022). “With a value estimated between \$100 to \$120 billion worldwide, the apparel, footwear, and accessories resale market has nearly tripled in size since 2020 and shows no signs of slowing down” (Estribeau et al., 2022). This expansion could largely be explained by the fact that consumers, and especially the Generation Z, are now opting for sustainable and environmentally-conscious choices in all areas of their lives, including on what to wear (ThredUp, 2022). Alongside second-hand options, consumers are electing brands that are purpose-driven and that accept circularity and sustainability as part of their core values (Treet, 2022).

Even though the acceleration of the second-hand market has brought different challenges for the fashion industry, brands taking advantage of this market trend to enrich their customer base and loyalty levels is an important step towards success (Estribeau et al., 2022). The integration of resale business models within a brand’s ecosystem or even the sponsoring of circularity and sustainability has actually been proven to have a strong enforcement on consumer’s desire and enhanced perception towards the brand (McKinsey & Company, 2021). With this in mind, “the second-hand market has a positive impact on customer lifetime value and generates interest in the first-hand market” (Estribeau et al., 2022), however, at the moment, this positive impact has been mostly limited to the satisfaction of consumers towards brands that integrate circularity within their business models. Could there be other ways in which consumers would actually increase their brand loyalty by actively participating in the second-hand market? What if, a satisfactory experience purchasing a specific fashion brand via a second-hand online marketplace could actually affect the consumer’s loyalty and image towards the brand purchased?

1.2. Problem Definition

The brand loyalty associated with the second-hand industry has been mostly limited to the scope of the active participation of brands towards integration of resale business models. To what extent second-hand fashion shopping via online marketplaces could actually influence the consumer behaviour towards the brands purchased, especially in regards to brand loyalty, is what this Work Project intends to study. To understand the full scope of this problem, an in-depth study on the pre- and post-purchase behaviour of second-hand shopping in online marketplaces, needs to be addressed.

1.3. Research Questions

In order to proceed with this research and determine a proper framework, two questions need to be addressed: 1) Does a strong brand awareness influence the pre-purchasing decisions of second-hand online shopping? and 2) Does a satisfactory experience purchasing second-hand fashion online impact the image and loyalty towards the brands consumed?

Note to reader:

Throughout this Work Project, two important yet distinct concepts will be mentioned: *Brand Loyalty* and *Platform Loyalty*. *Brand Loyalty* refers to the loyalty towards the fashion brands that consumers purchase second-hand. *Platform Loyalty* refers to the loyalty towards specific second-hand online marketplaces.

Part 2. Literature Review

2.1. The Resale Industry and Second-hand Consumer

2.1.1. Circularity in Fashion and Current State

The circular economy believes in regenerative business models in which products and materials are recovered and continuously plugged back into the economy with the goal of reducing waste (Ellen Macarthur Foundation, 2022). Whilst this concept has affected many industries, the

fashion industry has been one of its coalitions and a part of its key journey towards a more sustainable future. The concept of circularity in fashion is directly related to the idea that a single piece of clothing can have an infinite life cycle in the hands of consumers (Amed et al., 2021). A model in which the beginning and the end of the life of a garment are of the same importance as recyclability becomes the connecting point of the item's life loop (Hill, 2022). With the passing of the covid-19 pandemic, the topic of circularity and sustainability in fashion has been brought back to life. The increasing pressure from consumers that are now using sustainability as a purchasing motivator and the ongoing EU regulations for corporations to reduce pollution and waste (Amed et al., 2022), have resulted in the discovery of new circular business models by the fashion industry. 12.5% of the fashion industry has already adhered to circularity (Fashion for Good, 2019).

2.1.2. The Global Second-hand Fashion Industry

The global second-hand fashion market is an industry currently valued between 100 to 120 billion dollars with an expected annual average annual growth of 20 to 30% (Estribeau et al, 2022). Apparel, footwear and accessories are the categories of fashion that have been experiencing the biggest growth in regards to second-hand consumption and currently occupy a share of 25% of second-hand consumer's closets worldwide (Estribeau et al, 2022) (Appendix 1.1). Taking a closer look at the second-hand apparel market, it has been going through a rapid growth since 2021 and it is expected to increase its size by more than double by 2025. In four years, it is estimated to reach a worth of 218 billion dollars (Statista, 2022) (Appendix 1.2). The biggest market for second-hand apparel is currently North America with a value of 43 billion dollars, representing 36% of the total second-hand apparel market (Appendix 1.3). Europe and Asia are the second and third markets with the biggest adherence to second-hand apparel (ThredUp, 2022).

2.1.3. The Business Models in the Second-hand Fashion Industry

As demand towards circular business models increases, the second-hand resale space in the fashion industry has now become a trendy sector for new companies to emerge (Estripeau et al., 2022). With this in mind, the current second-hand retail space can be divided into two main sectors: the offline and the online.

Starting with offline resale, this sector is mainly characterized by the existence of *Consignment*, *Thrift* and *Charity* shops (Han, 2013). The existence of omnichannel or brick-and-mortar stores in which second-hand clothing can be traded is what characterizes the offline sector of second-hand resale. However, these three different types of physical second-hand stores differ due to two main points of difference: the stock sold and the business model. The first difference between a *Consignment* shop and a *Thrift* or *Charity* shop is in regards to the selection of the second-hand pieces that are sold (Han, 2013). Whereas in a *Consignment* shop, the shop owners take into consideration the feel and the aesthetics of the clothes, with the goal of sourcing retro-looking garments, a *Charity* shop simply functions as a place in which owners can discard their old clothes and give them the opportunity to have a second-life over someone else's possession (Han, 2013). The second difference is in regards to the nature of the business model. *Consignment* shops operate for financial gains and for profit whereas *Thrift* and *Charity* shops donate their proceeds to charity associations, without the involvement of financial gains (Han, 2013).

Whilst the offline has played an important role on the development of the origins of second-hand shopping (Han, 2013), the industry is now experiencing a transition towards the digital within the resale space. In 2022, *McKinsey* in an attempt to take a look at the future and current state of the fashion industry, stated that the biggest opportunity for fashion retailers is to adhere towards digital practices and sustainable business models (Amed et al., 2022). Moreover, it is expected that the online resale will represent half of the total second-hand industry by 2024

(ThredUp, 2022). At the moment, the online space for second-hand shopping is characterized by fashion rental platforms, resale peer-to-peer marketplaces and consignment online shops (Han, 2013). The online rental business models have the goal of offering, for a determined period of time, the option to wear new pieces without the cost-implications that shopping first-hand would have (Shrivastava et al., 2021). On top of this, rental businesses are now looking into subscription rental models as a way to keep customers loyal and engaged towards renting instead of buying (Shrivastava et al., 2021). Resale marketplaces, responsible for the biggest share of the second-hand digital space, are identified as peer-to-peer community-focused platforms in which individuals are responsible for selling as well as buying (Hamari & Ukkonen, 2013). They can be classified under the term of “*collaborative consumption*”, meaning, the “*the peer-to-peer-based activity of obtaining, giving, or sharing the access to goods and services, coordinated through community-based online services*” (Hamari & Ukkonen, 2013). With this in mind, it is a format that allows sellers to have complete control over their product listings by choosing their own pricing as well as the items to sell (Biz, 2018). Even though rental business models are not expected to grow for the next 10 years, second-hand resale marketplaces are expected to represent 18% of the global fashion retail by 2031 (ThredUp, 2022).

2.1.4. The Major Online Players for Second-hand Resale

With the upcoming concern towards sustainability and the increasing use of the digital, online second-hand marketplaces started to emerge - platforms that combined the two trending topics: the digital and the resale.

Ebay has been a pioneer in the digital second-hand space. Founded in 1995 in the United States by Pierre Omidyar, *Ebay* had the first-mover advantage of creating a marketplace that combined sellers and buyers, all in the same platform. With an offer of both first-hand and second-hand products from categories such as technology, fashion and home decor (Ebay,

2022), it is safe to say that *Ebay* has been an important benchmark for others that later joined the second-hand industry.

Poshmark, the leader in social commerce, has been described as the “*Ebay of used-clothing*” (Biz, 2018). *Poshmark* first started as a pure second-hand peer-to-peer platform mainly for the resale of fashion pieces, however, with its increasing growth, it has also become a space for small creators and niche artists to sell their items first-hand. Its 80 million user base spread across the United States, Canada and Australia use the platform not only as a shopping destination but also as a way to interact and socialize with other sellers and buyers (Poshmark, 2021). This particular aspect of the platform allows it to behave as a social network destination in which, instead of following your friends and acquaintances, you follow users that have digital wardrobes of your liking (Biz, 2018).

Vinted and *Depop*, founded in 2017 and 2021, respectively, are two of the biggest European peer-to-peer resale platforms, both with the goal of allowing individuals to give their unused clothing another life. The differences between the two platforms lie within the experience they intend to provide (Kemp, 2021). Whereas *Vinted* is more focused on its functionality by making sure a seamless resale experience is offered, *Depop* allows for sellers and buyers to connect and bond over each other’s sense of fashion and digital wardrobes. Even though both platforms have been extremely successful amongst the Gen Z community, *Vinted’s* popularity still overcomes *Depop’s*. *Vinted*, at the moment, counts with a user base of around 65 million users (Vinted, 2022), which is around half of *Depop’s* total users (Curry, 2022).

Within the space of consignment resale, *ThredUp* is one of its main players. *ThredUp* was founded in the United States in 2009 and it is described as an “*online consignment store and thrift store for your closet*” (ThredUp, 2022). Whereas in the peer-to-peer resale business model, the sellers own their items and are responsible to set their prices, consignment resale sources the items from individuals and gains responsibility over its stock and price. In the case

of *ThredUp*, the platform currently has available around fifty-five thousand brands with discounts of up to 90% off the estimated retail price (ThredUp, 2022).

The growth of resale business models has allowed for more niche sectors of the fashion industry to enter the resale space. For example, *Vestiaire Collective*, the leading platform of luxury resale, has now 15 million users that can browse through a collection of 12 thousand luxury brands that are discounted up to 70% off (Vestiaire Collective, 2022).

2.1.5. Gen Z and Second-hand Fashion

Even though the consumption of second-hand fashion is still frowned upon by some of the older generations, it has gained its popularity over the Generation Z, being this group its biggest advocate (Statista, 2022). A low purchasing power and an increasing concern towards sustainable practices represent this group's two biggest drivers and motivators behind their adherence to second-hand fashion shopping (Statista, 2022).

The financial accessibility of second-hand fashion represents one of the main motivators for second-hand shopping. Gen Z is a generation formed by students and young professionals that are extremely conscious about their consumption habits (Francis et al., 2018). By saying so, this group is looking for a good price-quality ratio when it comes to fashion, and the resale space offers exactly that - trendy fashion at a reduced price (ThredUp, 2020). Moreover, the lower prices of second-hand items allow for the Gen Z to get their hands on more premium and luxury brands that they could not afford at their normal retail prices (Statista, 2022).

The second purchasing motivator for second-hand shopping amongst the Gen Z is related to sustainability. This generation is incredibly in touch with their values and are strong advocates for what they believe in. With the increasing concern towards sustainability and environmentally-friendly options, this generation has become invested in fighting for these causes as well as educated on the fashion industry's toll on the planet (Hill, 2022). By saying

so, actively choosing to buy second-hand fashion is a way for the Gen Z to, not only, stay true to its values and ethics, but also, to contribute to a reduction of waste in the fashion industry. Some other important drivers for the Gen Z in regards to second-hand shopping include the concept of second-hand shopping as a fun and thrilling activity to do with friends and family and the idea of second-hand fashion as vintage and unique (Estripeau et al., 2022). All things considered, second-hand shopping is becoming a part of Gen Z's consumption characteristics in a way that it represents a driver for economic stability and advocacy for important values (ThredUp, 2022). On top of this, this generation's adherence to the digital has allowed for the second-hand industry to emerge and succeed in the online space (Statista, 2022).

2.2. Brand Loyalty

2.2.1. Brand Loyalty Definition

Brand Loyalty is a key concept in Marketing research and a part of its development. Most researchers identify brand loyalty as a pure behavioural concept that is established based on an overtime bias. It takes into consideration the measurement of repeat purchase of a specific brand due to a significant emotional and positive attachment towards it (Ishak et al., 2013). This brand attachment is built overtime taking into consideration several key dimensions such as affection, attitude and perception. The connection of the latter aspects with a certain specific brand will drive reason and excitement towards the purchase of its goods. Taking into account the difference between behavioural loyalty and attitudinal loyalty will be an important aspect when analysing the intentions behind brand loyalty. Whereas behavioural loyalty refers to the sole intention of repeat-purchase, attitudinal loyalty takes into consideration the actual commitment of the consumer towards it, not necessarily in purchasing, but in recommending it (Nam et al., 2011).

