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Motives of second-hand products purchase — the qualitative study results

Motywy kupowania produktów używanych — wyniki badań jakościowych

Abstract

Second-hand buying helps to decrease the level of production and for that reason it may be recognized as a sustainable behaviour of a consumer. The main goal of the paper is to define and recognise motivations, opinions and beliefs about the purchase of second-hand products sold in various retail trade formats and to examine whether customers are motivated by their care for the environment, the desire to escape from the consumption system or attempt to follow the principles of sustainable consumption. The research was carried out using FGI — Focus Group Interview with seven people aged 20–30, including five women and two men. The criterion for the respondent selection was whether they bought a used product in the last 12 months. The survey was conducted on 15th April 2019. Answers and their analysis have shown that sustainable consumption is not the main motivation of respondents to buy used products. The most common reason is the low price of the products. However, some responses were indirectly related to sustainable consumption.

Keywords

second-hand products, motives of purchase, sustainable consumption

Streszczenie

Kupowanie z drugiej ręki pomaga obniżyć poziom produkcji i z tego powodu może zostać uznane za przejaw zrównoważonej konsumpcji. Głównym celem artykułu jest rozpoznanie motywacji, opinii i przekonań dotyczących zakupu produktów używanych sprzedawanych w różnych formatach handlu detalicznego oraz zbadanie, czy motywacją klientów jest dbałość o środowisko naturalne lub próba przestrzegania zasad zrównoważonej konsumpcji. Badanie zostało przeprowadzone przy użyciu metody zogniskowanego wywiadu grupowego z siedmioma osobami w wieku 20–30 lat, w tym pięcioma kobietami i dwoma mężczyznami. Kryterium wyboru respondentów było to, czy kupili oni używany produkt w ciągu ostatnich 12 miesięcy. Badanie zostało przeprowadzone 15 kwietnia 2019 r. Z odpowiedzi wynika, że zrównoważona konsumpcja nie była główną motywacją respondentów do kupowania używanych produktów. Najczęściej wskazywanym motywem była niska cena produktów. Niektóre odpowiedzi były jednak pośrednio związane ze zrównoważoną konsumpcją.

Słowa kluczowe

produkty używane, motywy zakupu, zrównoważona konsumpcja

JEL: D12, Q56

Introduction

A second-hand buying is a purchase of an item that is not new and that was previously in the possession of another person (Oxford, 2019), usually sold in places different from those where new products are offered. Second-hand shopping competes with traditional forms of selling because it meets different consumer expectations (Guiot &

Roux, 2010). The place selling second-hand products (SHP) is often an alternative option for conventional market purchases, even for people who do not feel economic pressure to visit such places (Williams & Windebank, 2000; Gregson & Crewe, 1997). SHP are offered by numerous alternative retail formats (e.g. antique or vintage shop, charity/thrift shop, pawn shop, second-hand and e-second-hand shop) and their purchase is

becoming something common. It is clear that through second-hand shopping, the consumer receives economic benefits and the price is one of the main motivation for the purchase (Yavas & Riecken, 1981; Williams & Windebank, 2000). The higher the price sensitivity of the consumer, the more the consumer is willing to buy second-hand products (Razzouk & Gourley, 1982; Sherman et al., 1985).

The aim of the article is to present the results of qualitative research conducted with the FGI method on the motivation to buy second-hand product(s).

Despite a visible increase in the interest in second-hand good market by the researches, there are few tools dedicated to explain in detail the motivation for purchasing second-hand products. The research so far has focused mainly on the analysis of the second-hand clothing market, e.g. Williams, 2003; Williams & Paddock, 2003; Williams & Windebank, 2000; Baden & Barber, 2005; Cervellon, Carey & Harms, 2012; Herjanto, Scheller-Sampson & Erickson 2016; Norum & Norton 2017; Palmer, 2005; Roux & Korchia, 2006; Turunen & Leipämaa-Leskinen, 2015; Xu, Chen, Burman & Zhao, 2014; Yan, Bae & Xu, 2015; Brookshire & Hodges, 2009; Benson, 2007. The problems related to the behaviour of customers and purchase of second-hand products were examined by Gregson & Crewe 2003; Guiot & Roux 2008; 2010; Peattie & Peattie 2009; Sherry, 1990; Stone, Horne & Hibbert 1996; Zavestoski & Stephen 2002.

