Second-hand Clothing Online:
A study of Swedish consumer purchasing intentions

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Abstract
Title: Second-hand clothing online: A study of Swedish consumer purchasing intentions
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Keywords: second-hand clothing, second-hand online shopping, consumer attitudes, consumer purchasing intentions
Purpose: This study looks to better understand Swedish consumer purchasing intentions in the online second-hand clothing industry. This study examines factors affecting consumers’ intentions to purchase second-hand clothing online, as well as investigating how gender and a person’s general fashion involvement affects their purchasing intention.

Background: Society today has realised the negative effects mass consumption has on the environment and people are starting to understand the need to consume less new products. We can see second-hand consumption is on the rise, and purchasing second-hand goods could be a way to decrease mass consumption of new products. We can also see a rise in online shopping of goods including fashion. Therefore, we believe shopping for second-hand clothing online could be a main consumption channel in the future, making our research highly relevant today.

Method: The use of the theory of reasoned action model allows us to see the relationship between attitudes and social pressure towards the purchasing of second-hand clothing online and is used to calculate a respondents’ purchasing intention. The Fashion Involvement Index is used to calculate respondent’s general fashion involvement. Data will be collected using a quantitative approach in the form of a self-completion questionnaire.

Conclusions: This study showed that consumers are undecided about purchasing second-hand clothing online, thus they are not willing to purchase but are not unwilling to purchase second-hand clothing online either. Results identified different barriers and facilitators towards the purchasing of second-hand clothing online as well as identifying the relationship between purchasing second-hand clothing online and consumers environmental concerns.
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Table of Contents

1. THE NEED TO REUSE CLOTHING ................................................................. 1
   1.1 BACKGROUND .......................................................................................... 1
   1.2 PROBLEM DISCUSSION ........................................................................... 3
   1.3 PURPOSE ................................................................................................. 5
   1.4 RESEARCH QUESTIONS .......................................................................... 5
   1.5 CONTRIBUTION TO THE FIELD ............................................................. 5
   1.6 LIMITATION AND SCOPE OF THE STUDY ........................................... 6
   1.7 SUMMARISING CHAPTER ONE ............................................................... 6

2. EXPLAINING THE THEORY OF REASONED ACTION AND FASHION
   INVOLVEMENT INDEX .................................................................................... 7
   2.1 THE THEORY OF REASONED ACTION (TRA MODEL) ......................... 7
   2.2 BEHAVIOURAL INTENTION (BI) ............................................................... 8
   2.3 COMPONENTS OF BEHAVIOURAL INTENTIONS (BI) ............................. 8
      2.3.1 Attitude (A) ...................................................................................... 8
      2.3.2 Subjective norm (SN) ...................................................................... 9
      2.3.3 Weights .......................................................................................... 10
   2.4 LIMITATIONS TO THE TRA MODEL .................................................... 11
   2.5 THE TRA MODEL FOR FASHION RESEARCH ....................................... 11
   2.6 FASHION INVOLVEMENT INDEX .......................................................... 12
   2.7 SUMMARISING CHAPTER TWO ............................................................. 12

3. TURNING THEORY INTO A SURVEY ............................................................ 13
   3.1 CONDUCTING RESEARCH USING THE TRA MODEL ......................... 13
   3.2 TRA MODEL .......................................................................................... 14
      3.2.1 Behavioural intention purchasing second-hand clothing (BI) ........... 14
      3.2.2 Attitude (A) ..................................................................................... 15
      3.2.3 Subjective norm (SN) .................................................................... 21
   3.3 EXTERNAL VARIABLE: FASHION INVOLVEMENT .............................. 23
   3.4 SUMMARISING CHAPTER THREE ......................................................... 24

4. HOW THIS RESEARCH WAS CONDUCTED .................................................. 26
   4.1 RESEARCH STRATEGY ............................................................................ 26
   4.2 INDUCTIVE THEORY ............................................................................. 26
   4.3 DATA COLLECTION ................................................................................ 27
   4.4 SAMPLING .............................................................................................. 28
   4.5 VALIDITY ................................................................................................ 29
   4.6 RELIABILITY ............................................................................................ 30
   4.7 DATA ANALYSIS .................................................................................... 30
      4.7.1 Analysing the Fashion Involvement Index ....................................... 31
      4.7.2 Research question 1 ....................................................................... 31
      4.7.3 Research question 2 ....................................................................... 31
1. The need to reuse clothing

In this introductory chapter we give a background to the study and discuss our topic of Swedish consumers’ attitudes and purchasing intentions in regards to second-hand clothing online. We describe the purpose as well as what research questions this study will answer. Lastly we are discussing contributions as well as limitations of the study.

1.1 Background

Some of the environmental concerns of today are in regards to global warming, garbage disposal, ozone layer depletion (Kim & Damhorst, 1998), air pollution, chemicals and deforestation (Esty & Winston, 2006). Today’s consumption society is said to be negatively affecting these issues and several others such as toxic waste, water quality and contamination (Kim & Damhorst, 1998). The problem with over consumption has been discussed a lot during the 21st century and people have started to identify the necessity of shopping less new items in the near future to save natural resources and limit pollution (Kjellberg, 2008). As stated by Heiskanen & Pantzar (1997) it is increasingly being suggested that if more countries would adopt the ongoing patterns in consumption we see in the industrialised world, it will lead to the carrying capacity of earth being exceeded.

Despite this realisation, in a short amount of time we have seen huge amounts of growth in online shopping, with more products becoming more easily accessible (Wolfinbarger & Gilly, 2001). This is also true for the fashion industry as we can see more and more fashion companies making their clothing available online. Because of online shopping the availability of clothing has increased which we in turn see as encouraging consumers to shop even more.

Clearly today’s society is in a stage of high-mass consumption (Cohen, 2013). However, researchers generally believe a change is about to happen and the question of what will happen after this high-mass consumption stage is a highly discussed topic (Cohen, 2013). There is a general believe that this is not the last stage of consumption with researchers suggesting society will reach a post consumerism stage (Cohen, 2013). This could see concepts such as 'collaborative consumption' and 'shared value' experience increased attention (Cohen, 2013). Heinrich (2013) believes the sharing economy and collaborative consumption is necessary for the future.
Belk (2007; 2009) is also a main contributor to the discussion of the sharing society with joint ownerships, meaning there is more than one owner to an item, i.e. they are sharing an item. Belk (2007) suggests that in today’s society we are sharing a lot of intangibles such as information, ideas, music and images and he observes that the sharing of tangibles is less common. However, Belk (2007) can see and encourage a change towards this collaborative consumption behaviour. We see the idea of joint ownership and sharing items as a good way of changing mass consumption behaviour and encourage less consumption of new products.

Something else that is pointing to the growing concern of mass consumption and a change in current consumption behaviour are companies’ integration of the circular economy in the management of their businesses. We can see companies integrating the five R’s. One of the R’s is ‘reuse’ and refers to the product, material or what it may concern, being used again instead of thrown away and thus giving it new life (Esty & Winston, 2006). By implementing the 'reuse' idea and thus increasing sharing and joint ownership, this could lead to a change in current consumption behaviour and would mean less consumption of new products.

We can see that the reuse of items is not only something that companies are integrating in their way of working but also something that private consumers are increasingly turning to. Reusing items is a way of decreasing the consumption of new products and we can see that people are selling their possessions on the second-hand market to other people who could have use for them. Roux and Guiot (2008) have observed that second-hand shopping has become more common among consumers and part of their everyday lives.

The most common way of purchasing second-hand items have traditionally been through physical contact with the product, for example flea markets (Roux & Korchia, 2006) and second-hand stores. However, because of the increase in interest of purchasing second-hand items (Roux & Guiot, 2008) and the increase of online stores, we believe second-hand shopping online will experience the same growth in the near future as online shopping in general has. This is something we can see already happening by looking at 'Tradera' (a popular Swedish auction site) and 'Blocket' (a
popular Swedish site for buying and selling second-hand items) and their growth in popularity in recent years.

1.2 Problem discussion

Both 'Tradera' and 'Blocket' offer a broad range of product categories, however this study will focus on clothing. This is because the clothing industry is producing many new products every week due to fast fashion and its need to keep up with trends and offer consumers cheap and fashionable clothing. Due to its high speed production the clothing industry causes environmental issues (Allwood, Larsen, Rordriquez & Bocken, 2006).

According to Allwood et al. (2006) the main environmental impacts in the industry arise from energy usage and toxic chemicals. As well as energy use in the different stages of clothing production, toxic chemicals are another problem as well as waste volumes after use and water use in regards to crop cultivation (Allwood et al., 2006). Allwood et al. (2006) state that the purchasing second-hand clothing where possible is the first step to minimise the negative affects of clothing manufacturing. Farrant, Olsen, and Wangel (2010) found in their study that the purchasing of 100 reused cotton t-shirts would decrease global warming by 14%. Hence, there is a big need for reuse in this industry and it is highly important to reuse clothing that has already been produced.

We have observed that in recent years 'Tradera' and 'Blocket' have seen increased sales in clothing, which indicates that Swedish consumers are becoming more interested in this way of purchasing clothing. 'Beyond-Retro' is another example of the growing popularity of purchasing second-hand clothing online, with both physical and online presence in Sweden. Websites such as ‘Etsy’ and ‘Asos Marketplace' are popular international sites that ship all over the world (including Sweden), allowing private sellers to sell their second-hand, vintage and reworked vintage clothing all over the world (Etsy; Asos).

We can see that the demand for purchasing second-hand clothing online is increasing but we would like to see an even bigger increase in clothing sales in this consumption
Because of environmental concerns due to the mass consumption society and the increase of second-hand and online purchasing, we believe our research is highly relevant for the society and the fashion industry today. It is also relevant as it concerns the question of what is next for consumers and consumption trends. It is evident consumption patterns are changing and second-hand clothing consumption is becoming more accepted, however the area of second-hand clothing online and especially in regards to consumer attitudes has had little focus. The focus has previously been on the benefits and rising phenomenon of second-hand consumption in general from a business perspective (Allwood et al., 2006). Overall second-hand clothing consumption online has had minimum focus and the consumer perspective is missing from research.