The establishment of a strong loyal customer base is of extreme importance in today's world as the market keeps on getting populated by the constant appearance of new brands. Loyal customers are of extreme value for brands, not only financially speaking as they will keep on generating revenue, but also due to the fact that they will become key endorsers and an important part of the brand's community (Bretous, 2021).

2.2.2. Other Branding concepts: Brand Awareness and Brand Image definitions

Brand Awareness can be characterized by the recognition or recall of a specific brand (Keller & Swaminathan, 2020). Brand recognition is when consumers can identify a brand and its related services by being exposed to its respective logo or products. Brand recall is the ability of consumers to memorize a brand and retrieve it from their memory when given a certain product category. These two aspects will measure the level of brand awareness performance and this performance can be improved by a repetitive exposure to certain brands until familiarity is achieved, especially when it comes to brand recognition (Keller & Swaminathan, 2020). After brands establish a solid brand awareness, a concern towards brand image should come next. Brand image can be defined as the unique associations, either positive or negative, that a certain brand has on the consumer's minds (Keller & Swaminathan, 2020). These brand associations could be either regarded as attributes or benefits. Brand attributes are the descriptive characteristics of a brand and brand benefits represent the attachment of a certain brand on the consumer's values and standards. Beliefs about brand attitude and benefits can be formed in various ways and they will help in building a favourable and strong brand image (Keller & Swaminathan, 2020).

2.2.3. Brand Loyalty in the Digital Channel

The covid-19 pandemic is behind the growth of the digital channel and in the switch of the purchasing preferences from the offline to the online. This change has resulted in the need for brands to adapt, by moving to the digital, becoming omnichannel and finding ways to tackle

brand loyalty digitally (McKinsey & Company, 2022). According to McKinsey, the increase of online shopping has resulted in 30 to 40% of consumers switching between brands and products, making brand loyalty a key factor for brands to be focusing on (McKinsey & Company, 2021). By saying so, for a brand to succeed in building back a strong loyal customer base in the digital era, the foundation of the recipe lies in the offer of a seamless digital experience and a share of strong social values (McKinsey & Company, 2022). Brand reputation and quality are no longer enough reasons for consumers to gain intent towards purchasing - brand loyalty is now being powered by user-experience. Research has shown that 66% of consumers change brands purely because of a negative shopping experience online (Qualtrics, 2021). On top of this, personalization becomes a key element when expecting a seamless online experience (McKinsey & Company, 2022). Brands should not only be delivering functional digital experiences, but also creating customer journeys that speak for each individual's experience and build long-lasting relationships.

Alongside a good experience online, customers are now expecting brands to deliver strong purposes and values. With the increasing consumer education, the awareness towards social responsibility has simultaneously developed. Consumers are now interested in brands that show concerns towards sustainability and social responsibility, being the brands that share these values, the brands that will always have a place in the final checkout cart (McKinsey & Company, 2022).

2.2.4. Brand Loyalty in the Resale Industry

Even though brands have been particularly reticent towards entering the second-hand industry due to the fact that it can lead to sales cannibalization, brands cannot afford to continue ignoring it (Abbes et al., 2020). With the size that the resale industry is taking, brands are now starting to rethink their strategies and investing time and money to enter these circular economies as the value it can bring to them is unmeasurable (Berg et al., 2021). For example, *Gucci* has

partnered up with second-hand marketplace *The Real Real* in a business model that allows for an upcycling of their pieces and *Kering* has invested in *Vestiaire Collective* as a way to participate in the circular economy (Berg et al., 2021). With this being said, there is definitely a wish for brands to be involved in the second-hand world as their entry in this industry leads to an increased consumer engagement and involvement towards the brand. In a study made by *McKinsey* in 2021, results have shown that fashion brands entering the resale industry has a direct impact on the consumer satisfaction towards the brand itself, even amongst the consumers that have never tried the brand before. Fashion brands taking a stand towards social responsibility is leading to an increase in consumers' purchase intentions which automatically strengthens the brand's competitive advantage in the market (Chhadwa et al., 2022).

Another way for brands to actively participate in the resale industry is through the integration of a resale experience, directly connected to their brand identity. *Recurate*, *Trove* and *Reflaunt* are some of the emerging start-ups that are allowing brands to enter the second-hand industry by building integrated e-commerces for second-hand resale - *recommences* - within the brand's ecosystem. These integrations bring an added value to the brand mainly through two different aspects: the possibility to strengthen the brand's purpose as these integrations are strong examples of "brand do's" towards sustainability in fashion, and the possibility to increase customer's lifetime value (Treet, 2022).

With this in mind, the main connections we have seen with brand loyalty and second-hand are mostly empowered by the positive brand image that brands when entering in circular business models generate on consumers (Treet, 2022). Consumers appreciate the fact that brands are taking an active stand towards sustainability, either through a direct or indirect participation, which leads to loyalty and an increased engagement on the brand's platforms (Treet, 2022). However, what has yet to be studied is the role of second-hand marketplaces on intentions towards brand loyalty. It is widely known that a good purchasing experience online strengthens

the consumer's bond with the brand (Ishak et al., 2013). Moreover, when a consumer is satisfied with the online experience, even via a marketplace, there will be a direct word-of-mouth towards the service itself as well as an indirect mention towards the brands that were bought (Abbes et al., 2020).

When it comes to connecting these findings to the second-hand industry and brand loyalty, understanding if a satisfactory purchasing experience via an online second-hand marketplace could lead to a behavioural aim towards the brands consumed is still a case to be made (Abbes et al., 2020). If brands could leverage on the consumers' experience of buying their products on a separate second-hand marketplace, this post-purchase loyalty would serve as way to increase a brand's customer base. Moreover, if there is already an established relationship with the brands before buying these in the second-hand marketplace, these marketplaces could simultaneously take advantage of this pre-purchase loyalty (Abbes et al., 2020).

Part 3. Work Project

3.1. Methodology

For the purpose of my Work Project's research and understanding the connection between second-hand purchasing in the digital channel and brand loyalty, an in-depth behavioural study on second-hand consumers was conducted. Understanding the pre- and post-purchase behaviour of second-hand consumption in the digital channel with a special focus on brand loyalty was the main point to be addressed. With this in mind, the research executed followed three different methods of primary data collection, namely, a pre-recruitment questionnaire, in-depth qualitative interviews and a quantitative questionnaire.

3.2. Sample Population

Three different methods of primary data collection were carried out. Firstly, a pre-recruitment questionnaire was sent out in order to gather potential candidates for the in-depth one-to-one interviews. The pre-recruitment questionnaire was answered by 55 respondents from which 30 were eligible to proceed to the interview round. The pre-recruitment filters that identified the eligibility of a respondent to move forward with the qualitative interviews were: a) having purchased a second-hand fashion item in the last three years; b) having purchased a second-hand fashion item online (Appendix 2.1). For a respondent to be eligible, the answer given to both questions addressed needed to be “yes”. Secondly, the in-depth semi-structured interviews were conducted to the 30 filtered candidates by the pre-recruitment questionnaire. The goal of this qualitative analysis was to get an intimate understanding of the behaviours associated with the purchasing of second-hand fashion online and the respective relationship with brands. Out of the 30 interviewees, 19 were female and 11 were male and all of the interviewees had ages between 10 and 24 years old, belonging to the Generation Z. Four different nationalities were represented, including 18 Portuguese, 8 German, 2 Dutch and 2 Italian. Please refer to Appendix 2.2 for the interview guide and Appendix 2.4 for the detailed sample characteristics. Thirdly, a quantitative questionnaire was carried out in order to further validate the premises discovered in the qualitative analysis and to strengthen the discovered insights. The questionnaire had a total of 194 respondents in which 120 were eligible for the study after being filtered out by the same filtering questions of the pre-recruitment questionnaire. The sample was composed of 90 females - 75% of the whole sample - and 30 males. 80 respondents were between the ages of 10-24, making 67% of respondents belong to the Generation Z. In terms of occupation, the majority were either students (46%) or employed full-time (31%). Most of the respondents were Portuguese (68%). Please refer to Appendix 3.1 for the detailed questionnaire and Appendix 3.2 for the detailed sample characteristics.

3.3. Primary Data Analysis

3.3.1. Qualitative Analysis

The 30 in-depth semi-structured interviews of second-hand consumers were conducted through an interview guide that had four distinct sections of research: i. Second-hand fashion consumption, to analyse frequency, preferred channels and brands, ii. Pre-purchase behaviour, to understand the drivers for second-hand shopping and choosing certain brands, iii. Online purchasing experience, to comprehend what are the online platforms most used, and iv. Post-purchase behaviour, to finalize with connecting the second-hand online shopping experience with brand loyalty (Appendix 2.2). The qualitative data gathered from the interviews was analysed through an analysis grid (Appendix 2.3) for which comparisons and response patterns were identified and key insights taken (Appendix 2.4).

Starting with the first two topics of research, the second-hand fashion consumption and pre-purchase behaviour, majorities were shown regarding both the frequency of second-hand consumption and the types of brands chosen. 24 out of 30 interviewees mention that they tend to shop second-hand often, between 4 to 8 times per year, and 20 interviewees choose premium and luxury brands as their go-to brands for second-hand shopping. On top of this, 13 interviewees mention that they prefer to shop second-hand pieces from unknown brands for which they are not particularly aware of. In terms of the preferred channels, 15 respondents identify both channels, the offline and the online, as part of their second-hand consumption habits, however, the drivers for choosing one or the other are in regards to the type of shopping they wish to have. Whereas, the offline is chosen for the combination of thrifting one-of-a-kind pieces and the participation in a fun activity, the online is chosen for its convenience and ease of finding specific brands or items. In terms of drivers behind second-hand shopping, price and sustainability were chosen as the main ones by, respectively, 20 and 10 interviewees.

Advancing to the third and fourth topic of research, regarding an online second-hand shopping experience and the consumer's post-purchase behaviour, *Vinted* was identified by 20 out of 30 interviewees as the favourite online marketplace to shop second-hand. All 20 interviewees also identified themselves as being loyal to *Vinted*. The simplicity of the platform's interface, the security of payment and the ease of browsing due to an extensive filter list are the main reasons behind this platform loyalty. In regards to the post-purchase behaviour of second-hand online consumption, 14 out of 30 interviewees identified that their relationship with the brand's purchased changed due to a positive surprise towards the quality of the item's received. Moreover, 12 out of these 14 interviewees acknowledge that this experience actually led to a brand loyalty development towards new brands they were trying for the first time second-hand, and, 2 out of the 14 interviewees, mention that the experience actually strengthened their pre-existing loyalty with the brands purchased. On the opposite side, 10 out of the 30 interviewees claim that the second-hand purchasing experience did not change their relationship with the brand's purchased. This lack of change was explained by the fact these interviewees were already loyal first-hand consumers of these brands and that a second-hand shopping experience is not relevant enough to change their loyalty or attitudes towards them. Lastly, 6 out of 30 interviewees mentioned that they do not connect the second-hand purchasing experience with the brands purchased therefore brand loyalty will not be impacted by the second-hand experience. To conclude, it seems that the relationship with the brands purchased is an important know-how in order to extract conclusions regarding brand loyalty and post-purchase behaviour of second-hand consumers. This can be deducted as opposite insights were gathered in case of interviewees that purchased new brands for the first-time second-hand and interviewees that purchased brands' they were already aware of. For new brands, it seems that brand loyalty could change mainly due to a surprise on the quality of the items received and,

for brands that interviewees were already aware of and loyal to, the second-hand experience will not be significant enough to impact the pre-existing loyalty.

3.3.2. Quantitative Analysis

The quantitative questionnaire was built in order to validate and strengthen the key insights taken from the qualitative research. Both the interview guide and the preliminary conclusions of the qualitative interviewees assisted in framing the questionnaire outline (Appendix 3.1). The quantitative questionnaire was answered by 120 eligible respondents which represents a significant sample to corroborate the conclusions taken from the qualitative analysis.

Second-hand fashion consumption

Even though 47% of the respondents claim they have purchased second-hand fashion items for the last time this same month and 30% between 1 to 3 months ago, when asked about the frequency of consumption, 46% of respondents claim that they only purchase second-hand fashion items between 1 to 3 times per year (Appendix 3.3.1).