In 2008, Roux & Guiot developed a scale to measure the motivation of second-hand shopping, in which two main scopes of motivation factors were distinguished:

- economic and rational: distance to the system, fair price, ethics and ecology;
- recreational, connected with experiencing emotions: originality, social contact, nostalgia, searching for "treasures".

Roux & Guiot (2010) not only distinguished the motivation factors for purchasing second-hand products, but also segmented consumers in terms of their motivation to purchase, which resulted in the following groups distinguished: "frugal critics"; "polymorphic enthusiasts"; "regularly buying specialists" and "nostalgic hedonists". The largest group in the research were frugal critics (30.4%). The results showed that consumers belonging to this group buy second-hand products to save money and to avoid traditional commercial formats due to environmental motives. Consumers included in the second largest group (28.5%) — polymorphic enthusiasts — use all retail formats offering second-hand products, they are characterised by a high degree of saving and the need to be unique, they like to search and are willing to recycle. A group of "regularly buying specialists" constituted

21.7% of respondents, who are characterised by shopping only in some second-hand stores when looking for specific products. Recreational factors proved to be the strongest motivation to buy second-hand products by nostalgic hedonists (19.3%), while economic and protesting motivations were the least significant. They also showed a bigger tendency to nostalgia and searching than other groups.

The research conducted by Petrescu & Bhatli (2013) showed that the key motivation for a consumer buying a second-hand product is low price, the possibility of finding a unique opportunity or bargaining. Analysing the flea market, they also proved that buyers using this format of retailing show a need for communication and often seek to enter into social interactions. Nakano (2001) based on his research stated that most consumers believe that the environmental aspect should not increase the price of a second-hand product.

Many consumers are concerned about the environment (ComRes, General Environment Survey), and the concern about the environment or the need and the desire to be original or unique may be a motivation for consumers at any age (Hiller-Connell, 2011). However, there is little evidence that ethical considerations have any impact on the purchasing behaviour of people buying second-hand products (Jorgens 2006; Mintel, 2009).

Ruoh-Nan Yan, Su Yun Bae & Huimin Xu (2015) examined whether students who buy second-hand clothes are different from those who do not. The results show that those who purchased second-hand products were more environmentally conscious, more price-sensitive and more willing to wear second-hand clothes to express their "vintage" style and show that they are pro-ecological. However, according to the research, environmental concerns have no impact on the frequency of purchases.

Herjanto, Scheller-Sampson & Erickson (2016) conducted an analysis of the available literature on second-hand clothes purchase. As a result, internal and external motivation factors for *second-hand buying* were distinguished. The internal factors include: economic, psychological, demographic and cultural factors, while the external ones include: government regulations, type of sales channel and recyclability. One of the research areas shows that consumer benefits at some points of sale, such as flea markets and markets, are recreational motives, experiences and emotional experiences (Williams & Windebank, 2000).

In the post-war years, the Polish market of second-hand goods was limited. Second-hand products were the subject of an exchange between members of family or friends rather than sold in a retail store. Foreign used goods were a kind of exception;

associated with wealth and uniqueness, were a particular object of interest for consumers at that time and offered in consignment stores. The SHP market began to change with the introduction of a new economic system. There was a growing number of stores offering second-hand products, but at first it was difficult for many consumers to accept these retail formats. The reason for this was the perception of second-hand shops, which were associated with poverty. The image of second-hand products has changed positively over the last twenty years. (Rybowska, 2017). When second-hand clothing shops appeared in Poland in the early nineties (90s) of the previous century, they were mainly located in rather unattractive places, like basements or garages. Currently, second-hand products sales outlets, such as second-hand clothing shops, are located on the main streets of the cities and in the shopping centres. This shows that this type of commerce is growing and no longer burdened with negative associations as in the past (Oronowicz-Kida, 2012).