In general the barriers and facilitators of buying second-hand clothing online need to be clarified in order to further understand consumer attitudes. In order to understand the attitudes towards the purchasing of second-hand clothing online among Swedish consumers we need to use a model suited for this task. The Theory of Reasoned Action (The TRA model) is the most common and widely used model in regards to consumer attitude research. However, this model has some limitations. To avoid the limitations it is suggested to add an external variable which is why we have chosen to include the Fashion Involvement Index. This will further help us get a better understanding of the Swedish consumers' attitudes.
1.3 Purpose
The purpose of this study is to understand attitudes and purchasing intentions in regards to the purchasing of second-hand clothing online of Swedish consumers. This study also looks to see the relationship between a person’s general fashion involvement and willingness to purchase second-hand clothing online as well as differences between women and men. This knowledge can help people involved in the fashion and the second-hand clothing industry to understand the market and understand how and who to sell to online.

1.4 Research questions

1. How important is the influence of attitude and subjective norm on second-hand clothing online purchasing intentions?
2. What are the most important considerations when purchasing second-hand clothing online?
3. How does fashion involvement affect attitude, subjective norm and behavioural intention?
4. What are the differences between women and men in regards to fashion involvement, attitude, subjective norm and behavioural intention?

1.5 Contribution to the field
This study will contribute to the ongoing research of second-hand clothing consumption, the sharing economy, and will help in identifying new consumption trends. Previous studies have focused on second-hand clothing in general, but not second-hand clothing online. Focusing on second-hand clothing online is a natural step to further research in the field because online purchasing is a popular and fast growing distribution channel. The purchasing of second-hand clothing online also relates to the sharing economy, a topic discussed a lot recently (Belk, 2007; 2009). This study will contribute to research regarding the sharing economy indirectly. This is because the online presence is a main function of the sharing economy, thus further research about consumer purchasing intentions of second-hand clothing online will help understand the willingness to participate in the sharing economy. The study will allow a better
understanding of the Swedish consumer today in regards to their view of second-hand online shopping. The research will give a further understanding of the willingness to purchase second-hand clothing online among Swedish consumers today.

1.6 Limitation and scope of the study
This study will focus on Swedish consumers. Sweden is an appropriate sample to use in this study as they are considered early adopters in regards to recognising environmental issues. Sweden is home to many fashion companies thinking about environmental concerns in the industry, some examples include ‘H&M’, ‘Filippa K’ and ‘Gina Tricot’ (H&M; Filippa K; Gina Tricot). As well as this the Swedish online second-hand selling and purchasing channels 'Tradera' and 'Blocket' have been experiencing large growths in popularity in recent years.

Because of the popularity with second-hand clothing among consumers in Sweden, second-hand clothing is becoming an accepted and mainstream way of consuming fashion. After these considerations, we believe studying Swedish consumers’ attitudes towards purchasing second-hand clothing online would be valuable for this study.

1.7 Summarising chapter one
Environmental concerns in society today need to be addressed and we can see there seems to be an increasing interest for the sharing economy among companies and private consumers. There is an increased understanding that we need to consume less and a good way to do this is by reusing items. In this study we are focusing on the reuse of clothing and because online shopping is an increasingly common way of shopping we wanted to focus on second-hand clothing online. We chose to focus on Sweden as we see Sweden as a fashion interested and environmental concerned country. In this study we are looking at Swedish consumers’ attitudes and purchasing intentions in regards to second-hand clothing online. The next chapter will describe the theories used for this study, namely the TRA model and the Fashion Involvement Index.
2. Explaining the Theory of Reasoned Action and Fashion Involvement Index

As explained in the introduction we have chosen to use the TRA model and the Fashion Involvement Index to best research our topic of Swedish consumers’ attitudes and purchasing intentions in regards to second-hand clothing online. The theoretical framework will first describe the TRA model and its components. Thereafter comes an explanation of the Fashion Involvement Index.

2.1 The Theory of Reasoned Action (TRA model)

The theory of reasoned action model, hereafter called the TRA model, was developed as an extension of the Fishbein expectancy model which measures attitude toward an object. Today the TRA model is the dominant conceptual framework for predicting and explaining behaviour (Ajzen, 2012). The TRA model is considered a more developed method of measuring consumer attitude as it measures the attitude towards the act of buying, rather than the attitude towards the product itself (Ajzen, 2012). By understanding how someone feels about purchasing a product rather than solely the attitude towards the product, the TRA model becomes a more valid measure of attitude (Ajzen, 2012). Due to these considerations we find this model to be the best for our study. The model is shown in figure 1 below and is adapted from Ajzen (2012).

figure 1. The Theory of Reasoned Action Model. (Ajzen, 2012)
2.2 Behavioural Intention (BI)
In Fishbein and Ajzen’s (1975, p.131) conceptual framework behavioural intentions are defined as ‘a person’s subjective probability to perform some behaviour’. In this framework attitudes are closely linked to behavioural intentions, assuming that when a person holds a positive attitude towards an object the more likely the person intends to perform positive behaviours towards that object (Fishbein & Ajzen, 1975). The model suggests that behaviour is linked to behavioural intentions, influenced by two factors: attitude towards the behaviour (A) and subjective norms associated with the behaviour (SN) (Ajzen, 2012). The attitude (A) is influenced by the beliefs (bi) and evaluation of the belief (ei) and subjective norm (SN) is influenced by normative beliefs (NB) and the motivation to comply (MC) (Ajzen, 2012). The reasoned action formula is described in figure 2 and is adapted from Ajzen (2012).

\[
BI = A(w1) + SN(w2)
\]

Where

<table>
<thead>
<tr>
<th>BI</th>
<th>= behaviour intention</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>= attitude towards engaging in that behaviour</td>
</tr>
<tr>
<td>SN</td>
<td>= subjective norm regarding whether other people want the consumer to engage in that behaviour</td>
</tr>
<tr>
<td>w1 and w2</td>
<td>= weights that reflect the relative influence of the A and SN components on BI</td>
</tr>
</tbody>
</table>

figure 2. The reasoned action formula. (Ajzen et al., 2007)

2.3 Components of Behavioural Intentions (BI)
Below is an explanation of the TRA model’s components - consumer attitudes, subjective norms as well as the applied weights.

2.3.1 Attitude (A)
The attitude (A) factor in the TRA model aims to predict a person's attitude towards a behaviour. In this framework an attitude refers only to a person's positive or negative evaluation of an object (Fishbein and Ajzen, 1975). Within Fishbein and Ajzen’s (1975) conceptual framework, attitudes are inferred from beliefs, this is because when a person forms a belief they are creating an attitude towards an object (Fishbein and
Ajzen, 1975). Here, beliefs are defined as knowledge of which the individual perceives to be true, thus they are the person’s own opinion (a verbal expression of attitude) (Eagley & Chaiken, 1993 via Marcketti & Shelley, 2009; Thurstone, 1931 via Fishbein & Ajzen, 1975). Within Fishbein and Ajzen’s (1975) conceptual framework beliefs refer to a person’s understanding of themselves and the environment, it is subjective and in regards to a person’s own perceptions. As mentioned earlier, the TRA model states that an attitude (A) is the function of two factors: a group of beliefs that a person holds about the behaviour (bi) as well as evaluations of the beliefs (ei).

In the TRA framework, beliefs are composed of a number of attributes in regards to a specific behaviour. Behavioural beliefs (bi) are measured by a person’s perception of the importance of each attribute when acting on a specific behaviour. The evaluations of beliefs (ei) is the assessment and consideration of the importance of attributes in regards to acting on a specific behaviour. According to Ajzen (1991) the theory suggests that the intention to perform a behaviour will be higher when the individual has a positive evaluation of performing the behaviour (Ajzen, 1991 via Nor, Shanab, & Pearson, 2008). Attitude (A) is the sum of behavioural beliefs (bi) and evaluation of beliefs (ei) and is expressed as such in figure 3 below. The figure is adapted from Ajzen (2012).

\[
A = \sum bi \cdot ei
\]

Where  
A = attitude toward an object  
bi = strength of the belief that the object has certain attributes  
\( \cdot \) = evaluation of each attribute

figure 3. Attitude formula. (Ajzen et al., 2007)

2.3.2 Subjective norm (SN)
The TRA model introduces normative beliefs (NB) to explain the inconsistency between attitude and intention (Choong, 1998). Subjective norm (SN) is defined as the perception of social pressure to act or not act on a given behaviour (Ajzen, 2012). Subjective norm (SN) is derived from the associated normative beliefs (NB) as well as the person’s motivation to comply with salient beliefs (MC).
Normative belief (NB) is defined as the perception a person has of what a specific referent thinks the person should or should not do in regards to certain behaviour (Ajzen, 2012). According to Ajzen (2012) a referent can come in different forms such as family, friends, peers and co-workers with the weight of the referents’ influence all depending on the situation at hand. When the normative beliefs of each referent is combined it produces an overall perceived social pressure or subjective norm (Ajzen, 2012).