When it comes to the preferred channel to shop second-hand fashion, the results are very divided and no majorities were shown. 48% of respondents choose the offline (Thrift, Charity and Consignment physical stores) and 49% of respondents choose the online (Online marketplaces) as their preferred channel (Appendix 3.3.2). In terms of the reasons behind choosing the online or the offline channel for second-hand shopping, respondents identified that the online channel is mostly chosen for its accessibility, ease of browsing for items and ease of finding brands loved first-hand. In terms of the offline channel, respondents choose to shop offline as it is an easier way to find one-of-a-kind items. Ease of discovering new brands was identified as both a reason for choosing to shop offline or online second-hand pieces (Appendix 3.3.3). With this in mind, it seems that shopping second-hand fashion online is mostly chosen by the consumers that already have a pre-determined idea of what type of items or brands they wish to seek for in the second-hand resale space.

Pre-purchase behaviour

When asked about the drivers for purchasing second-hand fashion, the majority of participants identified saving money as the number one driver (38%). Sustainability (28%) and the possibility to afford higher-end brands (16%) came as the second and third most important drivers for second-hand shopping. Finding quality pieces came in last place, with only 5% of participants ranking it as a number one driver (Appendix 3.3.4). The above findings are on-target with the sample characteristics as 67% of respondents belong to the Generation Z, which is a group with a low purchasing power. When looking at the brands that participants tend to choose the most when shopping second-hand fashion, luxury (28%) and premium brands (24%) were selected by the biggest portion of respondents. Fast-fashion was selected by the least number of respondents (7%) (Appendix 3.3.5). This finding goes in accordance with the fact that the number one driver for second-hand shopping is saving money. As fast-fashion is already cheap by nature first-hand, there is no reason for the Generation Z to choose this category of brands when shopping second-hand.

In regards to the relationship with brands and second-hand shopping, the majority of respondents do not actually have the need to go for brands that they already have a relationship with when purchasing second-hand. 53% of participants disagreed with the statement “I only purchase second-hand from brands that I already know” with 36% out of these 53% actually showing a strong disagreement. Moreover, when presented with the statement “I am open to trying new brands when purchasing second-hand”, 80% of participants agreed. The latter results reinforce the lack of need of a relationship with the brands prior to purchasing them second-hand. With this in mind, it seems that brand awareness is not a requisite for most consumers to shop second-hand. On top of this, 64% of participants reinforced the driver of choosing second-hand to afford higher-end brands as they agreed with the statement “I tend to go for brands second-hand that are too expensive to buy first-hand”.

Below are a number of statements regarding the relationship with brands and second-hand shopping. Please indicate to what extent do you agree or disagree with the following statements

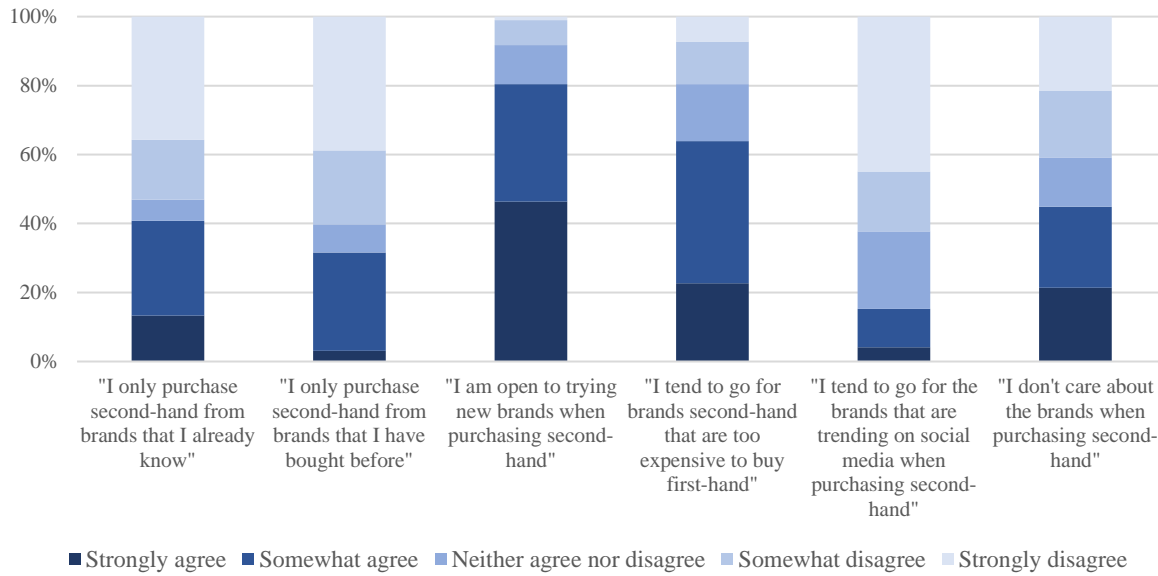


Fig. 1: Respondent’s pre-purchase relationship with brands

Source: Primary data collected through quantitative analysis, Work Project’s author

Online purchasing experience

Vinted is the marketplace of choice for online resale, with 41% of the respondents choosing it as their usual marketplace for both browsing and purchasing (Appendix 3.3.6). In regards to characteristics of second-hand online marketplaces, respondents were asked to rate on a scale of 1 to 5, where 1 - do not value at all, and 5 - strongly value, the degree to which they value certain attributes that are present on these platforms. Security of payment (mean = 4.53), ease of browsing (mean = 4.18) and simplicity of the platform (mean = 4.13) were rated with the highest scores resulting in the top three categories that participants value the most when using second-hand online marketplaces. An extensive brand list (mean = 3.3) and a strong community aspect (mean = 2.62) were identified as the characteristics that respondents value the least (Appendix 3.3.7). When it comes to loyalty towards a specific online marketplace for second-hand shopping, 44% of participants referred to themselves as loyal users of Vinted (Appendix 3.3.6). Participants identified their successful past purchases on the platform (27%) and the security of payment on check-out (21%) as the reasons behind this platform loyalty (Appendix

3.3.8). With this in mind, it seems that a satisfactory online purchasing experience will be determined by, not only, a history of successful purchases, but also, by specific characteristics of the marketplace that help facilitate the transaction such as a strong payment security and an overall user-friendly interface.

Post-purchase behaviour

To validate the insights from the qualitative interviews and to understand if indeed a pre-existing relationship with the brand's purchased via a second-hand online marketplace could affect the post-purchase behaviour, the participants were asked to think about two different scenarios: a) think about a brand they love and desire and imagine a good experience purchasing this brand via a second-hand online marketplace; b) think about trying a new brand for the first time and imagine a good experience purchasing this brand via a second-hand online marketplace.

Starting with the first scenario, the statements in which the participants showed the strongest agreement, with 75% and 70% of respondents respectively agreeing, were the following: "I will buy again from this brand second-hand" and "I trust the brand's quality even more now". These findings show a strong association with a positive brand image. However, when it comes to brand loyalty, no strong opinions have been shown. When presented with the statement "I feel more loyal to the brand", 42% of participants neither agreed or disagreed. Moreover, when participants were presented with the statement "I will think of buying this brand first-hand", 34% also neither agreed or disagreed. With this in mind, it seems that brand loyalty is not affected by a second-hand purchasing experience for brands consumers already have a pre-existing relationship with. Even though their brand image is enhanced due to a positive reaction towards the quality of the brands received, this does not build a strong enough case to essentially influence loyalty.

For this question, please **think of a fashion brand you love and desire**. Imagine you had a **very good experience purchasing this brand via a second-hand online marketplace**. How do you think this experience affected your relationship with the brand purchased

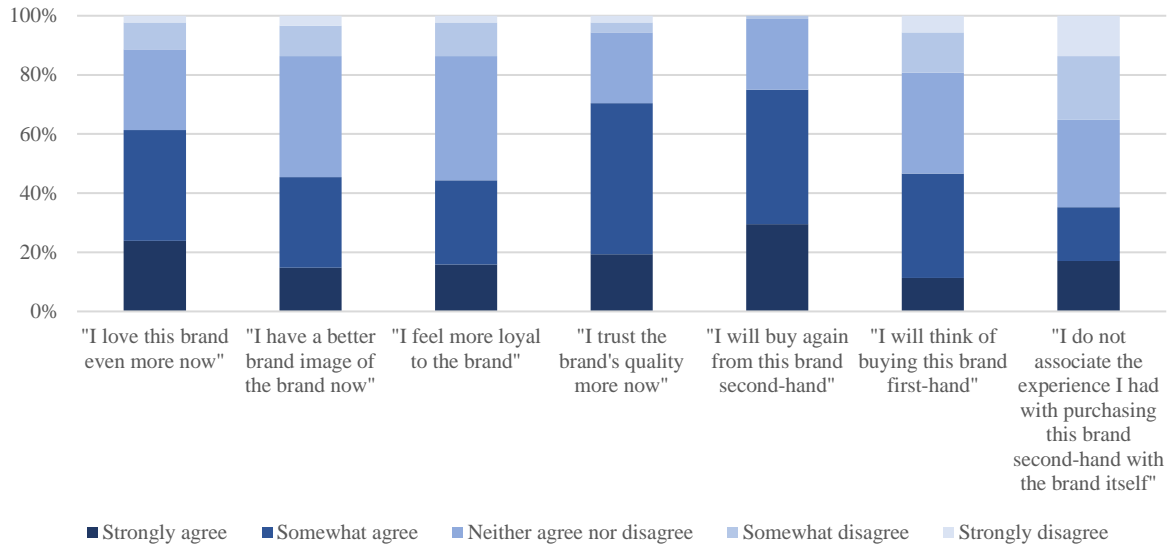


Fig. 2: Respondent’s post-purchase relationship with desired brands

Source: Primary data collected through quantitative analysis, Work Project’s author

Moving to the second scenario, respondents were asked to think about trying a new brand for the first-time via a second-hand online marketplace. When participants were presented with the statement “I feel a strong connection towards this brand now”, 46% of participants agreed to it. When looking at brand image and brand loyalty, very positive results were gathered. When participants were presented with the statement “I have a good brand image of this brand now” and “I will buy again from this brand second-hand”, 70% and 67%, respectively, agreed to it. Moreover, 52% of participants showed an agreement towards “I will think of buying this brand first-hand”. This latter finding is a very good indication of the impact of a second-hand purchasing experience online on brand loyalty. On top of this, and similar to the first scenario’s findings, a concern towards quality was verified. Majority of respondents agreed that having a good purchasing experience second-hand is a driver towards trusting the brand’s quality as 70% agreed to the statement “I trust this brand’s quality”. To conclude, findings validate that indeed a second-hand purchasing experience could influence loyalty, but only for brands

consumers are actually trying for the first time second-hand. This loyalty is built upon the positive perceptions and attitudes towards the quality of the item's received.

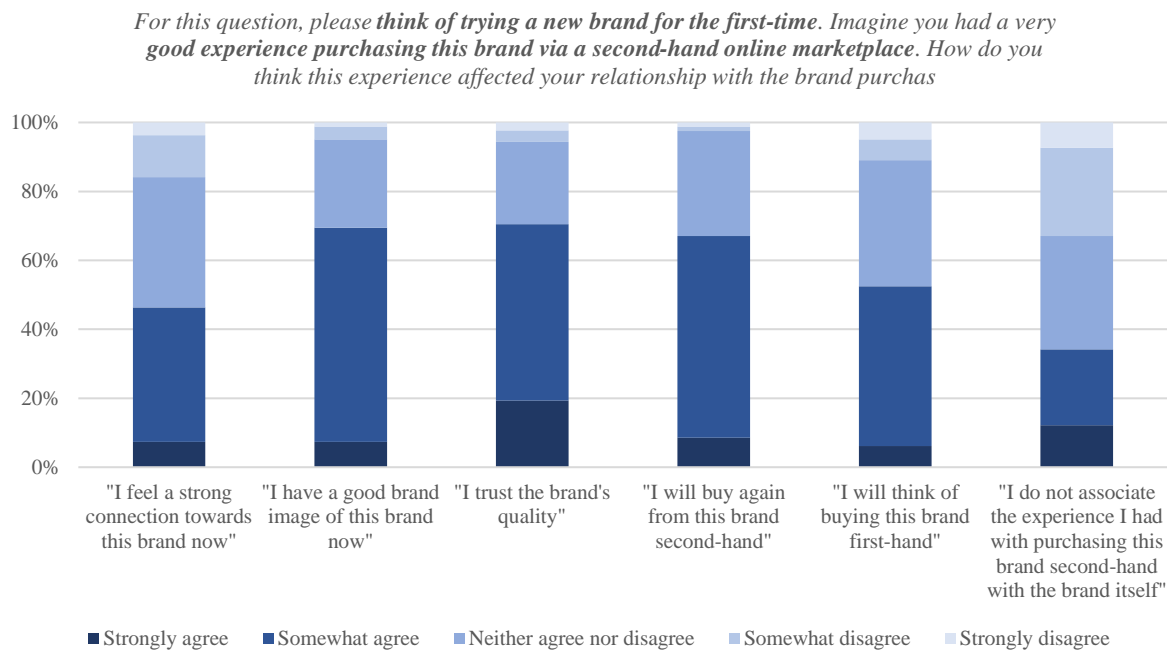


Fig. 3: Respondent's post-purchase relationship with new brands

Source: Primary data collected through quantitative analysis, Work Project's author

Part 4. Work Project Discussion

The purpose of this Work Project was to understand if a second-hand purchasing experience via an online marketplace could impact the loyalty towards the brands purchased. Firstly, understanding the pre-purchase behaviour for second-hand shopping was an important initial step towards the creation of a proper discussion framework. The first conclusion was that the main driver behind second-hand shopping is saving money. This finding validates the insights taken from the secondary research, as sources such as the *Thredup Resale Report* from 2022, identified sparing money as the biggest driver for second-hand shopping. Moreover, and since 67% of the sample belongs to the Generation Z, these findings are not surprising, as this group belongs to a bracket of low purchasing power. Sustainability and the possibility to afford higher-end brands were identified by the respondents as the second and third most important

drivers for second-hand shopping. As the majority of the sample mentioned both Premium and Luxury brands as their go-to brands for shopping second-hand, the legitimacy of this third driver is confirmed. With this in mind, there is unquestionably an opportunity for both Premium and Luxury brands to take advantage of the second-hand market by sourcing discounted items as the trend of the market for such pieces has been clearly identified.