Research methodology

The aim of the research was to examine the motives and opinions about the purchase of second-hand products. In order to achieve this goal, a qualitative method was used — a focus group interview. The interview was conducted on 15 April 2019 in a group of 7 people. The main criterion for the selection of respondents was the fact that they purchased a second-hand product during the last year, without dividing the products into categories or a retail format in which they were purchased. The group of respondents consisted of 5 women and 2 men, studying at a university, aged from 20 to 26 years, living in a city inhabited by approximately 500,000 inhabitants. The interview was conducted by a moderator who asked questions aimed at understanding the purchasing process, learning the motivation to buy second-hand products and

obtaining information about their beliefs and associations with terms directly or indirectly related to various alternative retail formats. Respondents were informed about the anonymity of the survey and the recording of the interview. The interview lasted 90 minutes and consisted of seven stages: 1st stage — introduction; 2nd stage — presentation of the meeting principles by the moderator; 3rd stage — characteristics of the last purchase of a second-hand product; 4th stage — determinants of the selection of second-hand products; 5th stage — influence of the environment concern on purchasing decisions; 6th stage — associations with alternative retail formats; 7th stage — completion.

The audio recording was transcribed and the material was used to analyse the content systematised in terms of information contained therein.

Results

In the 3rd stage, respondents were asked about their last purchase of a second-hand product. They were asked to describe the process: what was the subject of the purchase, when was the item purchased, whether the buyer was the decision-maker, what was the satisfaction with the product and what is the opinion on the whole process. The results are presented in Table 1.

People mainly bought books (5 out of 7 people), the other two — clothes and a phone. The majority of respondents bought books from a private individual who did not run a commercial activity. The majority of respondents buy SHP on a regular basis and the majority was satisfied with the last purchase.

During the 4th stage, respondents were asked to perform two tasks. The first task was to list 3 most important motives to buy second-hand products. The results are presented in Table 2.

Table 1. The 3rd stage — answers of the respondents

No. of the respondent	Item	Time elapsed since purchase	Place of purchase	"Do you regularly buy second-hand products?"	Satisfaction	Decision-maker
1	Book	1 Year	Private individual	No	No	Yes
2	Dress	1 week	Second-hand shop	Yes	Yes	Yes
3	Phone	1 Year	Private individual	Only in case of strong need	At first, yes, then no	Yes
4	Textbooks	5 months	Private individual	Quite regularly	Yes	Yes
5	Book	3 months	Charity shop	Spontaneously	No opinion	Yes
6	Textbooks	3 months	Private individual	Regularly, but only books	Yes	Yes
7	Book	6 months	Private individual	Regularly or only in case of strong need	Yes	Yes

Source: own study based on the survey.

Table 2. The 4th stage. Task 1. The most important motives

No.	The most important factor	Factors of moderate significance	Factors of least importance
1	Price	Quality guarantee if a known person sells a product	You can get a particular thing faster than when you order from a store
2	Price	Originality	Easier access
3	Quality	Price	Brand
4	Original product	Cheaper than a new one	Gives a new life to a product
5	Price	Relatively good quality for a second-hand product	Impulse/opportunity/availability
6	Price	You can give a new life to a product	Helpful things in books
7	Price	Possibility to purchase goods that are difficult to access	No waste of products

Source: own study based on the survey.

Among the factors, each respondent mentioned the economic motivation, i.e. price. For 5 people, price was the most important determinant. There were also such motives as: quality (3 answers), motives related to sustainable consumption "I give new life to a product", "no waste of products". Apart from these, the following were also mentioned: originality, hardly accessible goods and fast delivery (purchase). With reference to the motivation factors analysed by Guoit & Roux (2008; 2010), none of the respondents mentioned social aspects (contact with people) or explicitly defined ecological motives. The surveyed persons also did not show any anti-ostentatious motivations related to escaping from the consumption system.

In the task 2 respondents received 16 pieces of

paper with phrases, each of which had one motivation factor mentioned. Determinants were selected on the basis of the motivations listed in the available literature: Guoit & Roux, (2008, 2010); Yan, Bae & Xu (2015); Xu, Chen, Burman & Zhao (2014); Cervellon, Carey & Harms, (2012) (Table 3).