Motivation to comply (MC) intends to capture the motivation to comply with that referent, in other words it is the perceived influence of that referent (Ajzen, 2012). The higher the subjective norm is, the higher the perceived pressure to comply to the behaviour of the relevant social norm (Yu & Wu, 2007). The strength of each normative belief (NB) is weighted by the motivation to comply (MC) with each referent (Ajzen, 2012). Subjective norm (SN) is calculated as the sum of (NB) and (MC) and can be expressed as such in figure 4 below:

\[
SN = \sum NB \times MC
\]

Where

| SN | subjective normative |
| NB | normative belief's |
| MC | motivation to comply |

figure 4. Subjective norm formula. (Ajzen et al., 2007)

### 2.3.3 Weights

Ajzen (1988) stresses that behavioural intention (BI) is not equally influenced by attitude (A) and subjective norm (SN) all the time (Ajzen, 1988 via Shim & Drake, 1990). To solve the conflicts between the two factors, weights are assigned (Fishbein and Ajzen, 1975). Weights (w) are assigned to the attitude (A) and subjective norm (SN) determinants and used to indicate the relative importance of each determinant. Weights should be used when measuring behavioural intentions (BI) as the importance of attitude and normative factors vary in different situations and among people (Fishbein & Ajzen, 1975 via Mykytyn & Harrison, 1993 & Yu & Wu, 2007).
2.4 Limitations to the TRA model
One major limitation in the TRA model is the dismissal of other external variables with which could provide a more of an understanding of the inconsistencies between attitude and beliefs, and would better predict behaviour (Fishbein & Ajzen, 1975). These external variables include demographics, personality traits and traditional attitudes towards objects (Fishbein, 2008). Belleau, Summers, Xu, & Pinel, (2004) highlight what other researchers have suggested, that additional external variables such as past behaviour, experiences and involvement would also better help predict behaviour (Bagozzi, Wong, Abe, & Bergami, 2000, Bunce & Birdi, 1998, Shim et al., 1989 via Belleau et al., 2007). Although attitudes and subjective norm are central to the prediction of behaviour the external variables play an indirect role (Fishbein, 2008). Xu, Summers & Belleau (2004) found in their literature review that 190 of approximately 350 journal articles on a diverse range of subjects, included external variables in their study (Cummings and Corney, 1987, Lowe and Frey, 1983, Liedtke, 1983, Slotton, 1993 via Xu et al., 2004). This study will use Fashion Involvement as its external variable to gain a better prediction of purchasing intentions.

2.5 The TRA model for fashion research
Recently there have been a few fashion related studies using the TRA model (Marcketti & Shelley, 2009; Shim and Drake, 1990; Xu, Summers & Belleau, 2004). These studies include attitudes towards purchasing clothing online, attitudes towards purchasing counterfeit fashion and attitudes towards purchasing alligator skin fashion. Because applying this model to fashion is relatively new, these studies have used questions from previous studies in another field and applied them to their own to produce a more reliable research. For example, to measure attitudes towards purchasing counterfeit clothing this study applied questions from Bang, Ellinger, Hadjimarcou, & Traichal’s (2000) study about renewable energy attitudes (Marcketti & Shelley, 2009). To apply accurate attributes to their study they drew on previous studies about counterfeiting to better understand their subject (Marcketti & Shelley, 2009). In our research for fashion related studies using the TRA model it is evident that it is common to use involvement as an external variable. More specifically the Fashion Involvement Index is commonly used to measure the fashion involvement of their respondents to better predict behaviour.
2.6 Fashion Involvement Index
The Fashion Involvement Index was developed by Tigert, Ring and King (1976) and measures five dimensions of fashion adoption-related behaviour. The five dimensions are: fashion innovativeness and time of purchase (1), fashion interpersonal communication (2), fashion interest (3), fashion knowledge (4) and fashion awareness and reaction to changing fashion trends (5) (Tigert et al., 1976). Belleau et al. (2007) states fashion involvement levels influence a consumers choice for all types of products and directly influences the consumers fashion product choices.

2.7 Summarising chapter two
Described in this chapter are the models used for this research, namely the TRA model and the Fashion Involvement Index. In the next chapter we will describe how we used the TRA model and the Fashion Involvement Index to operationalise this study and how they were used in the survey.
3. Turning theory into a survey

In this chapter we describe how we operationalise our research and how we developed the survey we used in order to answer our research questions. The questions asked in the survey were divided into different parts, one part for the TRA model and the other for the external variable measured using the Fashion Involvement Index. This is further described below.

3.1 Conducting research using the TRA model

The TRA model was initially built on social psychology research, but has since successfully been used in a wide range of other research areas. Research that has used the TRA model in areas other than social behaviour conduct reliable research by adapting papers who have used the TRA model in different fields, but that have a similar purpose to find appropriate questions for their study. This is how this study created appropriate questions for the survey.

To use appropriate attributes, past research has looked into their own field in order to make their research valid. Because of the lack of research using the TRA model to measure second-hand clothing online, this study looked to similar fields such as online shopping and second-hand items in general.

In regards to measuring subjective norm (SN) many research papers do not go in depth to understand the referents’ perceived pressure on a respondent’s behaviour. Xu et al. (2004) states that asking only one question in regards to associated normative beliefs (NB) and motivation to comply (MC) limited their study and suggested further research ask multiple questions for a better prediction of behaviour. This study overcame this limitation by asking respondents four questions in regards to both normative belief (NB) and motivation to comply (MC).

In regards to referents, these can change in different situations, thus Yu and Wu (2007) emphasise that one must identify appropriate referents before the study. In this study the most appropriate referents were identified using the most common referents used in studies conducting the TRA model as well as referents that had been used in similar fields.
In our research of past studies many researchers add external variables to their study in order to better predict behaviour and strengthen their results. The most common being demographics, personality traits and involvement (Fishbein, 2008). Recent research suggests using appropriate external variables is now expected due to the ability to strengthen results and overcome criticisms and limitations of the traditional TRA model. As stated previously this study will use fashion involvement as an external variable.

3.2 TRA model
Below is described how we operationalised the TRA model part of the survey.

3.2.1 Behavioural intention purchasing second-hand clothing (BI)
The questions for the TRA model were divided into different categories starting with behavioural intention of purchasing second-hand clothing (BI). In this study we used Fishbein and Ajzen’s (1975) definition of behavioural intention: a person’s subjective probability to perform some behaviour. For our study it is further defined as a person’s subjective probability to purchase second-hand clothing online.

This category consisted of the statement developed from Shim and Drake (1990) and Xu et al., (2002). The question were measured using a Likert scale from 0-5: very unlikely to very likely.

The statement measuring behavioural intention is as follows:

- I would like to purchase second-hand clothing online

This statement helped us measure what interest the respondents have in purchasing second-hand clothing online. The question was used to understand how likely respondents are to perform the behaviour (second-hand online shopping) by outright asking about their feelings towards the action.
3.2.2 Attitude (A)
In the survey to measure attitude we divided the statements into two categories - statement for behavioural belief (bi) and statements for evaluation of beliefs (ei). Attitude (A) is defined as ones’ evaluation of an object (Fishbein and Ajzen, 1975). In this research attitude (A) is defined as the evaluation towards second-hand shopping online.

The attributes used in this study were found in previous research of second-hand clothing, online shopping and environmental concerns in regards to products. The attributes this study used to measure purchasing intentions of second-hand clothing online were product price, quality of the product and the product’s originality (Roux and Guirot, 2008). Roux and Guirot (2008) stress these are the most important attributes in regards to purchasing second-hand clothing. This study also used Roux and Guirot’s (2008) attributes regarding consumers environmental concerns when purchasing products. They state, extending product life-time and the recycling of used products as important attributes. The online shopping attributes were developed using Wolfinbarger and Gilly’s (2001) article where they emphasise the time you save by shopping online, the convenience of it, and the availability of information in regards to shopping online as the most important online shopping attributes.

3.2.2.1 Behavioural belief (bi)
In the study by Fishbein and Ajzen (1975) behavioural belief (bi) is defined as the function of a group of beliefs that a person holds about the behaviour. In this research it is defined as the function of a group of beliefs that a person holds about second-hand shopping online. The belief about second-hand shopping online is composed of price, quality, originality, extending product life-time, the recycling of used products, ease of access, time saving, convenience and the availability of information.

*shopping second-hand clothing*

The category behavioural belief (bi) was divided into three subcategories. The first subcategory was ‘shopping second-hand clothing’ measuring the attributes price, quality and originality. There were three questions for each attribute. Questions measuring price and originality were developed using Roux and Guirot’s (2008) study while questions about quality were developed using our own questions but used the
same article to gather accurate questions. To measure behavioural belief (bi) we used a five point Likert scale ranging from (-2) very unlikely to (+2) very likely.

The statements used to measure price were as follows:
- I purchase/would purchase second-hand clothing as it allows me to spend less money on clothing
- I purchase/would purchase second-hand clothing as it allows me to purchase more clothing for less/the same budget
- I purchase/would purchase second-hand clothing as it allows me to change and renew my closet more easily

By using these statements we got to know how price affects the respondents’ purchasing intention of second-hand clothing. The statements measured if spending less money, purchasing more garments for the same budget and being able to change and renew their clothing more easily were motives for shopping second-hand.

The statements used to measure quality were:
- I purchase/would purchase second-hand clothing only if the clothing was in near perfect condition
- I purchase/would purchase second-hand clothing if the clothing has 'light' 'wear and tear'
- I purchase/would purchase second-hand clothing if the clothing has 'medium/heavy' 'wear and tear'

The statements helped us understand respondents’ view on quality of second-hand clothing. Using these statements we were able to understand how important respondents’ believe the condition of the garments are and the amount of ‘wear and tear’ they think is acceptable.

The statements for measuring originality were:
- I purchase/would purchase second-hand clothing to purchase special/unique clothing I would not see in retail stores
- I purchase/would purchase second-hand clothing to purchase clothing not everyone will have
• I purchase/would purchase second-hand clothing to have pleasure in discovering unique clothing

These statements helped us see to what extent respondents think the originality and uniqueness of second-hand clothing is a motive for shopping second-hand garments. We were able to see if it is important to respondents that second-hand clothing purchased is not commonly seen in retail stores and something that will not be seen on every other person. We were also able to see if respondents enjoy finding these kinds of garments. These three statements are quite similar to each other which enabled us to measure consistency between the answers of the statements.

environmental concerns
The subcategory 'environmental concerns' measured the attributes extending product life-time and recycling of used products. We had two statements to measure the first attribute extending product life-time and three statements to measure the recycling attribute. The statements were developed using Roux and Guirot's (2008) research. The statements measuring extending product life-time were as follows:

• I purchase/would purchase second-hand clothing to give unwanted clothing another life
• I purchase/would purchase second-hand clothing to re-use clothing that is still usable (that would otherwise go to waste)

By using these statements we were able to see what interest respondents have in giving garments longer life time. It helped us understand if reusing is important to them and if this is a motive for purchasing second-hand clothing.