When it comes to the consumer's relationship with the brands chosen for second-hand purchasing, it seems that a prior existing affinity with them is not crucial as the majority of respondents agreed with the statement "I am open to trying new brands when purchasing second-hand". By saying so, brand awareness is not a key factor for choosing certain brands over others when purchasing second-hand. Openness to trying new brands, even if unaware of the brand name, is what the majority has agreed to. However, when focusing on the preference towards the different channels for second-hand consumption, the online or the offline, the online was chosen as the preferred channel for browsing and finding specific brands. A key take-away in regards to pre-purchase behaviour is that, even though brand awareness was not recognized as a pre-purchase motivator for second-hand consumption, deciding to shop second-hand online is chosen by the most brand-driven consumers.

When it comes to the experience with using second-hand marketplaces for purchasing second-hand fashion online, *Vinted* was clearly identified as the platform most used and for which respondents showed the strongest loyalty levels towards. Security of payment and ease of browsing were identified both by the quantitative and qualitative analysis as the most valuable characteristics that could essentially lead towards a satisfactory experience when purchasing second-hand. As a seamless shopping experience online is key to drive post-purchase satisfaction (McKinsey & Company, 2022), second-hand online marketplaces should be improving key areas such as payment security and extensive filtering menus in order to reassure an overall successful purchasing experience.

After considering the pre-purchase behaviour and the drivers for a satisfactory experience online, an analysis of the post-purchase behaviour of second-hand shopping was conducted, specifically, to understand the impact of an online second-hand shopping experience on brand loyalty. For this second part, two scenarios with different objectives were laid out after concluding from the qualitative analysis that the nature of the pre-purchase relationship with brands could essentially influence the post-purchase behaviour: the first scenario had the goal of gaining an understanding on the post-purchase behaviour for brands the respondents already knew and desired before purchasing them second-hand and, the second scenario, with the goal of understanding the post-purchase behaviour for brands the respondents did not know prior to purchasing them second-hand.

For the first scenario, it seems that a good purchasing experience via an online second-hand marketplace could actually have a positive impact on the consumer's image towards these brands, especially in regards to quality. 70% of participants agreed that having a good experience purchasing second-hand pieces from brands they were already aware of and desired, via a second-hand online marketplace, could actually increase their trust and confidence towards the brand's quality. This association indicates that a concern when purchasing second-hand fashion could derive from a fear of receiving items with a reduced quality and questionable condition. If the quality of the pieces is endured, the trust towards the brands purchased will increase and its perceptions will be enhanced. This has also been confirmed by the qualitative analysis as some interviewees mentioned that their relationship with the brands purchased second-hand changed mainly due to a satisfaction on the quality of the pieces they received. For example, one interviewee mentions "*Louis Vuitton was one of the brands that I admired, however, I had never bought anything from it. I bought my first bag from this brand second-hand and actually I was so surprised at its quality and the fact that the bag was still in an admirable condition that I started trusting Louis Vuitton's quality and craftsmanship even*

more” (Female, 24, German). However, when it comes to brand loyalty, results were ambiguous. Most participants did not actually have a strong opinion on whether a satisfactory second-hand purchasing experience of brands they were already aware of, could actually lead to an increased brand loyalty. This insight can be explained by the fact that respondents were asked to think about brands that they had a strong desire and awareness towards, which lays out the possibility of an already pre-existing brand loyalty. With this in mind, it would make sense for this loyalty to not change as one purchasing experience is not strong enough for consumers to question and re-think their loyalty towards these specific brands. Ultimately, the insights achieved from the first scenario identify that a second-hand purchasing experience does not affect the loyalty levels for brands consumers are already aware of and loyal to. However, the second-hand purchasing experience can essentially have a strong impact on brand image if a positive surprise on the quality of the item’s received is achieved.

For the second scenario, participants were asked to think about brands they did not have a prior relationship with before the second-hand purchase. Firstly, respondents agreed to the fact that having a good experience purchasing a new brand second-hand could actually lead to an intention of purchasing this brand in the near future first-hand and even repeat-purchase second-hand. These insights clearly identify an impact on the brand loyalty levels and especially on behavioural loyalty, as the loyalty’s nature is in regards to intentions towards repeat-purchase. Secondly, a positive impact on the brand image was also concluded and, similar to the first scenario, this brand image is mostly empowered by the contentment towards the quality of the pieces purchased. This satisfaction leads to a growth in the brand’s confidence and trust. We can conclude that a positive experience purchasing new brands via a second-hand online marketplace could be a first step into building a stable brand image and intention towards brand loyalty. With this in mind, niche and smaller brands, with premium price points, could benefit from partnerships with online marketplaces such as *Vinted* in order to build a strong

base of loyal customers. These brands could source second-hand pieces directly from their first-hand consumers, repair the items and put them on sale on second-hand marketplaces.

To conclude, having a satisfactory experience purchasing unknown brands via a second-hand online marketplace could lead to an increased brand loyalty as intentions towards repeat-purchase second-hand and purchase first-hand were clearly shown. This loyalty is supported by the impact of a satisfactory second-hand experience on brand image, especially in regards to its contribution towards a positive attitude on the brand's quality.

Part 5. Work Project Limitations and Directions for Future Research

This Work Project was overall susceptible to some limitations, especially in regards to the sample in case. Firstly, the qualitative analysis was limited to a reduced scope of 30 interviewees, who all belonged to the age group of 10 to 24 years old. Moreover, the interviewees were only representative of four different nationalities. Secondly, the quantitative analysis suffered from similar limitations, as the sample size was unrepresentative of all the second-hand consumers. Even though there was a focus on studying the generations that are most susceptible to second-hand shopping, the Generation Z and the Millennials, the latter still lacked representation as the majority of respondents belonged to the age group of 10 to 24 years old. In terms of nationality and gender, the distribution of the sample was biased to the Portuguese and to females. For future research, a segmentation of the different types of second-hand personas would help understand if the differences in regards to the pre- and post-purchase behaviour of second-hand consumption could be somewhat connected to the intrinsic characteristic of consumers. Moreover, shifting the scenarios and studying the impact of a negative second-hand shopping experience via a second-hand marketplace, instead of a positive experience, could actually lead to more in-depth insights regarding the post-purchase behaviour and impact on brand loyalty levels.

References

Abbes, Intissar, Yousra Hallem, and Nadia Taga. 2020. "Second-Hand Shopping and Brand Loyalty: The Role of Online Collaborative Redistribution Platforms." *Journal of Retailing and Consumer Services* 52: 101885. doi:10.1016/j.jretconser.2019.101885.

Amed, Imran, Berg, Achim, Balchandani, Anita, Hedrich, Saskia, Rolkens, Felix, Young, Robb, Jensen, Jakob E., and Peng, Althea. 2021. "The State of Fashion 2021", McKinsey & Company. Retrieved on October 8, 2022, from:

<https://www.mckinsey.com/~/media/mckinsey/industries/retail/our%20insights/state%20of%20fashion/2021/the-state-of-fashion-2021-vf.pdf>

Amed, Imran, Berg, Achim, Balchandani, Anita, Hedrich, Saskia, Jensen, Jakob, Straub, Michael, Rolkens, Felix, Young, Robb, Brown, Pamela, Merle, Leila, Crump, Hannah, and Dargan, Amanda. 2022. "The State of Fashion 2022", McKinsey & Company. Retrieved on October 8, 2022, from:

<https://www.mckinsey.com/~/media/mckinsey/industries/retail/our%20insights/state%20of%20fashion/2022/the-state-of-fashion-2022.pdf>

Berg Achim, Berjaoui, Bassel, Iwatani, Naoyuki, and Zerbi, Stefano. 2021. "Welcome to luxury fashion resale: Discerning customers beckon to brands", McKinsey & Company.

Retrieved on October 22, 2022, from: <https://www.mckinsey.com/industries/retail/our-insights/welcome-to-luxury-fashion-resale-discerning-customers-beckon-to-brands>

Bretous, Martina. 2022. "What is Brand Loyalty and How to Build It?", Hubspot. Retrieved on October 22, 2022, from: <https://blog.hubspot.com/agency/surprising-stats-brand-loyalty>

Carson, Biz. 2018. "Next Billion-Dollar Startups: How A Serial Social Shopping Entrepreneur Built Poshmark From Used Clothes Into a \$625M Retail Empire", Forbes.

Retrieved on October 12, 2022, from:

<https://www.forbes.com/sites/bizcarson/2018/12/14/next-billion-dollar-startups-how-a-serial-social-shopping-entrepreneur-built-poshmark-from-used-clothes-into-a-625m-retail-empire/?sh=203470db1150>

Chhadwa, J., P.K. Bhoyar, and J.C. Sharmiladevi. 2022. "Role of Corporate Social Responsibility in Building Brand Loyalty and Purchase Consideration of Products and Services for Millennials." *CARDIOMETRY*, no. 23: 577–84.
doi:10.18137/cardiometry.2022.23.577584.

Curry. 2022. "Depop Revenue and Usage Statistics", *Business of Apps*. Retrieved on October 22, 2022, from: <https://www.businessofapps.com/data/depop-statistics/>

Ebay. 2022. "Our History", Ebay. Retrieved on October 12, 2022, from: <https://www.ebayinc.com/company/our-history/>

Ellen Macarthur Foundation. 2022. "What is Circular Economy?". Retrieved on October 8, 2022, from: <https://ellenmacarthurfoundation.org/topics/circular-economy-introduction/overview>

Estribeau, Raphaël, Krueger, Felix, Vitrani Judith, Willersdorf Sarah, Marteau Pierre-François, Moizant Fanny, and Gasc, Maëlle. 2022. "What an Accelerating Secondhand Market Means for Fashion Brand and Retailers", BCG. Retrieved on October 15, 2022, from: <https://www.bcg.com/publications/2022/the-impact-of-secondhand-market-on-fashion-retailers>

Fashion for Good. 2019. "The Future of Circular Fashion. Assessing the Viability of Circular Business Models". Retrieved on October 8, 2022, from: <https://fashionforgood.com/wp-content/uploads/2019/05/The-Future-of-Circular-Fashion-Report.pdf>

Francis, Tracy, and Hoefel, Fernanda. 2018. "True Gen: Generation Z and its implications for companies", McKinsey & Company. Retrieved on October 12, 2022, from:

<https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/true-generation-z-and-its-implications-for-companies>

Hamari, Juho, and Antti Ukkonen. 2013. "The Sharing Economy: Why People Participate in Collaborative Consumption." SSRN Electronic Journal. doi:10.2139/ssrn.2271971.

Han, Jinhee. 2013. "Understanding second-hand retailing: A resource-based perspective of best practices leading to business success". Master Thesis Dissertation

Hill, Madeleine. 2022. "What is Circular Fashion?", Good on You. Retrieved on October 8, 2022, from: <https://goodonyou.eco/what-is-circular-fashion/>

Ishak, Faridah, and Abd. Ghani, Noor Hasmini. 2013. "A Review of the Literature on Brand Loyalty and Customer Loyalty"

Keller, Kevin Lane, and Vanitha Swaminathan. 2020. Strategic Brand Management: Building, Measuring, and Managing Brand Equity. Harlow, Essex: Pearson Education Limited.

