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Motivations for second-hand consumption:

A study of second-hand consumers in Oslo

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Declaration

I, Anna Löfvenius, declare that this thesis is a result of my research investigations and findings. Sources of information other than my own have been acknowledged and a reference list has been appended. This work has not been previously submitted to any other university for award of any type of academic degree.

Signature…………………………………

Date………………………………………

Acknowledgements

Abstract

The clothing industry today is described as one of the most environmental pollution industries, and concern regards mass-consumption is rising on the global agenda.

In the last years, second-hand clothes and products have been receiving more attention and demands, and in line with this demand, ethical and sustainable consumption has also increased.

The aim of this study was to contribute to the understanding of consumers motivation and rationalization towards second-hand clothing and the clothing industry.

This study is using a qualitative research method to explore these motivations among second-hand consumers in Oslo, Norway. The data was collected through semi-structured interviews with consumers of second-hand clothes as well as workers within second-hand markets. Both theories within the economic discipline, the social science and social phycology where used to interoperate the findings and to understand drivers behind human consumption.

There are various drivers of motivation for second-hand consumption. Empirical findings from this study show that reuse of products in consideration of environmental and social aspects where the highest drive for purchasing second-hand clothes. Also, economic motivations of making a "good deal" and motivation in regards of the personal style were finding from this study.

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1. Introduction

1.2 Problem statement

The world today is facing some severe environmental concerns in how we live off, use and see the environment. According to the Millennium Ecosystem Assessment (2005) in the past 50 years, 60% of the world's ecosystems have been depleted. This has created some enormous challenges for the future to come to be able to improve a good and healthy way for us to live in balance with nature. As the world is seeing a rapid change towards globalization and socioeconomic transformations, with a fast-growing middle class and higher demand on products than ever before. Consumption of natural resources is thereby expected to rise by three to six times by the year 2050 (Millennium Ecosystem Assessment, 2005). The need for a new way of reflecting on both business practices and our personal consumption patents is needed to be able to put less stress on our natural environment and its resources we depend upon.

Mass-consumption of clothes is an important aspect to consider, the $2 trillion industry is the second most polluting industry after oil and is responsible for 10% of the global carbon footprint. It also contributes to other negative environmental effects such as water pollution, toxic chemicals and high levels of textile waste and poor working conditions for millions of workers in the industry (Perry P, 2018).

1.2. Objectives, Research Question

The objectives of this study aim to get an understanding of how people relate to consumption of clothes. What motivates people to shop second-hand, how and if consumption patterns and habits change with a more sustainable alternative for purchasing of clothes.

The research will, therefore, seek to explore and investigate the following questions:
RQ 1:
What is the motivation of consumers to purchase clothes second-hand?

When addressing my research question concerning consumer motivation, both relationships between practical and social motivations will be considered. In the practical aspect, price, quality, location (accessibility) will be examined whereas with social motivation the consumers' awareness of factors of their consumption choices, such as norms, habits and other external influences.

2. Thematic Background and conceptual frameworks

In this section a thematic background of the clothing industry will be given. This is done to understand and put in perspective the environmental issues that comes along with this massive industry. Shift towards mass-consumption and the business model of fast fashion will then be given as well as the strategy of planned obsolescence.
I will also address the term of sustainable consumption and go through some of the previous studies conducted within second-hand consumption.

2.1 Clothing industry and the fast fashion market

After food, textile is taking the second place as one of the substantial desires of human life. As one of the oldest industries in the world, textile today does not only fulfill people's basic necessity for clothing, but also allow individuals to make statements about one self (Madhav et al, 2018).

The price of clothing has been falling over the last 150 years when the Industrial Revolution had it break through. When mass production started to spread globally and industries were outsourced to countries with minimal regulations and cheaper production, together with the increase in consumption, prices dropped even lower.

Becker et al (2018) writes in an article in Environmental Health that globally, 80 billion pieces of new clothing are purchased each year. Most of these products are produced in China and Bangladesh while the western countries stand for a majority of the consumption (Brick et al, 2018).

2.1.1 Planned Obsolescence and fast fashion markets

The clothing industry is today getting a increased global focus for it's environmental pollution way of operating. Despite this attention, the industry is continuing to grow. This is partly because of the rise of fast fashion, that relies on cheap production and a frequent continued consumption practices (Niinimäki et al., 2020).

Fast fashion is a supply chain model within the clothing industry. The model respond quickly to the latest trends within fashion and frequently update the clothing production accordingly. Fast fashion a way to "normalize" fashion away from expensive high fashion brands and make pieces available to all, for a cheaper price (Zamania et al., 2017).

Big commercial retailers like H&M and Zara have adopted the term and are introducing new lines of clothes as the latest trend ever third to fifth week. With this rapid circulation of clothings the practical life of the product is very short and easy replaced by the next trend in line. With the low price and fast rotation of fast fashion items, the clothes is not always taken care of properly and gets disposed without much reflections behind it (ibid).