The statements to measure the attribute recycling were:
• I purchase/would purchase second-hand clothing to fight against waste in a small way
• I purchase/would purchase second-hand clothing to reduce the amount of ‘brand new’ clothing I am purchasing, which I feel is bad for the environment
• I purchase/would purchase second-hand clothing to reduce environmental pollution
These statements helped us see how environmentally concerned respondents are and if there is a connection to their purchasing behaviour of second-hand clothing. We were able to see if respondents believe they are in a way fighting against waste when purchasing second-hand clothing and to what extent they want to reduce environmental pollution by purchasing clothing second-hand. We were also able to see if respondents know or care about the negative environmental affects the production of new clothing has and if that is a reason for purchasing second-hand clothing.

*online shopping*

For the category 'online shopping' measuring the attributes saving time, convenience and availability of information connected to online shopping we used three statements for each attribute. The statements for the first and third attribute were developed using relevant research regarding the topic. The second attribute was developed through the use of Roux and Guirot's (2008) discussion about convenience.

The statements to measure the attribute saving time were:

- I purchase/would purchase second-hand clothing online rather than in store to create a faster experience
- I purchase/would purchase second-hand clothing online rather than in store to have more time pursuing other activities
- I purchase/would purchase second-hand clothing online rather than in store to have more time browsing for second-hand clothing online

The statements helped us see if there is a preference among respondents for purchasing second-hand clothing online or in store and if this has something to do with the belief that they are saving time when shopping online. We were able to see if respondents believe purchasing second-hand clothing online is better because it is a faster experience, if they would rather spend that extra time doing other things or if they would like to spend that extra time looking and purchasing even more second-hand clothing online. And also if this affects they way respondents shop second-hand clothing online.
To measure the attribute convenience we used these statements:

- I purchase/would purchase second-hand clothing online so I can browse/purchase anytime I want
- I purchase/would purchase second-hand clothing online so I can browse/purchase anywhere I am
- I purchase/would purchase second-hand clothing online so I can have access to second-hand clothing I would not otherwise have access to

These statements measured respondents’ view of the importance of convenience when purchasing second-hand clothing online. We were able to see if their willingness to purchase second-hand clothing online has any relation to the ability to shop anytime and anywhere they want. The statements also helped us see if there is a preference for shopping second-hand clothing online because of increased access to garments on the Internet.

To measure the attribute availability of information the following statements were used:

- I purchase/would purchase second-hand clothing from a website only if it was (in my eyes) highly descriptive of their clothing
- I purchase/would purchase second-hand clothing from a website only if I trust it (in terms of the description of the garments, photos of the garments, terms of conditions being clear etc.)
- I purchase/would purchase second-hand clothing online only if I visually like the website

By having respondents answering these statements we were able to understand if the website itself has an impact on the motives for purchasing second-hand clothing online. We were able to see if the description of the garments in the webshop is important to respondents and also if the trust in the website is important to them. By asking about the preference of the website because of how it visually looks we were able to see if this is an aspect affecting respondents’ intentions to purchase second-hand clothing online.
3.2.2.2 Evaluation of behaviour (ei)
Following the statements measuring behavioral beliefs (bi) were questions about evaluation of behaviour (ei) where we asked respondents for their opinions about how important each attribute is to them in regards to second-hand clothing online. The evaluation of behaviour (ei) in the study by Fishbein and Ajzen (1975) is defined as the evaluation of the beliefs. In our research it is defined as the evaluation of attributes in regards to purchasing second-hand online. These attributes are price, quality, originality, extending product life-time, the recycling of used products, ease of access, time saving, convenience and the availability of information.

Evaluation of behaviour (ei) was measured using the Likert scale from (-2) very unimportant to (+2) very important. The questions were as follows:

- How important are price considerations when purchasing/if you would purchase second-hand clothing online?
- How important are quality considerations when purchasing/if you would purchase second-hand clothing online?
- How important are originality considerations when purchasing/if you would purchase second-hand clothing online?
- How important is extending the product life-time when purchasing/if you would purchase second-hand clothing online?
- How important is recycling when purchasing/if you would purchase second-hand clothing online?
- How important is saving time when purchasing/if you would purchase second-hand clothing online?
- How important is convenience when purchasing/if you would purchase second-hand clothing online?
- How important is the availability of information when purchasing/if you would purchase second-hand clothing online?

These questions were used to see how important each attribute is to respondents when purchasing second-hand clothing online. They also helped us measure consistency between the statements above and the direct questions asking for the importance of each attribute.
3.2.3 Subjective norm (SN)
After measuring attitude (A) the model next asked for questions to measure subjective norm (SN). Subjective norm (SN) is defined as the social pressure to act or not act on that behaviour (Fishbein & Ajzen, 1975). In our study the subjective norm (SN) is defined as the social pressure to purchase or not purchase second-hand clothing online.

This study looked at both online shopping articles and fashion articles using the TRA model to find appropriate referents to measure subjective norm (SN). Because there has been no previous research using the TRA model in regards to second-hand clothing this study used appropriate referents found in research about fashion in general as the influences will be similar.

Looking at various studies it is clear that referents are similar in different areas. We identified, family, friends, social status and media to be the most relevant referents. We found family, friends and media to always be included in both fashion and online shopping studies using the TRA model (Yu & Wu, 2007; Xu et al., 2004). Social status was used as a referent in a study evaluating the attitudes towards wearing alligator skin items (Xu et al., 2004). This study defines social status as a group of people with common characteristics and interests. This study assumes these social status groups to have different opinions about second-hand clothing. We perceived this to be an important referent in regards to the purchasing of second-hand clothing online because of the stigma and perceptions towards second-hand clothing. We believed this would be interesting as the stigma is still relevant but is changing, thus we want to know if social status is still highly considered when purchasing second-hand clothing.

The questions about subjective norm (SN) conducted for this study were included in the normative belief (NB) and motivation to comply (MC) factors. Normative belief (NB) was measured using the Likert scale from (-2) very unlikely to (+2) very likely and motivation to comply (MC) was measured also using the Likert scale but from (-2) very unimportant to (+2) very important.

3.2.3.1 Normative belief (NB)
Normative belief (NB) is defined by Fishbein and Ajzen (1975) as the perception a person has of what a specific referent thinks the person should or should not do in
regards to certain behaviour. In our study normative belief (NB) is defined as the perception a person has of what a specific referent thinks about the person purchasing second-hand clothing online. As defined previously valid referents include family, friends, media and social status.

The category normative beliefs (NB) consists of four statements developed using the article by Hansen, Jan, & Hans (2004). This study used referents they used as well as adapted referents from previous fashion studies to create reliability in this study (Hansen et al., 2004; Xu et al., 2004).

The statements to measure normative belief were the following:

- Family members' opinions of purchasing second-hand clothing online influences my decision to purchase second-hand clothing via the Internet
- Most of my family and friends opinions of purchasing second-hand clothing online influences my decision to purchase second-hand clothing via the Internet
- The media’s opinion of purchasing second-hand clothing online influences my decision to purchase second-hand clothing via the Internet
- My social status’ opinion of purchasing second-hand clothing online influences my decision to purchase second-hand clothing via the Internet

These statements enabled us to understand the referents’ influence on the consumer when purchasing second-hand clothing online.

3.2.3.2 Motivation to comply (MC)
Fishbein and Ajzen (1975) define motivation to comply (MC) as the motivation to comply with a specific referent. In this study motivation to comply (MC) is defined as the this studies’ target group’s (Swedish consumers) motivation to comply with relevant referents. The questions in this category are measuring respondents’ motivation to comply with each of the four referents we used to measure normative belief. The questions are connected to normative beliefs.
● When purchasing second-hand clothing online, how important are opinions from family?
● When purchasing second-hand clothing online, how important are opinions from most friends and acquaintances?
● When purchasing second-hand clothing online, how important are opinions from the media?
● When purchasing second-hand clothing online, how important are opinions from your social status?

The questions asked here gave us an understanding of respondents’ perceptions about the importance of each of the referents’ opinions when making decisions about purchasing second-hand clothing online.

3.3 External Variable: Fashion Involvement
The Fashion Involvement Index was used as the external variable in this study. In the survey we used the Fashion Involvement Index to ask about fashion in general, not about any specific area such as second-hand shopping involvement or second-hand online involvement. This was to see how the respondents’ relation to fashion trends and their own perceptions of their interest in fashion affects attitude and willingness towards purchasing second-hand clothing online.

The Fashion Involvement Index consists of five questions measuring the five dimensions described earlier. Four of the questions are measured on a 3 point scale and the last question is measured on a 5 point scale. For this study we used the standard questions developed by Tigert et al (1976). The questions were as follows:

● In general, would you say you buy clothing fashions
  - earlier in the season than most?
  - about the same time as most?
  - later in the season than most?
• How much information about new clothing fashions do you give to your friends?
  - very little
  - average amount
  - a great deal

• With regards to your interests in clothing fashions, would you say you are
  - less interested than most?
  - about as interested as most?
  - more interested than most?

• Compared with most others, how likely are you to be asked for advice about new clothing fashions?
  - less likely to be asked than most
  - about as likely to be asked as most
  - more likely to be asked than most

• Which one of the statements below best describes your reaction to changing fashions? (Even though there may be no statement listed that exactly describes how you feel, make the best choice you can from the answers listed.)
  - I read fashion news regularly and try to keep my wardrobe up-to-date with fashion trends
  - I keep up-to-date on all the fashion changes although I don’t always attempt to dress according to those changes.
  - I check to see what is currently fashionable only when I need to buy some new clothes.
  - I don’t pay much attention to fashion trends unless a major change takes place.
  - I am not at all interested in fashion trends.

3.4 Summarising chapter three
To get the data needed to conduct this study a survey was used. The survey consisted of one part measuring the TRA model and one part measuring the Fashion Involvement Index, this studies external variable. In this chapter we have described how this study defines the concepts in the model. We have also described how we developed the statements and questions used in the survey and we have explained why
they fit this study. In the next chapter we will discuss the choice of having a quantitative study, describe how the data was collected using this survey and how it was later analysed.