Kemp, Jonathan. 2021. "What is the Difference between Vinted and Depop – which is better?", Thrifted. Retrieved on October 12, 2022, from: <https://www.thrifted.com/blogs/the-edit/what-is-the-difference-between-vinted-depop-which-is-better>

McKinsey & Company. 2022. "Enhancing Customer Experience in the Digital Age", McKinsey & Company. Retrieved on October 22, 2022, from: <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/enhancing-customer-experience-in-the-digital-age>

McKinsey & Company. 2021. “How to drive customer loyalty and growth”, McKinsey & Company. Retrieved on October 22, 2022, from: <https://www.mckinsey.com/featured-insights/themes/how-to-drive-customer-loyalty-and-growth>

Nam, Janghyeon, Yuksel Ekinici, and Georgina Whyatt. 2011. “Brand Equity, Brand Loyalty and Consumer Satisfaction.” *Annals of Tourism Research* 38 (3): 1009–30.

doi:10.1016/j.annals.2011.01.015.

Poshmark. 2021. “Poshmark, Inc. Reports Second Quarter 2021 Financial Results”, Poshmark. Retrieved on October 12, 2022, from: <https://investors.poshmark.com/news/news-details/2021/Poshmark-Inc.-Reports-Second-Quarter-2021-Financial-Results/default.aspx>

Qualtrics. 2012. “Become a Leader in Retail Customer Experience”, Qualtrics. Retrieved on October 22, 2022, from: https://success.qualtrics.com/rs/542-FMF-412/images/Experience_leadership_in_the_retail_industry.pdf

Shrivastava, Archana, Geetika Jain, Sachin S. Kamble, and Amine Belhadi. 2021. “Sustainability through Online Renting Clothing: Circular Fashion Fueled by Instagram Micro-Celebrities.” *Journal of Cleaner Production* 278: 123772.

doi:10.1016/j.jclepro.2020.123772.

Statista. 2022. “Second-hand apparel market value worldwide from 2021 to 2026”. Retrieved on October 8, 2022, from: <https://www.statista.com/statistics/826162/apparel-resale-market-value-worldwide/>

ThredUp. 2022. “ThredUp Resale Report 2022”. Retrieved on October 8, 2022, from: <https://www.thredup.com/resale/>

Treet, 2022. “Driving Customer Loyalty Through Resale”, Treet. Retrieved on October 22, 2022, from: <https://www.treet.co/post/driving-customer-loyalty-through-resale>

Vestiaire Collective. 2022. “Welcome to the Collective! Behind the scenes of circular fashion”, Vestiaire Collective. Retrieved on October 12, 2022, from:

<https://www.vestiairecollective.com/journal/our-concept-page/>

Vinted. 2022. “About”, Vinted. Retrieved on October 12, 2022, from:

<https://www.vinted.com/about>

A Work Project, presented as part of the requirements for the Award of a Master's degree in
Management from the Nova School of Business and Economics.

CAN CIRCULAR FASHION IMPACT BRAND LOYALTY?

**AN EXPLORATORY RESEARCH ON THE PRE- AND POST-PURCHASE BEHAVIOUR
OF SECOND-HAND FASHION CONSUMPTION IN THE DIGITAL CHANNEL**

APPENDICES

CATARINA MARGARIDA DA SILVA ALMIRANTE, 44954

Work project carried out under the supervision of:

Professor Anne-Flore Maman Larraufie

16/12/2022

Table of Contents

APPENDIX 1. SECONDARY DATA33

APPENDIX 2. PRIMARY DATA - QUALITATIVE ANALYSIS34

APPENDIX 2. PRIMARY DATA - QUANTITATIVE ANALYSIS48

APPENDIX 1. SECONDARY DATA

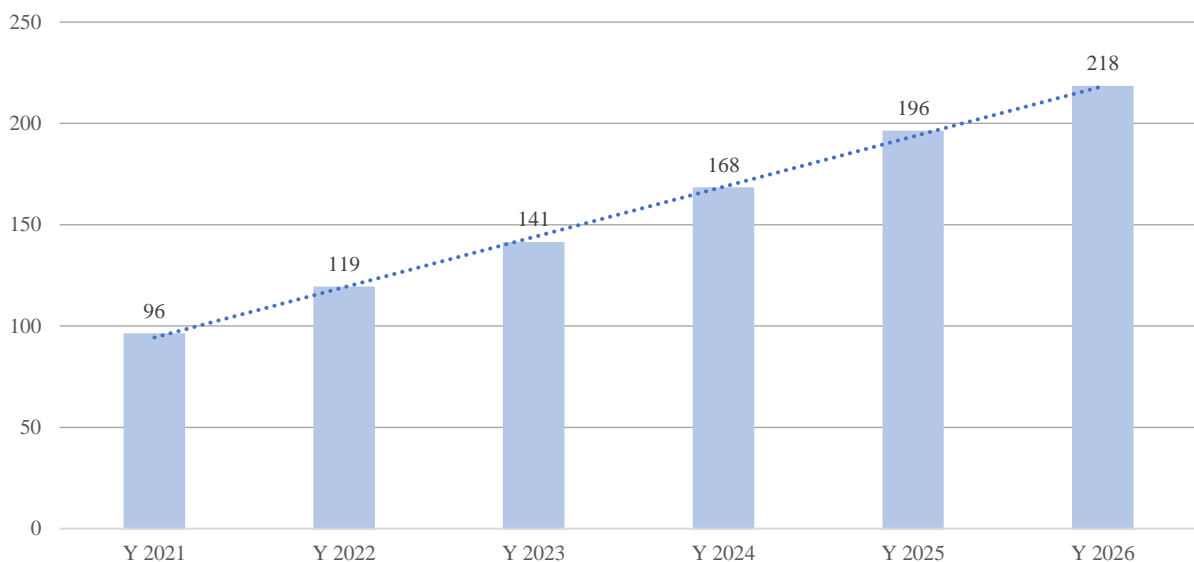
Appendix 1.1. Share of Second-hand items on Consumer's Closets Worldwide (% of items owned by second-hand buyers)

Source: *Estripeau et al, 2022*



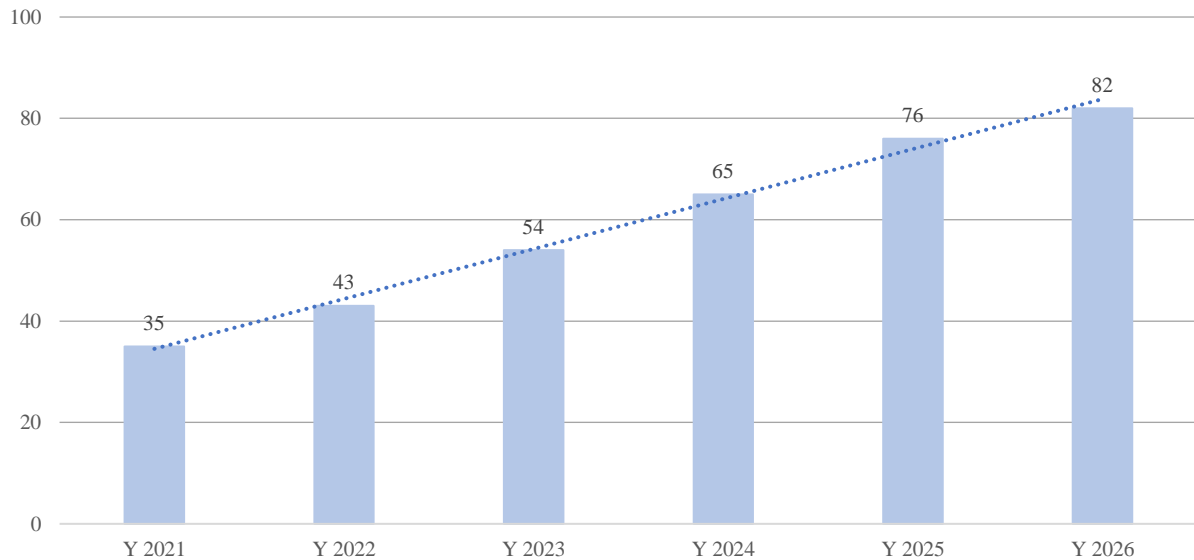
Appendix 1.2. Second-hand Apparel Market Value Worldwide from 2021 to 2026 (in billion U.S. dollars)

Source: *Statista, 2022*



Appendix 1.3. U.S. Second-hand Apparel Market Value from 2021 to 2026 (in billion U.S. dollars)

Source: ThredUp, 2022



Appendix 2. PRIMARY DATA - QUALITATIVE ANALYSIS

Appendix 2.1. Pre-recruiting Questionnaire

Source: Work Project's Author

Start of Block: Introduction

“Welcome! My name is Catarina and I am student of the Master in Management with a stream in Luxury Management from Nova School of Business and Economics. On the behalf of my MSc thesis, I am developing a study regarding the pre- and post-purchase behaviour of second-hand fashion shopping in the digital channel. I would appreciate it if you could help my research by answering this questionnaire that I’ve prepared. The questionnaire will have a duration of less than 2 minutes and it is confidential.

Thank you in advance for your participation and for your time,
Catarina”

Start of Block: Filtering questions

Q1 Have you purchased a second-hand fashion item within the past 3 years?

- Yes
- No

Q2 Have you purchased a second-hand fashion item online?

- Yes
- No

Start of Block: Second-hand consumption

Q3 When was the last time you bought a second-hand fashion item?

- This month
- Between 1-3 months ago
- Between 3-6 months ago
- Between 6-12 months ago
- More than 1 year ago

Q4 How often do you shop second-hand?

- Not often (1-3 times per year)
- Often (4-8 times per year)
- Very often (more than 8 times per year)

Q5 What is your preferred channel to shop second-hand

- Online (second-hand marketplaces)
- Offline (thrift, charity shops, etc.)

Start of Block: Demographics

Q6 What gender do you identify with?

- Male
- Female
- Prefer not to say

Q7 What is your age?

- 9 or younger
- 10 - 24
- 25 - 40
- 41 - 55
- 56 or older

Q8 What is your nationality?

Q9 What is your current occupation?

- Student
- Student Worker
- Employed full-time
- Employed part-time
- Self-employed
- Unemployed
- Retired
- Prefer not to say

Start of Block: Qualitative Interview

“In the needing of additional data for my Work Project research, I will be conducting one-to-one interviews on the topic of second-hand shopping. If you feel comfortable and willing to participate, I would like to ask you for your name and e-mail address so I can contact you.

Thank you in advance. “

Q10 Name

Q11 Email

Appendix 2.2. Qualitative Interview Guide

Source: *Work Project's Author*

Warm-up
"My name is Catarina and I am student of the Master in Management with a stream in Luxury Management from Nova School of Business and Economics. On the behalf of my MSc thesis, I am developing a study regarding the pre- and post-purchase behaviour of second-hand shopping in the digital channel. The interview will last approximately 60 minutes. If you agree, this interview will be recorded for later analysis, with all your responses being held in confidence. Thank you for your time and participation! Whenever you feel ready, we can start."
Initial Question
"Last time you bought a fashion item second-hand, where did you buy it and why?"
Topics to be developed
<ul style="list-style-type: none">• Second-hand fashion consumption: frequency, chosen categories, chosen brands, preferred channels (online and offline)• Pre-purchase behaviour: drivers for purchasing second-hand, drivers for choosing certain brands• Online purchasing experience: platforms used, platform's characteristics most appreciated• Post-purchase behaviour: experience with online second-hand purchase and change of relationship with brands purchased, loyalty towards brands purchased
Demographics
<ul style="list-style-type: none">• Gender• Age• Nationality• Occupation