The most frequently mentioned was the economic factor — the possibility of saving (6 answers), opportunity to buy a product for fairly good price while new products are offered at excessive prices in many cases (5 answers), opportunity to buy cheaper things and spend less money (5 answers). All other motives were of much less importance. But, what is worth mentioning, motives connected with ecological motives were also mentioned: willingness to be ecological (3 answers) and fight against waste of

Table 3. The 4th stage. Task 2. Motivation factors

No.	Motivation factors for purchasing second-hand products	Number indicating how many times each factor was mentioned by respondents
1	Price of a second-hand product is lower than the price of a new one	3
2	Savings potential	6
3	Opportunity to buy a product for fairly good price while new products are offered at excessive prices in many cases	5
4	Opportunity to have more goods with the same budget	2
5	Opportunity to buy cheaper things and spend less money	5
6	Obtaining the lowest price regardless of the product	0
7	Attractiveness of old items that have a history of their own	1
8	Expression of oneself through unique things	2
9	Opportunity to buy unique items	0
10	Contact with people	0
11	Kindness you feel in the shops	1
12	Shopping for entertainment	1
13	Bargaining opportunity	0
14	Pleasure of searching for products	0
15	Fight against waste of resources	2
16	Willingness to be ecological	3

Source: own study based on the conducted research.

resources (2 answers) Respondent no. 1 comment reflects the motivation quite well: "the price is crucial, but I won't buy a product at the lowest price or at any cost to regret it later, but buying second-hand products helps to stop at least a little bit of the consumption machine".

The 5th stage of the study was developed to find out what impact the environment has on decisions

related to the purchase of second-hand products (Table 4). Respondents were asked to describe whether people around them (family/friends) buy second-hand products, whether the respondents had previously heard opinions about second-hand products, whether second-hand shopping was a source of shame and what opinions they heard when they bought a second-hand product.

Table 4. The 5th stage. Impact of the environment

No.	Do people in your environment buy SHP? If yes, which ones	Opinions of people you know on SHP	Shame	The impressions of others on SHP
1	Yes/Cars	When it comes to cars, people buy because it's cheap; a new one will be bought by someone who can afford it. I notice a tendency that actors/celebrities buy SHP in good faith, because it is trendy, e.g. taking care of the environment.	Buying SHP is a taboo subject, especially clothes, people are ashamed of it, I don't buy second-hand clothes myself.	I don't know.
2	Yes/Mostly clothes	All my friends buy clothes in second-hand shops; one of them has an Instagram profile where she shares posts with her clothes, boasting how little she paid for them and that she managed to "hunt" something cool; there is a respect for those who say "I bought it in a second-hand shop for 5 zloty".	I am not ashamed of buying SHP and I even boast among my friends that I bought nice clothes for a low price.	Positive.
3	Yes/Cars	People buy SHP, because they want to save money.	I'm not ashamed, but I can't break through to buy second-hand clothes.	Rather positive.
4	Yes/Cars, board games, clothes, books	People from YouTube, 15–20 years old, have never heard of SHP before, there are "haul videos" where people show what they have bought and thus convince viewers to purchase.	Now I don't worry about it, but in the middle school period there was pressure to have original clothes and shoes. If I had admitted my purchase in SHP shop then I think it wouldn't have been positively perceived by my peers.	Positive (SHP is an evidence of resourcefulness).
5	Yes/There are 2 categories: First — odds and sods like clothes; second — things that are very expensive and, as a result, one may save a lot of money on them: furniture, car.	When it comes to car, flat and furniture, this is not a taboo subject, it is very popular. Other things — part of society stigmatises, many people have fun with SHP, depends on their material status; there may be people who do not want to buy second-hand clothes because they are worried about their social status, negative opinions of others.	I don't think so, I don't buy clothes at all, just other things and I'm not ashamed of it.	I don't remember anyone saying anything negative.
6	Yes/Cars, board games	If products are more expensive, like a flat or a car, then it is normal in society, and when it comes to smaller things / clothes, one rarely says anything about them.	I'm not ashamed.	I don't know the opinion.
7	Yes /Cars, household appliances, books	I agree with the previous speakers that there are 2 categories of products: clothes — there is shame and no one talks about it; expensive things — commonly acceptable.	I think buying SHP is more of a resourcefulness than a shame. I'm not ashamed of buying SHP.	I think the opinion is rather positive.

Source: own study based on the survey.

In the environment of each of the respondents, second-hand products are bought, these are mainly cars. After the respondent's No. 5 statement, the other participants agreed with him that 2 categories of second-hand products can be distinguished: 1 — cheap products, mainly clothes, where buyers feel shame and social

stigma, this is perceived negatively; 2 — expensive products, e.g. flat, car, their purchase is very popular, commonly accepted and not a reason for shame.

Respondents in the 6th stage were asked to finish the sentence — entering the first association (Table 5).