Figure 5 below is a summary of how we have used the TRA model to fit this study. Also included in figure 5 is the external variable used in this study, the Fashion Involvement Index.

![Figure 5. This study’s TRA model.](image-url)
4. How this research was conducted

In this chapter we are describing the research methods used in this study. We are discussing the choice of research strategy and validity as well as reliability. The chapter also describes how the data was collected and analysed.

4.1 Research strategy

For this research we used a quantitative research strategy to best research our topic of purchasing second-hand clothing online. In this research we had no intention of going deeper into the consumers thoughts, we wanted only an overall view of Swedish consumers' attitudes towards purchasing second-hand clothing online. The aim was to look at more consumers' perceptions to get an overview rather than see what fewer consumers thought about this topic. This is why we chose a quantitative research strategy as it would best suit the aims of this study.

4.2 Inductive theory

An inductive approach means that theory is an outcome of research - generalisable inferences are drawn out of observations and findings. A deductive approach is the opposite and research is instead generated from theory. Using a deductive approach research questions or hypotheses are derived from theory and guide the collection of data. A combination of the two approaches could mean that theory is generated from observation and findings as in an inductive approach. From these findings are hypotheses developed to test the findings as would be done using a deductive approach. (Bryman, 2012)

Bryman (2012) explains an abductive approach as being similar to the inductive approach but with the difference that the abductive approach aims to understand social worlds by examining the participants' language, meanings, and perspectives. When the social world is described and understood from the perspective of the participants, the researcher can come to social scientific accounts of that social world. (Bryman, 2012)

We found that an inductive approach was most relevant to use in this study. In the beginning phase of this study we started off by deciding what research area we wanted to study and thereafter read previous research papers about this topic. After getting an
overview of what had been written before in this area we discussed with each other what we thought were lacking in the field, what we wanted to know more about and examine. After this we developed the research questions for this study. Since the research questions were developed out of what we were missing in previous research and what we wanted to know more about with the intention to examine reality an inductive approach was used when conducting this study (Bryman, 2012).

4.3 Data collection
To answer this study’s research questions and collect the data needed for this study we used a survey in the form of an online self-completion questionnaire with closed-ended questions. In the survey the respondents were asked to answer the questions by marking their answers on a 5 point Likert scale. The Likert scale was used due to its ability to measure attitude (Bryman, 2008), as this is what our research focuses on. The survey consisted of two parts, one regarding the TRA model and the other regarding the Fashion Involvement Index.

A survey in the form of a self-completion questionnaire reduces the risk of interviewer bias because the questions will be asked in the same order for each respondent (Bryman, 2012). Another reason for choosing a self-completion questionnaire is because of its convenience for respondents as they can answer it when it is most convenient for them and take as much time as they need to finish it (Bryman, 2012). However, a disadvantage with this way of collecting data is that the researchers cannot further explain a question if a respondent cannot understand it (Bryman, 2012). That is why we made the questions as clear as possible.

Closed-ended questions were most relevant to use in this study because we wanted to get an overall view of the attitudes to purchasing second-hand clothing online. However, we are aware a disadvantage with these types of questions is that respondents cannot give further explanations or share deeper thoughts (Bryman, 2012). However, in this study we did not seek to get deeper answers and thoughts but only an overall view which make closed-ended questions suitable in the survey. These questions are also easy to code and it is easy to compare answers to each other (Bryman, 2012) which was beneficial for us in this study.
4.4 Sampling
The survey was created using an online platform from where you also are able to spread the survey by using a link. Before sending the link the survey was tested on a test person and examined by another person who is familiar with writing research studies. We did this to make sure the survey would provide us with the answers we wanted and not measure anything we did not intend to measure. After the survey was tested and examined we sent the link on a social media platform and asked people to fill in the survey and share the link. Using this method we used two types of non-probability sampling, namely convenience sampling and snowball sampling.

Convenience sampling is often preferred in social research because of saved costs and the avoided difficulties when there is no need to do as much preparation work as when using probability sampling (Bryman 2008). By using the social media platform used to disperse the survey more people could be reached in the target group for this research and also in a short amount of time. This helped us to easily gather the data needed for this study from relevant respondents. By posting the survey on the social media platform we could also ask the members of the platform to spread the survey. By doing so we used snowball sampling which helped us reach even more relevant respondents.

Because we wanted to study the attitudes and behavioural intentions towards purchasing second-hand clothing online of Swedish consumers the criteria for our respondents were that they had been living in Sweden for the most part of their lives. The study also called for respondents over 18 years old, as that is the minimum age in Sweden for shopping online. The social media platform of which the survey was dispersed was chosen because it allowed us reach respondents who fulfilled these criteria. People using the social media platform are both women and men with different occupations and education and they are also from different parts of Sweden. Most of this study’s respondents (88%) were in the age range of 18-29 years old. This means that the study’s results are relevant for this age group of Swedish consumers.
According to Statistiska Centralbyrån (SCB, 2014) the number of people living in Sweden in 2013 in an age between 18 and 29 were 1,540,445 people. This study’s sample (88% of 82 respondents) is small compared to the whole group of 18-29 years old in Sweden. The results of this study give only an indication about these people’s attitudes towards purchasing second-hand clothing online. Bigger samples must be examined to get more accurate findings about this group’s attitude and behaviour.

4.5 Validity
The question of measurement validity is whether a measure of a concept really measures that concept and not something else (Bryman, 2008). In the survey we have taken this into consideration and tried to avoid this problem by adapting questions and statements used in previous studies where they measure the same concepts as in this study.

The concern of ecological validity is in regards to whether findings in social research really can be applied to people’s every day, natural social settings (Bryman, 2008). This issue could especially be a concern in quantitative studies where there is a reliance on instruments to collect data (Bryman, 2008). This could hinder the connection between research and everyday life (Bryman, 2008) and we cannot be sure if the respondents’ answers are really how they believe and act in their everyday lives. While conducting this research we have had ecological validity in mind. This problem has looked to be avoided by adopting the statements and questions used in the survey from previous research.

When conducting this research external validity has also been taken into consideration. External validity is concerned with the question of the generalisation of the study (Bryman, 2008). In this research we are measuring Swedish consumers’ attitudes towards purchasing second-hand clothing online. The sample are men and women from 18 years old who have lived in Sweden for the most part of their lives. 88% of this study’s respondents were in the age range of 18-29 years old. Because we chose to reach respondents by dispersing the survey on a social media platform with people of different gender, and with different occupations who live in different parts of Sweden we could get a sample that can give
indications on what Swedish consumers in the age of 18-29 years old attitudes are towards purchasing second-hand clothing online. However, we are aware that this sample is very small compared to the whole group of 18-29 years old who live in Sweden which according to Statistiska Centralbyrån (SCB, 2014) were 1 540 445 people in 2013.

4.6 Reliability
Reliability concerns the consistency of measures in a study (Bryman, 2012). To increase the reliability in the survey, consistency in the TRA model was tested by first having different statements about each attribute and then ask more directly about the importance of each of these attributes. Using this approach we were able to see if there is consistency between the answers of the statements and the direct questions of the importance of the attributes. However, we cannot be sure the respondents’ view of how important they believe each attribute is to them could be exactly measured by the statements used in this survey. For example, a respondent could believe recycling is important to them but maybe not recycling when it comes to clothing. The answers would therefore not be consistent and not measure consistency. This is something we have had in mind when analysing the results.

To test the reliability of the survey Cronbach’s alpha test were conducted for the surveys two parts: the TRA model and Fashion Involvement Index. The Cronbach’s alpha test is widely used to measure internal reliability in social research studies (Bryman, 2008). The statistics examined for measuring purchasing intentions were intentions to purchase second-hand clothing online, attitudes towards purchasing second-hand clothing online and normative beliefs in regards to purchasing second-hand clothing online. A Cronbach’s alpha test was also conducted for the Fashion Involvement Index. The statistics examined are the five questions regarding respondents’ fashion involvement.

4.7 Data Analysis
This part will describe how this study analysed the data collected from the survey. The program we used to help us analyse the data was SPSS. This part will discuss what methods were used to analyse the Fashion Involvement Index and research questions for this study.
4.7.1 Analysing the Fashion Involvement Index

A Cronbach’s alpha test was first conducted to test the reliability of the Index. To compute the Fashion Involvement Index, the mean was calculated. To compute the Fashion Involvement Index each question in the five categories were coded from (1) to (3) and the last question which has more weight than the others was coded (1) to (5). Thus a person's fashion involvement has a score from 5 to 17 (Tigert et al., 1976).

To calculate the mean fashion involvement of all respondents, each respondent’s fashion involvement scores were added and divided by the amount of respondents (Tigert et al., 1976). In this study the mean was calculated for the total respondents as well as both males and females mean scores to gain a deeper understanding of the respondents' fashion involvement. This method of analysis follows both Xu et al.’s (2004) and Belleau et al.’s, (2007) study on consumer attitudes towards purchasing fashion items using alligator skin, and their analysis of the Fashion Involvement Index.

4.7.2 Research question 1

*How important is the influence of attitude, subjective norm and their components on second-hand clothing online purchasing intentions?*

The TRA model calls for the application of weights on the attitude (A) and normative belief (NB) factors due to the fact the importance of each factor changes in different situations. In this study the relative importance (w1,w2) of attitude (A) and subjective norm (SN) were examined using standardized regression coefficients (beta weights) as Shim and Drake (1990) state Fishbein and Ajzen (1975) recommend be used. This study is following and adapting Shim and Drake’s (1990) method of data analysis for the first research question. The regression analysis measured attitude (A) and subjective norm (SN) against second-hand clothing online purchasing intentions (BI).

4.7.3 Research question 2

*What are the most important considerations when purchasing second-hand clothing online?*

To measure the most important considerations when purchasing second-hand clothing
online the data was categorised and put into a table. The categories related to the eight attributes of second-hand clothing online purchasing intentions. Because each attribute has a maximum of three questions related to it, each attribute was totaled to calculate its overall score. These categories were computed into a table to analyse what the most important considerations were to respondents.