Appendix 2.3. Qualitative Interview Analysis Grid

Source: Work Project's Author

Analysis Grid	Interviewee 1	Interviewee 2	Interviewee 3	Interviewee 4	Interviewee 5
Second-hand consumption:					
Frequency of second-hand consumption	6x year	5x year	1x every 2 months	1x month	6x year
Chosen categories	Clothing	Clothing, shoes	Clothing, accessories	Clothing, accessories	Clothing
Chosen brands	Independent / Niche	Premium / Luxury	Premium / Luxury	Luxury brands	Not brand drive - any brands
Preferred channels - online or offline	Online and Offline	Offline	Online and Offline	Online and Offline	Online and Offline
Pre-purchase behaviour:					
Top Driver for purchasing second-hand	Price	Price	Sustainability	Sustainability	Sustainability
Drivers for choosing certain brands (unknown brands or brands you know)	I don't go for brands that I have a relationship with as I like to discover new items	I mostly go for brands that I know because of the familiarity of the fit	I go brands I don't know; if I see something from a brand I love, I will definitely pay more attention to the item	If I'm buying a luxury piece, I will go for brands I know; for clothing, down to give independent brands a try	I don't go for brands that I have a relationship with as I like to discover new items
Drivers for choosing online or offline consumption	Offline for a fun activity; Online because it is easier to browse and more accessible	Offline for thrifting and finding vintage pieces; Online because it is easier to browse and more accessible	Online because the offer of flea markets in Portugal is not good; Offline only if I want to see the item in person	Online is easier to find good Luxury items second-hand	If I want to look very specific things; easier to browse online; offline is more for fun
Experience with online second-hand shopping:					
Favorite online marketplace to buy second-hand	Zalando	Depop	Vestiaire Collective	Vestiaire Collective	Vinted
Do you consider yourself loyal to the marketplace of choice x?	No	Yes	Yes	No	Yes
What are the main characteristics a second-hand online fashion platform should have that you appreciate?	Simplicity, ease of browsing, reviews	Simplicity, security of payment	Simplicity, security of payment, ease of , reviews	Simplicity, ease of browsing	Simplicity, ease of browsing, filters
Post-purchase behaviour:					
As your relationship with any of the Brands you bought second-hand changed due to this experience?	Yes, I bought a brand for the first time second hand and got super happy at the quality of the piece I received	I already have a relationship with these brands prior to buying them so no	No connection with the platform and the brand	Louis Vuitton was one of the brands that I admired, however, I had never bought anything from it. I bought my first bag from this brand second-hand and actually I was so surprised at its quality and the fact that the bag was	No connection with the platform and the brand
Impact on Loyalty - Yes / No	Yes	No	No	Yes	No
Demographics:					
Gender	Male	Male	Male	Female	Female
Age	10-24	10-24	10-24	10-24	10-24
Nationality	German	Portuguese	Portuguese	German	Portuguese
Occupation	Student	Student	Student	Employed full-time	Student

Analysis Grid	Interviewee 6	Interviewee 7	Interviewee 8	Interviewee 9	Interviewee 10
Second-hand consumption:					
Frequency of second-hand consumption	1x month	1x month	4x year	5x year	4x year
Chosen categories	Clothing	Clothing, accessories	Clothing, accessories	Clothing	Clothing
Chosen brands	Premium	Independent / Niche	Premium, Luxury	Independent / Niche	Premium / Luxury
Preferred channels - online or offline	Online and Offline	Online	Online and Offline	Online and Offline	Online and Offline
Pre-purchase behaviour:					
Top Driver for purchasing second-hand	Price	Sustainability	Price	Price	Price
Drivers for choosing certain brands (unknown brands or brands you know)	Yes, I only go for brands that I already have a relationship with; know the brands already because I know the fit / style	I mostly go for brands that I do not know	Specific brands that I look for second-hand; strong brand awareness	I don't go for brands that I have a relationship with as I like to discover new items	I don't go for brands that I have a relationship with as I like to discover new items
Drivers for choosing online or offline consumption	Online most of the times; Offline only to look around for fun, no intention to buy	Online because it is easier to find pieces	Offline for a fun activity; Online because it is easier to browse and more accessible	Offline for a fun activity; Online because it is easier to browse and more accessible	Offline for a fun activity; Online because it is easier to browse and more accessible
Experience with online second-hand shopping:					
Favorite online marketplace to buy second-hand	Vinted	Vinted	Vestiaire Collective	Depop	Vinted
Do you consider yourself loyal to the marketplace of choice x?	Yes	Yes	Yes - past purchases successful	No	Yes
What are the main characteristics a second-hand online fashion platform should have that you appreciate?	Simplicity, security of payment	Simplicity, ease of browsing, reviews	Simplicity, ease of browsing	Simplicity, security of payment, ease of browsing	Simplicity, filters
Post-purchase behaviour:					
As your relationship with any of the Brands you bought second-hand changed due to this experience?	I already have a relationship with these brands prior to buying them so no	Yes and it all comes down to quality and to the state of the item received	I already have a relationship with these brands prior to buying them so no	Yes, how I receive the item and the quality and condition plays a big factor on my opinion towards the brand	Yes. I bought a bag from a new brand that I had never bought before and got really impressed with the quality which instantly made me more happy about the brand
Impact on Loyalty - Yes / No	No	Yes	No	Yes	Yes
Demographics:					
Gender	Male	Female	Male	Male	Female
Age	10-24	10-24	10-24	10-24	10-24
Nationality	German	Dutch	Portuguese	Portuguese	Portuguese
Occupation	Employed full-time	Employed full-time	Student	Student	Student

Analysis Grid	Interviewee 11	Interviewee 12	Interviewee 13	Interviewee 14	Interviewee 15
Second-hand consumption:					
Frequency of second-hand consumption	7x year	4x year	1x year	6x year	4x year
Chosen categories	Clothing, shoes	Clothing, accessories	Clothing, accessories	Clothing	Clothing, accessories
Chosen brands	Premium / Luxury	Luxury brands	Not brand drive - any brands	Premium	Not brand drive - any brands
Preferred channels - online or offline	Online and Offline	Online	Online	Offline	Offline
Pre-purchase behaviour:					
Top Driver for purchasing second-hand	Sustainability	Price	Price	Price	Price
Drivers for choosing certain brands (unknown brands or brands you know)	I don't go for brands that I have a relationship with as I like to discover new items	I mostly go for brands that I know because of the familiarity of the fit	I don't go for brands that I have a relationship with as I like to discover new items	Yes, I only go for brands that I already have a relationship with; know the brands already because I know the fit / style	I don't go for brands that I have a relationship with as I like to discover new items
Drivers for choosing online or offline consumption	Offline for a fun activity; Online because it is easier to browse and more accessible	Online is easier to find good Luxury items second-hand	Online for finding everything in one place	Offline to look around for fun	Offline to look around for fun
Experience with online second-hand shopping:					
Favorite online marketplace to buy second-hand	Depop	Independent local second-hand e-commerce	Vinted	Vinted	Vinted
Do you consider yourself loyal to the marketplace of choice x?	No	No	Yes	Yes	Yes
What are the main characteristics a second-hand online fashion platform should have that you appreciate?	Simplicity, reviews	Simplicity, security of payment, ease of browsing	Simplicity, security of payment	Simplicity, security of payment, ease of browsing	Security of payment, reviews
Post-purchase behaviour:					
As your relationship with any of the Brands you bought second-hand changed due to this experience?	For sure. I bought Sandro shoes second-hand and was very surprised at the quality which immediately made me more keen towards the brand	I already have a relationship with these brands prior to buying them so no	No connection with the platform and the brand	Yes because I was even more surprised at how great the style was even though I had bought from the brand before	No connection with the platform and the brand
Impact on Loyalty - Yes / No	Yes	No	No	Yes	No
Demographics:					
Gender	Female	Male	Male	Female	Female
Age	10-24	10-24	10-24	10-24	10-24
Nationality	Portuguese	German	Portuguese	Portuguese	Portuguese
Occupation	Employed full-time	Employed full-time	Student	Student	Student

Analysis Grid	Interviewee 16	Interviewee 17	Interviewee 18	Interviewee 19	Interviewee 20
Second-hand consumption:					
Frequency of second-hand consumption	4x year	4x year	5x year	7x year	1x year
Chosen categories	Clothing, accessories	Clothing, accessories	Clothing, accessories	Clothing, accessories	Clothing, accessories
Chosen brands	Premium, Luxury	Independent / Niche	Premium / Luxury	Premium / Luxury	Luxury brands
Preferred channels - online or offline	Online	Offline	Offline	Offline	Online and Offline
Pre-purchase behaviour:					
Top Driver for purchasing second-hand	Sustainability	Price	Price	Sustainability	Price
Drivers for choosing certain brands (unknown brands or brands you know)	Not brand-driven	I mostly go for brands that I know because of the familiarity of the fit	I don't go for brands that I have a relationship with as I like to discover new items	I don't go for brands that I have a relationship with as I like to discover new items	I don't go for brands that I have a relationship with as I like to discover new items
Drivers for choosing online or offline consumption	Online for looking for very specific things	Online for looking for very specific things	Offline to look around for fun	Offline to look around for fun	Offline for a fun activity; Online because it is easier to browse and more accessible
Experience with online second-hand shopping:					
Favorite online marketplace to buy second-hand	Vinted	Vinted	Vinted	Vinted	Vinted
Do you consider yourself loyal to the marketplace of choice x?	Yes	Yes	Yes	Yes	Yes
What are the main characteristics a second-hand online fashion platform should have that you appreciate?	Security of payment, ease of browsing	Security of payment, ease of browsing	Simplicity, reviews and rating	Simplicity, ease of browsing	Simplicity, security of payment, ease of browsing
Post-purchase behaviour:					
As your relationship with any of the Brands you bought second-hand changed due to this experience?	If there is satisfaction on the item received, I will feel more loyal towards the brand, mainly due to a trust on the quality	I already have a relationship with these brands prior to buying them so no	The relationship can definitely change if I'm satisfied with the condition of the item	The style of the item can change how I feel about the brand	The quality of the item I receive can have a big impact on my view of the brand
Impact on Loyalty - Yes / No	Yes	No	Yes	Yes	Yes
Demographics:					
Gender	Male	Male	Female	Female	Female
Age	10-24	10-24	10-24	10-24	10-24
Nationality	Dutch	Portuguese	Portuguese	Portuguese	Italian
Occupation	Employed full-time	Student	Student	Student	Employed full-time

Analysis Grid	Interviewee 21	Interviewee 22	Interviewee 23	Interviewee 24	Interviewee 25
Second-hand consumption:					
Frequency of second-hand consumption	4x year	5x year	4x year	4x year	7x year
Chosen categories	Clothing	Clothing	Clothing	Clothing	Clothing, accessories
Chosen brands	Not brand drive - any brands	Premium	Not brand drive - any brands	Premium, Luxury	Premium / Luxury
Preferred channels - online or offline	Online and Offline	Online and Offline	Online and Offline	Online and Offline	Online and Offline
Pre-purchase behaviour:					
Top Driver for purchasing second-hand	Price	Price	Sustainability	Sustainability	Price
Drivers for choosing certain brands (unknown brands or brands you know)	I don't go for brands that I have a relationship with as I like to discover new items	Go for brands that I know because the style is familiar	I mostly go for brands that I know because of the familiarity of the fit	I look for Specific brands second-hand	I go brands I don't know; if I see something from a brand I love, I will definitely pay more attention to the item
Drivers for choosing online or offline consumption	Offline for a fun activity; Online because it is easier to browse and more accessible	Offline for a fun activity; Online because it is easier to browse and more accessible	Offline for a fun activity; Online because it is easier to browse and more accessible	Offline for a fun activity; Online because it is easier to browse and more accessible	Offline for a fun activity; Online because it is easier to browse and more accessible
Experience with online second-hand shopping:					
Favorite online marketplace to buy second-hand	Vinted	Vinted	Vinted	Independent local second-hand e-commerce	Depop
Do you consider yourself loyal to the marketplace of choice x?	Yes	Yes	Yes	Yes - past purchases successful	Yes - good price points
What are the main characteristics a second-hand online fashion platform should have that you appreciate?	Simplicity, ease of browsing, filters	Simplicity, ease of browsing, reviews	Simplicity, design	Security of payment, algorithm	Security of payment
Post-purchase behaviour:					
As your relationship with any of the Brands you bought second-hand changed due to this experience?	No connection with the platform and the brand	I already have a relationship with these brands prior to buying them so no	I already have a relationship with these brands prior to buying them so no	I already have a relationship with these brands prior to buying them so no	Yes because the fit of the items received were really great
Impact on Loyalty - Yes / No	No	No	No	No	Yes
Demographics:					
Gender	Female	Female	Female	Female	Female
Age	10-24	10-24	10-24	10-24	10-24
Nationality	Portuguese	Portuguese	Portuguese	German	German
Occupation	Student	Student	Student	Employed full-time	Student