Table 5. The 6th stage. Associations

No.	Term	Associations
1	second-hand shop is for me...	<ol style="list-style-type: none"> 1. A good purchase option that allows you to buy an equally good quality product at a lower price 2. Frequently visited place 3. A good opportunity to get original clothes 4. A place of various things 5. Second-hand clothing store 6. Just another clothes shop 7. Second-hand stuff store
2	at the charity shop...	<ol style="list-style-type: none"> 1. I'm not sure what it is 2. I don't know 3. I feel the power to make my purchase positively influence some goal/foundation 4. You buy second-hand goods, where money goes to those in need 5. I'm buying and helping 6. I've been there more than once 7. I can buy something to help those in need
3	in the "vintage" stores, you can...	<ol style="list-style-type: none"> 1. Find unique items 2. Find something really exceptional ("gems") 3. Old, old-fashioned furniture and paintings 4. Buy ancient clothes and objects 5. Buy something stylish? 6. Purchase some old stuff 7. Buy stylish clothes
4	the consignment shop is...	<ol style="list-style-type: none"> 1. A place where you can buy cars 2. A place with used cars 3. They sell mobile phones, small equipment. It's possible I'm taking a pledge. 4. A place where used cars can be bought 5. Second-hand stuff store 6. Shop with used cars (most often) 7. Car purchase
5	at the flea market...	<ol style="list-style-type: none"> 1. Is usually very crowded 2. I don't visit very often 3. There is a collector or historian who will know everything about these products 4. There are often ordinary people trading there. Wanting to get rid of old things quickly 5. I can buy a bike 6. There is a specific atmosphere 7. There's a crowd
6	usually in a pawnshop...	<ol style="list-style-type: none"> 1. I don't go there 2. I don't go there 3. Jewellery, games consoles, phones and other things are sold as pledges. I don't know why, but I have a negative association that people return objects there because they urgently need money (drug addicts), so, for example, this jewellery is stolen — films have created such an image. I don't think I would like to get in 4. You leave and buy second-hand stuff 5. I can leave my jewellery for money 6. You can pledge something for the money

cont. table 5

No.	Term	Associations
7	I think the sale of second-hand items on the Internet...	<ol style="list-style-type: none"> 1. It is a good idea, thanks to which more second-hand goods have a chance to be used 2. It's a good idea 3. It's okay. I support and participate in this 4. It's a modern way to get rid of things quickly 5. It's okay 6. It is rational and socially responsible 7. It is a good solution
8	I would never buy a second-hand product that...	<ol style="list-style-type: none"> 1. Is very damaged and its value does not correspond to the price 2. It would have been very damaged 3. Stinks! Has stains and I know that I will not wash them away, or a hole and that is underwear 4. It's very unhygienic 5. Stinks 6. Stinks 7. Is of low quality
9	In my opinion, the most frequently purchased second-hand products are...	<ol style="list-style-type: none"> 1. Clothes, books, on the other hand, such things as cars, household appliances 2. Clothes 3. Clothes, furniture 4. Clothes 5. Clothes 6. Clothes 7. Clothes
10	The reason why I'm visiting second-hand stores is...	<ol style="list-style-type: none"> 1. Price 2. Opportunity to find interesting things 3. Price, quality 4. Low price 5. Curiosity 6. I have no such a strong need 7. Good price

Source: own study based on the survey.

The term second-hand is mainly associated by respondents with a second-hand clothing store. Some respondents have never heard of the name "charity shop" before. All persons considered it a good idea/it is "ok" to sell second-hand products online. It should be noted that in concluding the sentence "The reason why I'm visiting second-hand stores is...", none of the respondents used social, environmental or anti-consumer motivation.

Conclusions

The purchase of second-hand products is the subject of many studies, but they focus mainly on the analysis of the second-hand clothing market. There are few studies that have examined the various categories of products in general and the factors that determine their purchase. On the basis

of the results of the survey, it can be concluded that the strongest motivation to buy second-hand products of the surveyed group was the low price and the possibility of savings. The environmental considerations and the fight against resources waste proved to be less important motivation, but was also taken into account. Social factors (social contact, possibility of meetings and conversations in shops), searching for products, possibility of buying unique items and being original turned out to be factors perceived by respondents as not significant. People from the environment of the respondents buy second-hand products, which is a very common phenomenon. These are mainly cars, clothes, electronic equipment and books. During the interview, 2 groups of second-hand products were mentioned: expensive ones, which are not perceived negatively by the society (flat, car) and very cheap ones, mainly clothing, the purchase of which may be embarrassing for the buyer.