4.7.4 Research question 3
*How does fashion involvement affect attitude, subjective norm and behavioural intention?*
To measure this relationship the data was categorised and put into two tables. The first table categorised the respondents’ fashion involvement into three categories: high, average and low general fashion involvement. For each category the table measured respondents’ relative attitude (A), subjective norm (SN) and overall behavioural intention to purchase second-hand clothing online (BI) scores to identify any relationships.

4.7.5 Research question 4
*What are the differences between women and men in regards to fashion involvement, attitude, subjective norm and behavioural intention?*
The results for question 4 were presented in a table. The table looked to identify differences in female and male's fashion involvement as well as differences in their attitude (A), subjective norm (SN) and overall behavioural intention to purchase second-hand clothing online (BI) scores.

4.8 Summarising chapter four
The chapter has described the research methods used in this study. We used a quantitative research strategy because we wanted to get an overall view of Swedish consumers’ attitudes and purchase intentions in regards to second-hand clothing online. In the chapter we have explained how the data was collected, what sample we used as well as discussing the reliability and validity of the study. Furthermore, we have described how the data was analysed and how we got the answers for each of the research questions.
5. Presenting and discussing findings

In the previous chapter we described how we analysed the data collected from the survey. In this chapter the results are presented and discussed.

5.1 Profile of respondents

Overall 88 respondents answered the survey. However, six responses had to be removed because they were invalid as they did not meet the criteria for this study. Five of these respondents had not been living in Sweden for the most part of their lives and one was not over 18 years old. After removing these six respondents we had 82 valid answers to the survey. These are the ones we have analysed and based this study’s result on.

The 82 respondents were both men and women from the age of 18. 54 (66%) of the respondents were women and 28 (34%) of the respondents were men. This is shown in figure 6. Most of the respondents (88%) were in the age range of 18-29. 3% of the respondents were in the age range of 30-39, 5% of the respondents were between 40-49 and 4% were over 50 years old. This can be seen in figure 7. Because most of the respondents (88%) were in the age range of 18-29 years old the results of this study is seen as an indication for this age group of Swedish consumers’ attitude towards purchasing second-hand clothing online.

Figure 6. Distribution of gender.
5.2 TRA model
The Cronbach’s alpha calculated for the TRA model part of the survey was 0.92. This is considered an acceptable result, which further means the survey was reliable. Below are the results from the TRA model presented and discussed but first are the estimates of the survey's results explained.

The results from the survey are presented as respondent’s average. The belief about attributes (bi) and evaluation of attributes (ei) consisted of 31 questions altogether. The belief about attributes (bi) part consisted of eight categories (price, quality, originality, extending product life time, recycling of used products, saving time, convenience, availability of information) with two or three questions in each category, making the total number of questions 23. The evaluation of attributes (ei) part consisted of the same eight categories but there were only one question in each category, making the total number of questions for the evaluation of attributes (ei) part eight questions.

The answer for each question was marked in the scale between +2 to -2, where +2 means ‘very important/very likely’, +1 means ‘relatively important/relatively likely’, 0 means ‘neither or both’, -1 means ‘relatively unimportant/relatively unlikely’ and -2 means ‘very unimportant/very unlikely’. This can be seen in table 1 below.
The answer scores were summed up for all 82 respondents in the belief about attributes (bi) and evaluation of attributes (ei) parts respectively and divided by number of questions times number of respondents (82*23=1886 for the bi part, 82*8=738 for the ei part) to get the respondents’ average score. To get the average score for attitude (A), the belief about attributes (bi) and evaluation of attributes (ei) average score were summed up.

The normative beliefs (NB) part and motivation to comply (MC) part consisted of four questions respectively. The scores for all respondents were summed up and then each part were divided by number of respondents times number of questions (82*4=328) to get respondents’ average score. The average score for the NB and MC part were summed up to get the score for subjective norm (SN). Lastly, to get respondents’ average score for behavioral intention (BI) the attitude (A) average score and subjective norm (SN) average score were summed up.

### 5.2.1 Attitude (A)

The overall attitude score (A) was calculated as the sum of belief about attributes (bi) and evaluation of attributes (ei). Belief about attributes (bi) calculated to +0.15 while evaluation of attributes (ei) calculated to +0.54, thus attitude (A) calculated to a score of +0.71. The highest possible score for attitude (A) would be +2 meaning every respondent would have answered ‘very likely’ and ‘very important’ on each of the 31 questions for behaviour beliefs (bi) and evaluation of beliefs (ei). The lowest possible score would be -2, meaning all respondents would have answered ‘very unlikely’ and ‘very unimportant’ on every question. A score of +1 would mean that every respondent

<table>
<thead>
<tr>
<th>Answer</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>very likely/very important</td>
<td>+2</td>
</tr>
<tr>
<td>relatively likely/relatively important</td>
<td>+1</td>
</tr>
<tr>
<td>neither or both</td>
<td>0</td>
</tr>
<tr>
<td>relatively unlikely/relatively unimportant</td>
<td>-1</td>
</tr>
<tr>
<td>very unlikely/very unimportant</td>
<td>-2</td>
</tr>
</tbody>
</table>

Table 1. Answer scores for questions in the TRA model.
would have answered relatively likely and relatively important on every question and -1 would mean every respondent answered ‘relatively unlikely’ and ‘relatively unimportant’ on each question. Hence, the result of +0.71 is between the answer category ‘neither or both’ and ‘relatively likely/relatively important’. This means that this study’s respondents had no strong consideration in regards to purchasing second-hand clothing online.

5.2.2 Subjective Norm (SN)
The overall subjective norm score (SN) was calculated as the sum of normative beliefs (NB) and motivation to comply to those beliefs (MC). Normative belief (NB) score calculated as -0.78 while motivation to comply (MC) calculated as -0.68, thus the subjective norm (SN) score calculated to -1.46. This means the respondents subjective norm (SN) score is in between ‘relatively unimportant’ (-1) and ‘very unimportant’ (-2). Therefore the social pressure to purchase or not purchase second-hand clothing online is between ‘relatively unimportant’ and ‘very unimportant’ to respondents.

5.2.3 Behavioural Intention (BI)
The overall behavioural intention (BI) score was calculated as attitude towards behaviour (A) plus subjective norm (SN). The behavioural intention (BI) score calculated as -0.75. This means respondents’ purchasing intention of second-hand clothing online falls between the ‘neither or both’ (0) and ‘relatively unlikely’ (-1) range. Thus respondents are relatively indifferent to the purchasing of second-hand clothing online, however are more unlikely to purchase than to purchase second-hand clothing online.

5.3 Fashion Involvement Index
The Fashion Involvement Cronbach’s alpha calculated as +0.75, which is considered an acceptable result. Therefore, the Fashion Involvement Index was a reliable survey. The mean for the Fashion Involvement Index calculated to +10.44. This means respondents perceived themselves as having a slightly lower than what is considered average general fashion involvement. Comparing genders, female respondents had a slightly higher fashion involvement average score, +10.87, while males average fashion involvement score was +9.6.
5.4 Research question 1

*How important is the influence of attitude and subjective norm on second-hand clothing online purchasing intentions?*

Results show that attitude has the majority of influence towards the intention to purchase second-hand clothing online. Calculating the beta weights identified attitude (A) to have a beta weight of +0.904 while subjective norm (SN) had a beta weight of +0.327 on behavioural intention (BI). This reveals that in regards to second-hand clothing online purchasing intentions the attitude (A) factor in the TRA model has more of an affect on behavioural intention (BI) than subjective norm (SN) does. Therefore it can be said that attitude towards the purchasing intention is more important than subjective norm, or in other words social pressure, when purchasing second-hand clothing online. However this does not mean that subjective norm has no influence over the purchasing intention as a beta weight score of +0.327 is still considered significant.

5.5 Research question 2

*What are the most important considerations when purchasing second-hand clothing online?*

The results of the survey showed that the most important consideration when purchasing second-hand clothing online is the availability of information. The least important consideration according to the survey was saving time. The highest possible attitude (A) score that could be gained was +2 and the lowest was -2. The scores for all the attributes in this study were in the range between -0.41 and +0.73. Table 2 below shows all the attributes and the order of how important they were to this study’s respondents.
Table 2. Importance of attributes when purchasing second-hand clothing online.

<table>
<thead>
<tr>
<th>Importance</th>
<th>Attribute</th>
<th>Attribute score</th>
<th>Highest and lowest score possible</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Availability of information</td>
<td>+0.73</td>
<td>(+2) - (-2)</td>
</tr>
<tr>
<td>2</td>
<td>Originality</td>
<td>+0.7</td>
<td>(+2) - (-2)</td>
</tr>
<tr>
<td>3</td>
<td>Quality</td>
<td>+0.61</td>
<td>(+2) - (-2)</td>
</tr>
<tr>
<td>4</td>
<td>Price</td>
<td>+0.42</td>
<td>(+2) - (-2)</td>
</tr>
<tr>
<td>5</td>
<td>Recycling of used products</td>
<td>+0.22</td>
<td>(+2) - (-2)</td>
</tr>
<tr>
<td>6</td>
<td>Convenience</td>
<td>+0.06</td>
<td>(+2) - (-2)</td>
</tr>
<tr>
<td>7</td>
<td>Extending product life-time</td>
<td>+0.04</td>
<td>(+2) - (-2)</td>
</tr>
<tr>
<td>8</td>
<td>Saving time</td>
<td>-0.41</td>
<td>(+2) - (-2)</td>
</tr>
</tbody>
</table>

Table 2 explains that if all respondents would have answered ‘very likely’ and ‘very important’ on the questions in the behaviour belief (bi) part of the survey the score would have been +2. If respondents all would have answered ‘relatively likely’ and ‘relatively important’ the score would be +1. If respondents were to respond ‘neither or both’ the score would be 0. If they would have answered ‘relatively unlikely’ and ‘relatively unimportant’ on all questions the score would be -1 and if all answers would have been ‘very unlikely’ and ‘very unimportant’ the total score would be -2.