Analysis Grid	Interviewee 26	Interviewee 27	Interviewee 28	Interviewee 29	Interviewee 30
Second-hand consumption:					
Frequency of second-hand consumption	4x year	5x year	4x year	4x year	8x year
Chosen categories	Clothing	Clothing, shoes	Clothing, shoes	Clothing	Clothing, shoes
Chosen brands	Luxury brands	Independent / Niche	Premium	Premium / Luxury	Premium, Luxury
Preferred channels - online or offline	Online	Online	Online	Online	Offline
Pre-purchase behaviour:					
Top Driver for purchasing second-hand	Price	Price	Price	Sustainability	Price
Drivers for choosing certain brands (unknown brands or brands you know)	I don't go for brands that I have a relationship with as I like to discover new items	I don't go for brands that I have a relationship with as I like to discover new items	Yes, I only go for brands that I already have a relationship with; know the brands already because I know the fit / style	I mostly go for brands that I know because of the familiarity of the fit	I mostly go for brands that I do not know
Drivers for choosing online or offline consumption	Offline for a fun activity; Online because it is easier to browse and more accessible	Online for looking for very specific things	Offline for a fun activity; Online because it is easier to browse and more accessible	Offline for a fun activity; Online because it is easier to browse and more accessible	Offline for a fun activity; Online because it is easier to browse and more accessible
Experience with online second-hand shopping:					
Favorite online marketplace to buy second-hand	Vinted	Vinted	Vinted	Vinted	Vinted
Do you consider yourself loyal to the marketplace of choice x?	Yes	Yes	Yes	Yes	Yes
What are the main characteristics a second-hand online fashion platform should have that you appreciate?	Security of payment	Security of payment	Security of payment	Security of payment, design	Security of payment, reviews
Post-purchase behaviour:					
As your relationship with any of the Brands you bought second-hand changed due to this experience?	Yes, the items I buy if they have good quality, everything changes	No connection with the platform and the brand	I already have a relationship with these brands prior to buying them so no	I already have a relationship with these brands prior to buying them so no	Yes, sometimes I get surprised even buying pieces from brands I know at how good the style and fit are
Impact on Loyalty - Yes / No	Yes	No	No	No	Yes
Demographics:					
Gender	Female	Female	Female	Female	Male
Age	10-24	10-24	10-24	10-24	10-24
Nationality	Portuguese	German	Portuguese	Italian	German
Occupation	Student	Student	Student	Student	Student

Appendix 2.4. Qualitative Interview Insights

Source: Work Project's Author

Topics developed	
Second-hand fashion consumption	
Frequency	Often (4-8 times per year) - 24 Very often (more than 8 times per year) – 4 Not often (1-3 times per year) – 2
Chosen categories (<i>some interviewees mentioned more than one category</i>)	Clothing – 30 Accessories - 13 Shoes - 5
Chosen brands	Premium / Luxury brands - 20 Independent / Niche brands - 5 I don't care about the brands – 5
Preferred channels (<i>some interviewees chose both</i>)	Online (second-hand marketplaces) - 24 Offline (Thrift and Charity shops, Flea Markets) – 22
Pre-purchase behaviour	
Top driver for purchasing second-hand	Price - 20 Sustainability - 10
Drivers for choosing certain brands	Buying second-hand from unknown brands as a wish to try something new – 13 Buying second-hand from loyal brands because the fit is familiar – 12 Not looking for any type of brands – 5
Drivers for choosing certain channels	Choosing to shop second-hand offline as it is a fun activity to do with friends and family – 30 Choosing to shop second-hand online for browsing and looking for specific items and brands – 30

Experience with online second-hand shopping	
Platforms used second-hand online shopping	Vinted - 20 Depop – 4 Vestiaire Collective - 3 Niche local second-hand platforms - 2 Zalando - 1
Platform’s characteristics most appreciated <i>(some interviewees mentioned more than one characteristic)</i>	Simplicity of interface – 20 Security of payment – 18 Ease of browsing – 15 Seller’s reviews and ratings – 8 Extensive filters list – 3 Appearance and design – 2 Wishlist section – 1 Algorithm – 1
Pre-purchase behaviour	
Experience with online second-hand purchase and change of relationship with brands purchased	Relationship changing due to a surprise about the quality of the items received – 14 Being loyal to the brand which makes one second-hand shopping experience not change the relationship with the brand purchased – 10 No connection with experience purchasing second-hand and relationship with brands purchased – 6
Change of Brand Loyalty towards brands purchased	Loyalty changed due to surprise on the quality of the items – 14 Loyalty did not change as a second-hand shopping experience did not affect the pre-existing loyalty towards the brand – 10 Loyalty did not change as there is no association between the experience shopping second-hand and the brands purchased – 6
Demographics	
Gender	Female - 19 Male – 11
Age	9 or younger - 0 Between 10 and 24 - 30

	<p>Between 25 and 40 – 0</p> <p>Between 41 and 55 – 0</p> <p>56 or older - 0</p>
Nationality	<p>Portuguese – 18</p> <p>German – 8</p> <p>Dutch – 2</p> <p>Italian – 2</p>
Occupation	<p>Student – 18</p> <p>Student Worker - 0</p> <p>Employed full-time - 8</p> <p>Employed part-time - 0</p> <p>Self-employed - 0</p> <p>Unemployed - 0</p> <p>Retired – 0</p>

Appendix 3. PRIMARY DATA - QUANTITATIVE ANALYSIS

Appendix 3.1. Quantitative Questionnaire

Source: Work Project's Author

Start of Block: Introduction

“Welcome! My name is Catarina and I am student of the Master in Management with a stream in Luxury Management from Nova School of Business and Economics. On the behalf of my MSc thesis, I am developing a study regarding the pre- and post-purchase behaviour of second-hand fashion shopping in the digital channel. I would appreciate it if you could help my research by answering this questionnaire that I've prepared. The questionnaire will have a duration of around 5 minutes and it is confidential.

Thank you in advance for your participation and for your time,
Catarina”

Start of Block: Filtering Questions

Q1 Have you purchased a second-hand fashion item within the past 3 years?

Yes

No

Q2 Have you purchased a second-hand fashion item online?

Yes

No

Start of Block: Second-hand fashion consumption

Q3 When was the last time that you have purchased a second-hand fashion item?

- This month
- Between 1 - 3 months ago
- Between 3 - 6 months ago
- Between 6 - 12 months ago
- More than 1 year ago

Q4 How often do you shop second-hand?

- Not often (1 - 3 times per year)
- Often (4 - 8 times per year)
- Very often (more than 8 times per year)

Q5 What categories of fashion do you tend to buy the most second-hand? (Please choose a maximum of 3 categories)

- Tops and t-shirts
- Knitwear
- Dresses
- Jeans and pants
- Skirts
- Coats and Jackets
- Shoes

- Bags
- Accessories (jewellery, scarves, belts, gloves, headwear)

Q6 What is your preferred channel to shop second-hand fashion items?

- Offline (Thrift, Charity and Consignment shops)
- Online (Second-hand marketplaces)
- Other _____

Q7 How much do you associate the below characteristics with shopping second-hand fashion items in thrift, charity or consignment physical stores?

	Strongly disassociate	Somewhat disassociate	Neither associate nor disassociate	Somewhat associate	Strongly associate
Ease of browsing for items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of finding one-of-a kind items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of finding brands I love first-hand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of discovering new brands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility / Convenience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8 How much do you associate the below characteristics with shopping second-hand fashion in online marketplaces?

	Strongly disassociate	Somewhat disassociate	Neither associate nor disassociate	Somewhat associate	Strongly associate
Ease of browsing for items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of finding one-of-a kind items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of finding brands I love first-hand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of discovering new brands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility / Convenience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9 Please rank below the drivers behind purchasing second-hand fashion items in order of most important to the least important

- _____ Save money
- _____ Be more sustainable
- _____ Afford higher-end brands
- _____ Find one-of-a kind items
- _____ Find quality pieces

Start of Block: Pre-purchase behaviour

Q10 What kind of brands do you tend to choose when purchasing second-hand fashion items?

- Fast fashion
- Premium brands
- Luxury brands
- Independent / Niche brands
- I don't care about the brands I shop second-hand
- Other _____

Q11 Below are a number of statements regarding the relationship with brands and second-hand shopping. Please indicate to what extent do you agree or disagree with the following statements:

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I only purchase second-hand from brands that I already know	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I only purchase second-hand from brands that I have bought before	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am open to trying new brands when purchasing second-hand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I tend to go for brands second-hand that are too expensive to buy first-hand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I tend to go for the brands that are trending on social media when purchasing second-hand

I don't care about the brands when purchasing second-hand

Start of Block: Online second-hand fashion consumption

Q12 Out of these second-hand online marketplaces, which ones do you normally use to either purchase or browse for second-hand fashion pieces? (you can select more than one option)

- Depop
- Ebay
- Etsy
- Micolet
- Poshmark
- Vestiaire Collective
- Vinted
- Wallapop
- Zalando
- Other _____

Q13 Out of these second-hand online marketplaces, which one do you consider yourself loyal to?

- Depop
- Ebay
- Etsy
- Micolet
- Poshmark
- Vestiaire Collective
- Vinted
- Wallapop
- Zalando
- I do not consider myself loyal to any of them
- Other _____

Q14 On a scale of 1 to 5, where 1 - do not value at all and 5 - strongly value, how much do you value the below characteristics of second-hand online marketplaces?

0 1 2 3 4 5

Appearance of the interface ()	
Simplicity of the platform ()	
Extensive filter list ()	
Security of payment ()	
Possibility to do reviews ()	
Ease of browsing ()	
Possibility to send messages between buyers and sellers ()	
Quality of product listings ()	
Extensive list of brands available ()	
Community aspect ()	

Q15 Out of the following characteristics of online marketplaces, which ones do you believe are responsible for making you loyal to the second-hand marketplace of choice on question 2? (Please choose a maximum of 3 characteristics)

- Successful past purchases
- Appearance of the interface
- Simplicity of the platform
- Extensive filter list
- Security of payment
- Possibility to do reviews
- Ease of browsing
- Quality of product listings
- Aspect of community
- Extensive list of brands available
- Other _____

Start of Block: Post-purchase behavior

Q16 For this question, please think of a fashion brand you love and desire.

Imagine you had a very good experience purchasing this brand via a second-hand online marketplace.

How do you think this experience affected your relationship with the brand purchased?

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
I love this brand even more now (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a better brand image of the brand now (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel more loyal to the brand (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the brand's quality more now (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will buy again from this brand second-hand (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will think of buying this brand first-hand (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not associate the experience I had with purchasing this brand second-hand with the brand itself (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q17 For this question, please think of trying a new brand for the first-time.

Imagine you had a very good experience purchasing this brand via a second-hand online marketplace.

How do you think this experience affected your relationship with the brand purchased?

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
I feel a strong desire towards this brand now (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a good brand image of this brand now (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will buy again from this brand second-hand (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will think of buying this brand first-hand (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not associate the experience I had with purchasing this brand second-hand with the brand itself (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Start of Block: Demographics

Q18 What gender do you identify with?

- Male
- Female
- Prefer not to say

Q19 What is your age?

- 9 or younger
- 10 - 24
- 25 - 40
- 41 - 55
- 56 or older

Q20 What is your current occupation?

- Student
- Student Worker
- Employed full-time
- Employed part-time
- Self-employed
- Unemployed
- Retired
- Prefer not to say

Q21 What is your nationality? _____

Appendix 3.2. Quantitative Questionnaire Sample Demographics

Source: Work Project's Author

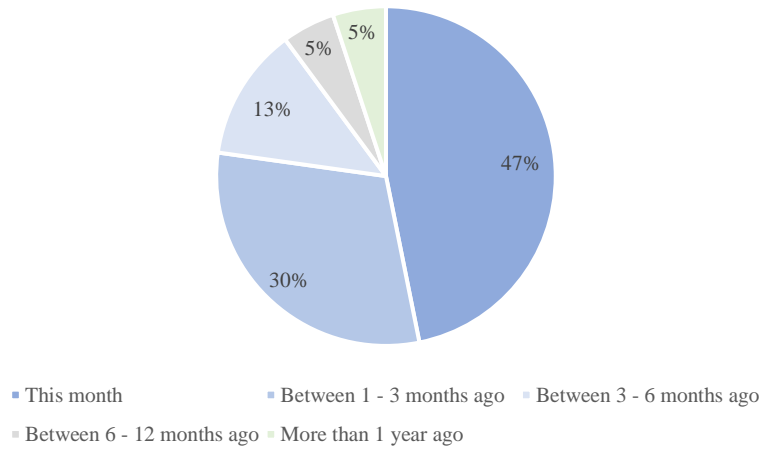
Variables <i>n=120</i>	Frequency
Gender	
Female	75%
Male	25%
Age	
9 or younger	0.83%
10 - 24	66.67%
25 - 40	25.83%
41 - 55	5%
56 or older	1.67%
Occupation	
Student	45.83%
Student Worker	13.33%
Employed full-time	30.83%
Employed part-time	3.33%
Self-employed	1.67%
Unemployed	5%
Retired	0%
Prefer not to say	0%
Nationality	
Portuguese	68.33%
German	8.33%
Spanish	6.67%
Italian	5.83%
French	5%
Dutch	3.33%
British	0.83%
North American	0.83%
Other	0.83%

Appendix 3.3. Quantitative Questionnaire Insights

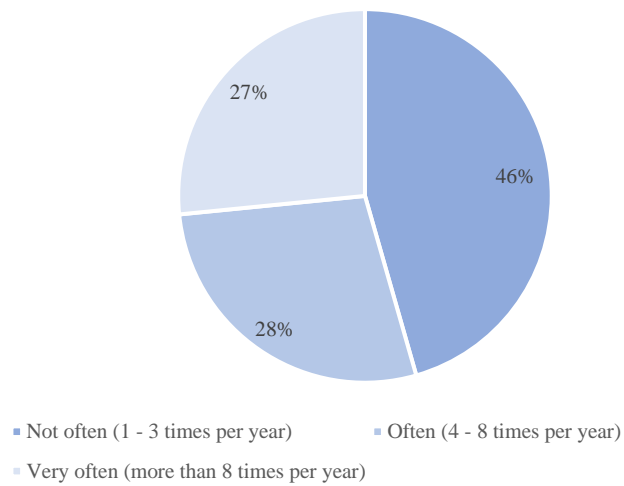
Appendix 3.3.1. Second-hand Consumption Frequency

Source: Work Project's Author

When was the last time you have purchased a second-hand fashion item?