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Profesor Uniwersytetu Ekonomicznego w Poznaniu, kierownik Katedry Handlu i Marketingu. Autorka publikacji na temat internacjonalizacji przedsiębiorstw handlowych, zarządzania kategorią produktów, merchandisingu, ewolucji i tworzenia formatów handlu detalicznego, wewnątrzsklepowych zachowań nabywców. Prowadzi także badania dotyczące alternatywnych formatów handlu, takich jak np. sklepy charytatywne. Aktualnie bada zagadnienia związane ze zrównoważoną konsumpcją, w szczególności ze skłonnością nabywców do zachowań samoostrzegających.

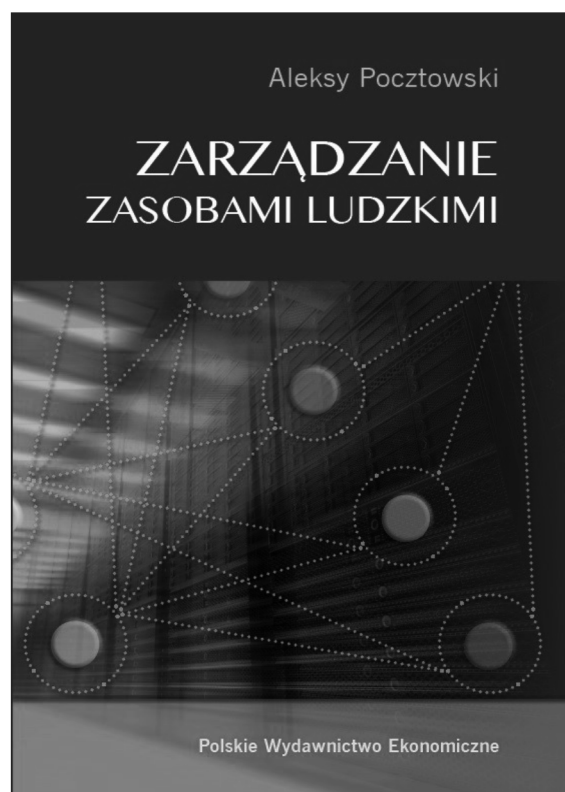
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PWE poleca



Wiedza, umiejętności, zdolności, zdrowie, motywacja i wyznawane wartości przez osoby świadczące pracę decydują o ich zatrudnialności, stanowią źródło konkurencyjności organizacji oraz pomyślności regionów i krajów. Upowszechnianie się tego faktu w świadomości społecznej prowadzi do wzrostu profesjonalizmu w zakresie zarządzania zasobami ludzkimi, które ewoluuje od rutynowego administrowania w kierunku zrównoważonego zarządzania, integrującego – w strategiach i metodach rozwiązywania kwestii HR – aspekty ekonomiczne, społeczne i ekologiczne.

Zarządzanie zasobami ludzkimi, jako dziedzina badań oraz wdrożeń praktycznych rozwiązań dotyczących funkcjonowania ludzi w organizacji i na rynku pracy, jest związane z wieloma wyzwaniami, które determinują jego obecny i przyszły rozwój. Zaliczyć do nich należy zmiany technologiczne, które zmieniają charakter pracy oraz polityki i praktyki HR, czyniąc je coraz bardziej sieciowymi, zdalnymi i wirtualnymi. Zmiany demograficzne, generacyjne, w połączeniu z rosnącą mobilnością na rynkach pracy, to kolejne wyzwanie w obszarze zarządzania zasobami ludzkimi, które wiąże się z rosnącą różnorodnością. Należy też pamiętać o presji płynącej z rynków pracy na wzrost efektywności pracy, optymalizację kosztów i innowacyjność usług HR.

Zasygnalizowane powyżej kwestie stanowią przedmiot rozważań w książce, w której autor przedstawia problematykę zarządzania zasobami ludzkimi całościowo, łącząc jego teoretyczne i praktyczne aspekty oraz podkreślając znaczenie kontekstu w rozwijaniu teorii i doskonaleniu praktyki w tej dziedzinie zarządzania.

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