The results of this study’s survey showed that attitude towards each attribute were around the same range, no answer differing completely from the others. All attributes except from ‘saving time’ had a score in the range between ‘neither and both’ (0) and ‘relatively likely/relatively important’ (+1). The attribute ‘saving time’ was in the range between ‘neither and both’ (0) and ‘relatively unlikely/relatively unimportant’ (-1).

The most important consideration in regards to purchasing second-hand clothing online was the availability of information of the garments on the website. It was especially important that the respondent could trust the website in terms of clear information such as the description of the garment and photos of it. The second most important consideration was the originality of the clothes and especially that the garment is not available in retail stores. The third most important consideration was the quality of the garments. Most respondents wanted the garments to be in near perfect condition.
The fourth most important consideration when purchasing second-hand clothing online was ‘price’ with spending less money on clothing as the most important consideration in regards to price. ‘Recycling of used products’ was the fifth most important consideration. The results showed that respondents did not take fighting against waste by purchasing second-hand clothing online or reducing the amount of brand new clothing they buy into consideration. However, reduce environmental pollution got a higher score meaning that this was a more important consideration.

Following ‘recycling of used products’ was convenience which showed purchasing clothing anytime or anywhere was not an important consideration when purchasing second-hand clothing online. However, access to second-hand clothing respondents would not otherwise have access to was a slightly more important consideration when purchasing second-hand clothing online. Second to last was the attribute ‘extending product life-time’ which had the lowest positive result. Respondents did not believe this to be an important consideration to them when purchasing second-hand clothing online. The least important consideration to respondents was ‘saving time’. This was the only attribute that received a negative score.

5.6 Research question 3
How does fashion involvement affect attitude, subjective norm and behavioural intention?

This study looked to see differences in attitude (A), subjective norm (SN) and behavioural intention (BI) towards purchasing second-hand clothing online and comparing this to how fashion involved the consumer was. The results are presented in table 3 below.

<table>
<thead>
<tr>
<th>Fashion Involvement</th>
<th>Attitude (+2)(-2)</th>
<th>Subjective Norm (+2)(-2)</th>
<th>Behavioural Intention (+2)(-2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>-0,13</td>
<td>-0,73</td>
<td>-0,25</td>
</tr>
<tr>
<td>Average</td>
<td>+0,41</td>
<td>-0,61</td>
<td>+0,19</td>
</tr>
<tr>
<td>Low</td>
<td>+0,19</td>
<td>-1,00</td>
<td>-0,05</td>
</tr>
</tbody>
</table>

Table 3. Degree of fashion involvement and scores for attitude, subjective norm and behavioural intention.
Results showed there were only small differences in scores for attitude (A) towards second-hand clothing online, subjective norm (SN) and behavioural intention (BI) in regards to purchasing second-hand clothing online. In regards to attitude (A), respondents with low and average levels of fashion involvement had scores between the answer categories ‘neither or both’ (0) and ‘relatively likely’ (+1). Thus, both had a somewhat indifferent attitude, however the scores were slightly positive. Respondents with high levels of fashion involvement also had a somewhat indifferent attitude however their scores leaned slightly negative.

Respondents’ survey results showed a very small variation in subjective norm (SN) scores. Respondents with low fashion involvement were ‘very unlikely’ to be affected by social pressure in regards to purchasing second-hand clothing online. Respondents with high and average fashion involvement had scores in between ‘neither and both’ (0) and ‘relatively unlikely’ (-1), meaning they were slightly more likely to be affected by social pressure than respondents with low levels of fashion involvement.

Scores for behavioural intention (BI) also showed very small differences between the different levels of fashion involvement. The respondents with average fashion involvement were most likely to purchase second-hand clothing online of all the fashion involvement levels. However, their score was only in the range of ‘neither and both’ (0) and ‘relatively likely’ (+1), which means they only have a small intention towards purchasing second-hand clothing online. The lowest score for behavioural intention (BI) was received by respondents with the highest level of fashion involvement, closely followed by respondents with low fashion involvement. These respondents had scores between ‘neither and both’ (0) and ‘relatively unlikely’ (-1). This means they have a slightly unlikely intention in regards to purchasing second-hand clothing online.

5.7 Research question 4
What are the differences between women and men in regards to fashion involvement, attitude, subjective norm and behavioural intention?

Furthermore, this study looked at differences between men and women in regards to
fashion involvement, attitude (A), subjective norm (SN) and behavioural intention (BI) in regards to purchasing second-hand clothing online. The results can be seen in table 4 below.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Fashion Involvement (+5)(+17)</th>
<th>Attitude (+2)(-2)</th>
<th>Subjective Norm (+2)(-2)</th>
<th>Behaviour Intention (+2)(-2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women</td>
<td>+10.9</td>
<td>-0.46</td>
<td>-0.69</td>
<td>+0.23</td>
</tr>
<tr>
<td>Men</td>
<td>+9.5</td>
<td>-0.11</td>
<td>-0.81</td>
<td>-0.25</td>
</tr>
</tbody>
</table>

Table 4. Gender and scores for fashion involvement, attitude, subjective norm and behavioural intention.

In regards to fashion involvement women were only slightly more fashion involved than men. However, they were both in the range of having average fashion involvement. Subjective norm (SN) was also very similar among both genders. Scores were between the answer categories ‘neither or both’ (0) and ‘relatively unimportant’ (-1). This shows that both genders are relatively unlikely to be affected by social pressure when making purchasing intentions in regards to second-hand clothing online.

Small differences can be seen among genders in both attitude (A) and behavioural intention (BI) in regards to purchasing second-hand clothing online. Results showed that women have a more favorable attitude towards purchasing second-hand clothing online and their behavioural intention is also higher than men's. Women's results showed that they are in between the answer categories ‘neither or both’ (0) and relatively likely’ (+1), meaning a small positive attitude. Men's results were in the range ‘neither or both’ (0) and ‘relatively unlikely’ (-1), meaning they have somewhat of an indifferent attitude towards purchasing second-hand clothing online.

Behavioural intention (BI) scores for men and women showed that women’s score were in the range of ‘neither or both’ (0) and ‘relatively likely’ (+1). This means their intentions of purchasing second-hand clothing online are only slightly positive. Men’s scores were in between the range ‘neither or both’ (0) and ‘relatively unlikely’ (-1), that is understood as behavioural intentions to purchasing second-hand clothing online are slightly negative.
5.8 Summarising chapter five
The fifth chapter presented and discussed the findings from the survey. The results from the TRA model as well as the Fashion Involvement Index has been analysed. Furthermore, this chapter has discussed this study’s research questions in terms of survey results. Next chapter contains concluding remarks about these findings and of this study as a whole.
6. Concluding remarks of this study

Chapter five presented and discussed the results received from the survey. In this chapter concluding remarks are drawn for these findings as well as for the whole study.

6.1 The aims of this study
Recent discussions around consumption have made it clear that mass consumption affects the environment negatively, thus consumer consumption needs to decrease or simply change its pattern. Second-hand clothing consumption has been identified as a method to change consumer consumption patterns by creating a shared economy. This study aimed to identify consumer attitudes and thus behavioural intention of Swedish consumers in regards to second-hand clothing online. We have seen a growing trend with second-hand shopping websites increasing in number, however in this study consumers have been identified as being indifferent in regards to purchasing second-hand clothing online.

6.2 Indifferent attitude
This study identified Swedish consumers’ attitude towards second-hand clothing as ‘indifferent’. This study also found that gender or level of fashion involvement does not make consumers more likely to purchase second-hand clothing online, nor does it affect their attitude towards it.

The result of this study suggesting that consumers have an indifferent attitude to purchasing second-hand clothing online, is a contradiction to the increasing popularity of purchasing second-hand clothing online in Sweden as discussed in the introductory chapter. Looking at ‘Tradera’ and ‘Blocket’ it is clear that second-hand selling and consumption is increasing in Sweden, thus there is the question as to why this group of consumers were not willing to purchase second-hand clothing online.

One reason could be the age range of the respondents were in majority between 18-29, suggesting consumers in this age range are not the consumers purchasing second-hand clothing online.
6.3 Not environmentally concerned

An interesting result revealed that consumers do not take environmental concerns into consideration when purchasing second-hand clothing online. In other words, consumers are not thinking about environmental concerns when making purchasing decisions. This could be a reason for the indifferent attitudes towards purchasing second-hand clothing online which resulted in this study.

Perhaps if consumers were thinking more about the environment or had more knowledge about mass consumption's affect on the environment the attitude results would be more positive. This correlation would be interesting to study in future research.

6.4 Weak social pressure

The relative importance of attitude proved to be more than subjective norm in regards to the intention to purchase second-hand clothing online. This suggests that consumer behavioural intentions towards second-hand clothing online is affected mostly by their own opinion towards the purchasing intention rather than social pressure to purchase second-hand clothing online.

This study’s results showed that consumers found social pressure an unimportant factor when making the decision to purchase second-hand clothing online. This suggests that the stigma around the purchasing of second-hand clothing is not relevant today and is not part of the second-hand clothing online purchasing decision. However, weak social pressure could be part of the reason these result showed consumers were not likely to purchase second-hand clothing online. If people such as friends and family and especially the media were talking about and promoting second-hand clothing consumption, positive social pressure may be higher and thus consumers may be more likely to purchase second-hand clothing (online or in general).
6.5 **Second-hand clothing online facilitators**
Consumers highlighted availability of information, originality and quality as the most important attributes in regards to the purchasing of second-hand clothing online. This suggests that when considering to purchase an item of second-hand clothing online the item should possess these three attributes. This is important knowledge for private sellers and companies selling second-hand clothing online in order to appeal to consumers. By supplying these attributes they will facilitate the purchasing of second-hand clothing online.

6.6 **No need for speed**
Findings showed that saving time was the least important attribute to consumers. This means that consumers are willing to spend time finding second-hand clothing items, thus do not mind if it takes some time. This could further show that consumers want the experience of hunting and searching for the right second-hand item.