How often do you purchase second-hand fashion?



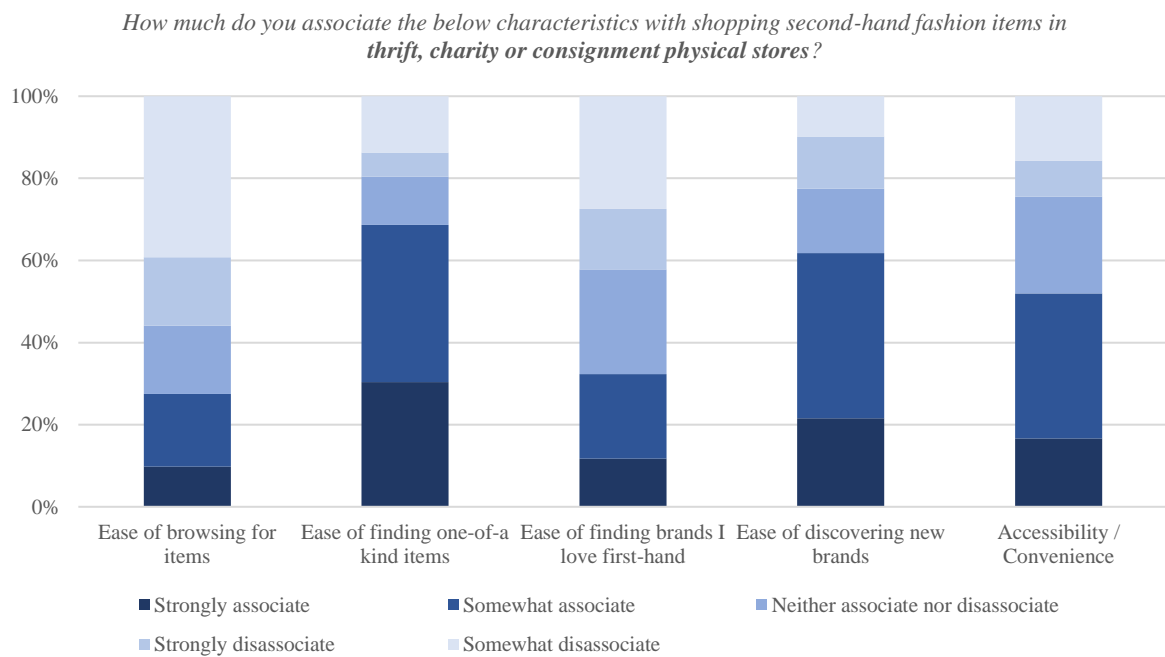
Appendix 3.3.2. Preferred Channel for Second-hand Consumption

Source: Work Project's Author

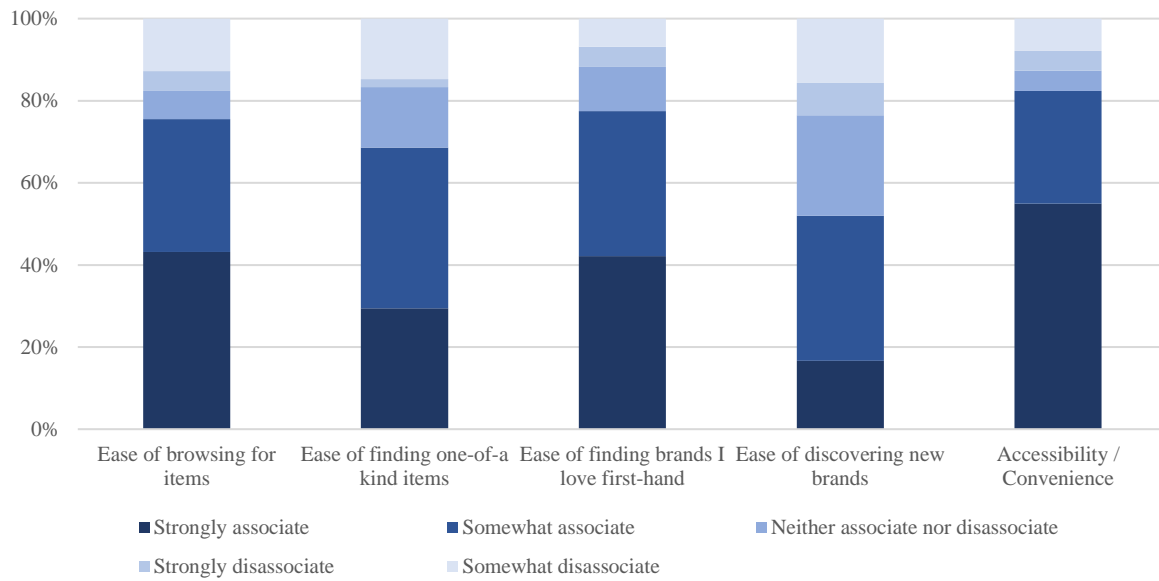


Appendix 3.3.3. Associations with Second-hand Consumption Online and Offline

Source: Work Project's Author



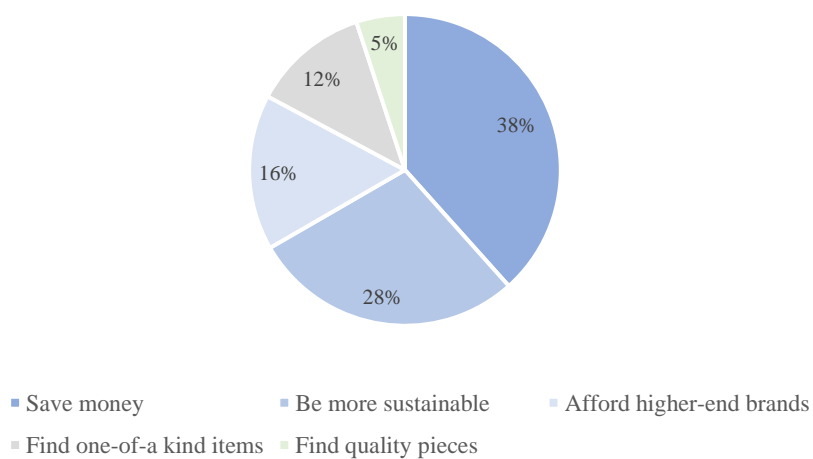
How much do you associate the below characteristics with shopping second-hand fashion in **online marketplaces?**



Appendix 3.3.4. Main drivers for Second-hand Consumption

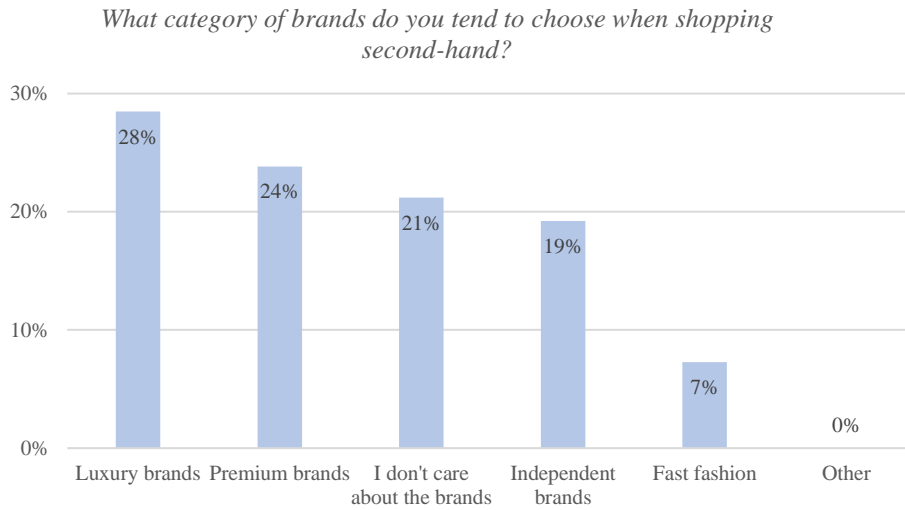
Source: *Work Project's Author*

Top ranked driver for second-hand fashion consumption



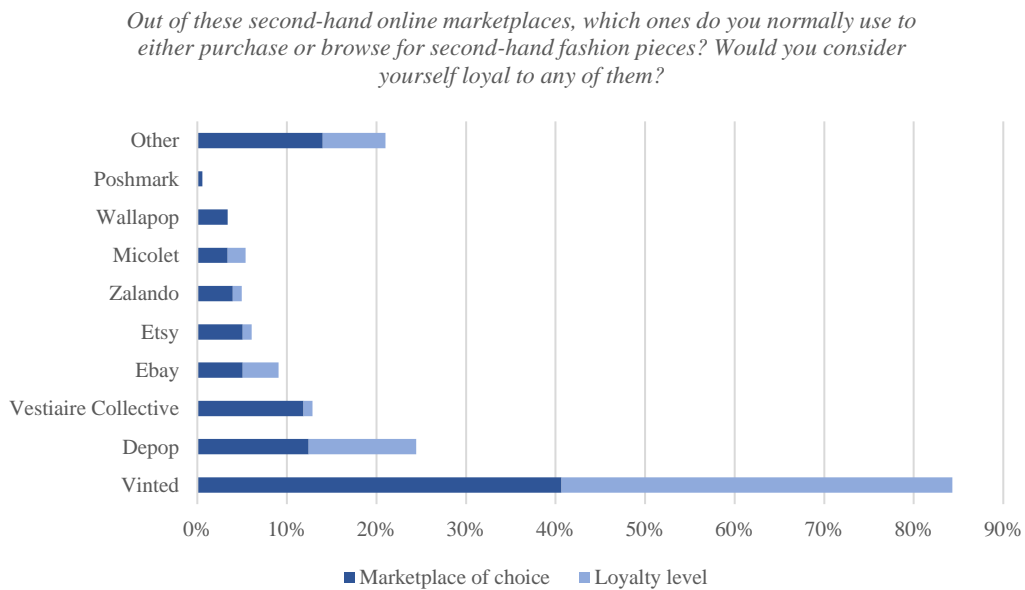
Appendix 3.3.5. Types of Brands chosen for Second-hand Consumption

Source: Work Project's Author



Appendix 3.3.6. Second-hand Marketplaces and Loyalty Levels

Source: Work Project's Author



Appendix 3.3.7. Characteristics of Second-hand Marketplaces that are valued the most (rated on a scale of 1 to 5, where 1 - do not value at all and 5 - strongly value)

Source: Work Project's Author

Field	Minimum	Maximum	Mean	Std Deviation	Variance
Security of payment	0	5	4.53	0.96	0.93
Ease of browsing	0	5	4.18	1.03	1.06
Simplicity of the platform	0	5	4.13	1.03	1.07
Quality of product listings	0	5	3.96	1.17	1.36
Extensive filter list	0	5	3.78	1.35	1.81
Appearance of the interface	0	5	3.77	1.12	1.26
Possibility to send messages between buyers and sellers	0	5	3.71	1.51	2.29
Possibility to do reviews	0	5	3.57	1.48	2.2
Extensive list of brands available	0	5	3.3	1.37	1.87
Community aspect	0	5	2.62	1.58	2.49

Appendix 3.3.8. Characteristics of Second-hand Marketplaces responsible for Platform Loyalty Levels

Source: Work Project's Author

Out of the following characteristics of online marketplaces, which ones do you believe are responsible for making you loyal to the second-hand marketplace of choice?