6.7 **Further research**
This study has presented an overall view of 82 Swedish consumers attitudes towards purchasing second-hand clothing online. However, since the studied sample was only 82 people, conclusions cannot be made for the whole Swedish population. In further research it would be interesting to see more Swedish consumer’s attitudes towards second-hand clothing online and if consumers with a favorable attitude have any characteristics in common.

By conducting a larger survey more external variables could be used in further studies. It would be interesting to see how demographics and personality as well as fashion involvement affects the purchasing intention of second-hand clothing online. By using more than one external variable the TRA model becomes better at predicting purchasing intentions and the study becomes more reliable.

Further research into consumer knowledge about second-hand clothing online could help identify why consumers hold the attitudes they do. This could also help understand why behavioural intention was indifferent to the purchasing of second-hand clothing online.
Since second-hand shopping online is a relatively new phenomenon it would also be interesting to see if the results for the TRA model components would be different if consumer attitude and behavioural intentions were to be tested at a time when second-hand clothing online has grown even more in popularity. The reason this study found an indifferent interest of purchasing second-hand clothing online could be because of consumers’ lack of knowledge regarding second-hand clothing online.
Reference list

Literature


**Internet**


Appendix

Survey

Age group
- below 18
- 18-29
- 30-39
- 40-49
- above 50

Gender
- female
- male

I have lived in Sweden for the most part of my life
- yes
- no

I would like to purchase second-hand clothing online
- very unlikely
- relatively unlikely
- neither or both
- relatively likely
- very likely

I would be proud to own second-hand clothing I purchased online
- very unlikely
- relatively unlikely
- neither or both
- relatively likely
- very likely

I would purchase second-hand clothing online only if nobody knew it was second-hand
- very unlikely
- relatively unlikely
- neither or both
- relatively likely
- very likely
Second-hand purchasing influences

In this section please tick how likely you are to be influenced by each statement

I purchase/would purchase second-hand clothing as it allows me to spend less money on clothing
- very unlikely
- somewhat unlikely
- neither or both
- somewhat likely
- very likely

I purchase/would purchase second-hand clothing as it allows me to purchase more clothing for less/the same budget
- very unlikely
- somewhat unlikely
- neither or both
- somewhat likely
- very likely

I purchase/would purchase second-hand clothing as it allows me to change and renew my closet more easily
- very unlikely
- somewhat unlikely
- neither or both
- somewhat likely
- very likely

I purchase/would purchase second-hand clothing only if the clothing was in near perfect condition
- very unlikely
- somewhat unlikely
- neither or both
- somewhat likely
- very likely

I purchase/would purchase second-hand clothing if the clothing has 'light' 'wear and tear'
- very unlikely
- somewhat unlikely
- neither or both
- somewhat likely
- very likely
I purchase/would purchase second-hand clothing if the clothing has 'medium/heavy' 'wear and tear'
  ● very unlikely
  ● somewhat unlikely
  ● neither or both
  ● somewhat likely
  ● very likely
I purchase/would purchase second-hand clothing to purchase special/unique clothing I would not see in retail stores
  ● very unlikely
  ● somewhat unlikely
  ● neither or both
  ● somewhat likely
  ● very likely
I purchase/would purchase second-hand clothing to purchase clothing not everyone will have
  ● very unlikely
  ● somewhat unlikely
  ● neither or both
  ● somewhat likely
  ● very likely
I purchase/would purchase second-hand clothing to have pleasure in discovering unique clothing
  ● very unlikely
  ● somewhat unlikely
  ● neither or both
  ● somewhat likely
  ● very likely
I purchase/would purchase second-hand clothing to give unwanted clothing another life
  ● very unlikely
  ● somewhat unlikely
  ● neither or both
  ● somewhat likely
  ● very likely
I purchase/would purchase second-hand clothing to reuse clothing that is still usable (that would otherwise go to waste)

- very unlikely
- somewhat unlikely
- neither or both
- somewhat likely
- very likely

I purchase/would purchase second-hand clothing to fight against waste in a small way

- very unlikely
- somewhat unlikely
- neither or both
- somewhat likely
- very likely

I purchase/would purchase second-hand clothing to reduce the amount of ‘brand new’ clothing I am purchasing, which I feel is bad for the environment

- very unlikely
- somewhat unlikely
- neither or both
- somewhat likely
- very likely

I purchase/would purchase second-hand clothing to reduce environmental pollution (water and air pollution etc.)

- very unlikely
- somewhat unlikely
- neither or both
- somewhat likely
- very likely

I purchase/would purchase second-hand clothing online rather than in store to create a faster experience

- very unlikely
- somewhat unlikely
- neither or both
- somewhat likely
- very likely
I purchase/would purchase second-hand clothing online rather than in store to have more time pursuing other activities
  ● very unlikely
  ● somewhat unlikely
  ● neither or both
  ● somewhat likely
  ● very likely

I purchase/would purchase second-hand clothing online rather than in store to have more time browsing for second-hand clothing online
  ● very unlikely
  ● somewhat unlikely
  ● neither or both
  ● somewhat likely
  ● very likely

I purchase/would purchase second-hand clothing online so I can browse/purchase anytime I want
  ● very unlikely
  ● somewhat unlikely
  ● neither or both
  ● somewhat likely
  ● very likely

I purchase/would purchase second-hand clothing online so I can browse/purchase anywhere I am
  ● very unlikely
  ● somewhat unlikely
  ● neither or both
  ● somewhat likely
  ● very likely

I purchase/would purchase second-hand clothing online so I can have access to second-hand clothing I would not otherwise have access to
  ● very unlikely
  ● somewhat unlikely
  ● neither or both
  ● somewhat likely
  ● very likely
I purchase/would purchase second-hand clothing from a website only if it was (in my eyes) highly descriptive of their clothing
- very unlikely
- somewhat unlikely
- neither or both
- somewhat likely
- very likely

I purchase/would purchase second-hand clothing from a website only if I trust it (in terms of the description of the garments, photos of the garments, terms of conditions being clear etc.)
- very unlikely
- somewhat unlikely
- neither or both
- somewhat likely
- very likely

I purchase/would purchase second-hand clothing online only if I visually like the website
- very unlikely
- somewhat unlikely
- neither or both
- somewhat likely
- very likely

Importance of second-hand purchasing considerations
In this section please tick how important this consideration is to you when purchasing second-hand clothing

How important are price considerations when purchasing/if you would purchase second-hand clothing online?
- very unimportant
- relatively important
- neither or both
- relatively important
- very important

How important are quality considerations when purchasing/if you would purchase second-hand clothing online?
- very unimportant
- relatively unimportant
How important are originality considerations when purchasing/if you would purchase second-hand clothing online?
- very unimportant
- relatively unimportant
- neither or both
- relatively important
- very important

How important is extending the product life time when purchasing/if you would purchase second-hand clothing online?
- very unimportant
- relatively unimportant
- neither or both
- relatively important
- very important

How important is recycling when purchasing/if you would purchase second-hand clothing online?
- very unimportant
- relatively unimportant
- neither or both
- relatively important
- very important

How important is saving time when purchasing/if you would purchase second-hand clothing online?
- very unimportant
- relatively unimportant
- neither or both
- relatively important
- very important

How important is convenience when purchasing/if you would purchase second-hand clothing online?
- very unimportant
- relatively unimportant
- neither or both
- relatively important
- very important
How important is the availability of information when purchasing/if you would purchase second-hand clothing online?

- very unimportant
- relatively unimportant
- neither or both
- relatively important
- very important

Influence of others opinions when purchasing second-hand clothing online

In this section please tick how you best feel about this statement

Family members' opinions of purchasing second-hand clothing online influences my decision to purchase second-hand clothing via the Internet

- very unlikely
- relatively unlikely
- neither or both
- relatively likely
- very likely

Most of my family and friends opinions of purchasing second-hand clothing online influences my decision to purchase second-hand clothing via the Internet

- very unlikely
- relatively unlikely
- neither or both
- relatively likely
- very likely

The media's opinion of purchasing second-hand clothing online influences my decision to purchase second-hand clothing via the Internet

- very unlikely
- relatively unlikely
- neither or both
- relatively likely
- very likely
My social status’ opinion of purchasing second-hand clothing online influences my decision to purchase second-hand clothing via the Internet

- very unlikely
- relatively unlikely
- neither or both
- relatively likely
- very likely

Importance of others opinions when purchasing second-hand clothing online

In this section please tick how important others' opinions are to you when purchasing second-hand clothing online

When purchasing second-hand clothing online, how important are opinions from family?

- very unimportant
- relatively unimportant
- neither or both
- relatively important
- very important

When purchasing second-hand clothing online, how important are opinions from most friends and acquaintances?

- very unimportant
- relatively unimportant
- neither or both
- relatively important
- very important

When purchasing second-hand clothing online, how important are opinions from the media?

- very unimportant
- relatively unimportant
- neither or both
- relatively important
- very important
When purchasing second-hand clothing online, how important are opinions from your social status?

- very unimportant
- relatively unimportant
- neither or both
- relatively important
- very important

Please answer these questions in regards fashion in general

In general, would you say you buy clothing fashions

- earlier in the season than most?
- about the same time as most?
- later in the season than most?

How much information about new clothing fashions do you give to your friends?

- very little
- average amount
- a great deal

With regards to your interests in clothing fashions, would you say you are

- less interested than most?
- about as interested as most?
- more interested than most?

Compared with most others, how likely are you to be asked for advice about new clothing fashions?

- less likely to be asked than most
- about as likely to be asked as most
- more likely to be asked than most

Which one of the statements below best describes your reaction to changing fashions? (Even though there may be no statement listed that exactly describes how you feel, make the best choice you can from the answers listed.)

- I read fashion news regularly and try to keep my wardrobe up-to-date with fashion trends.
- I keep up-to-date on all the fashion changes although I don’t always attempt to dress according to those changes.
- I check to see what is currently fashionable only when I need to buy some new clothes.
- I don’t pay much attention to fashion trends unless a major change takes place.
- I am not at all interested in fashion trends.