This type of business strategy is called planned obsolescence, in which a product is produced and deliberative designed and manufactured with a shortened lifespan. This by making them easier worned out or broken, non-functional or unfashionable. This will lead to consumers feeling a need to purchase a new product or service that the manufacture/business create to replace the old ones. (The Economist, 2009).

If we look back a century ago, the fashion industry as well as many other industrial businesses aimed to produce quality in their goods and items that were long lasting. This was good in the sense of consumer being satisfied with the quality of the product, but not as good for the on going business that did not get the high demand of their items.

By changing fashion styles frequently, consumers are encouraged to buy new items although their existing wardrobe may work perfectly. Consumers acting upon such trend variations (updating to the latest trends) will indirectly contribute to a society built on planned obsolescence.

2.1.2 Environmental social cost of Fast fashion

According to McKineys & Quantis (2018) report, the State of Fashion, an average person by 60% more clothes than 15 years ago. At the same time we only keep the clothes half as long period of time. The report further explain that the industry produces 8-10 % of the global CO_2 emissions and that as much as three-fifths of all clothing ends up as waste within a year of being produced, either in incinerators or landfills.

The clothing industry has a long and complex supply chain. At each stage, different types of environmental externalities can be found. Water and chemical use during growing cotton and other material, here it's estimated that 79 trillion liter per year is being used. Cotton has the highest water footprint of any fashion fibre and around half of the cotton that is grown is an export commodity of foreign demand, putting pressure on local-water-use in countries with scarce water resources (ibid). Beyond the water use, around 20% of the worlds industrial water pollution comes from the chemical use from textile treatments and processes such as

dyeing, bleaching and printing. With these toxic chemicals entering local groundwater, it can have devastating effects of entire ecosystems and human health (Niinimäki et al., 2020).

The high carbon footprint of the industry come from high energy use, and is influenced by the source of this energy. In China, India and Bangladesh, countries that stand for a lot of the textile manufacturers in the world, the production is dependent on coal-based energy. Apart from energy, high demand of CO_2 emissions is also associated with transportation, consumer use (laundering) and fiber extraction. The last goes especially for synthetic fibres, such as acrylics, as the fiber originate from fossil fuel (ibid).

The fast increase in clothing production and consumption has resulted in high volumes of textile waste, both pre-consumption and post-consumption. Pre-consumer waste can be production waste at the manufacturing site and in recent years so called "deadstocks". This reference to unworn, returned and unsold clothes that gets designated as waste. Post-consumer textile waste turnover is rapid. Globally, it accounts for 22% of the waste in the world and the textile-recycling rates is only about 15% (Nørup et al, 2019; EMF, 2019). Only a small amount of the western countries post-consumer clothing ends up at local second hand venues or shops. Traditionally old clothing is exported to developing countries, but the rapid flow of textile waste threaten developing countries domestic textile production. Some developing countries are now banning import of second-hand clothing to protect local production (Niinimäki et al., 2020).

2.2 Sustainable Consumption

One of the first definitions of the concepts sustainable consumption was introduced in Oslo 1994 in line with the Brundtland commission of "sustainable development" and includes both consumption practices and the production in itself. The meaning and definition of the sustainable consumption concept has evolved over time and certain aspects have been added, but the core meaning still goes in the lines with the Brundtland commission (Thidell, 2014). The United Nations Environment Programme description of the concept:

"(Sustainable production and consumption is) the use of goods and services that respond to basic needs and bring a better quality of life, while minimizing the use of natural resources, toxic materials and emissions of waste and pollutants over the life cycle, so as not to jeopardize the needs of future generations." (UNEP, 2010).

Listed as nr 12, you also find "Sustainable consumption and production" in the UN Sustainable development goals (SDG). In this particular area focus to understand the forces that drives consumption patterns around the world. As one of the greatest global challenges today is to be able to fully integrate environmental sustainability with economic growth and welfare. Resource decoupling and impact decoupling (decoupling environmental degradation from economic growth) are needed to promote sustainable consumption and production patterns to make a transition towards a greener global society and doing less with more (UNEP, 2018).

Sustainable consumption is often seen as a concept mirroring the production side. While sustainable production has a production and upstream perspective searching opportunities to alter related activities in a more sustainable direction, sustainable consumption is directed to how and why goods and services are demanded, used and consumed. Sustainable consumption is thus geared towards the needs and wants that the production side is supposed to fulfill (Thidell, 2014). Therefore, it is also very important to understand individual and household belief systems to help motivate the selection and design of more sustainable products. In this context, it is important to realize that the mechanistic understanding of how pollutants are generated includes not only the production process but also social, economic and political choices and the impact of consumption and population (ibid).

Consumer behaviour is key to the impact that society has on the environment. The actions that people take and choices they make – to consume certain products and services or to live in certain ways, all have direct and indirect impacts on the environment. It also impacts on a personal and collective well-being (Jackson, 2005).

2.2.1 The Marrakech Process

The Marrakech Process is a global multi-stakeholder process that is run by e United Nations Environmental Program (UNEP) and UN Department of Economic and Social Affairs (UN DESA). The process was started to support the development of a sustainable consumption and production framework. The work from the Marrakech process has defined some key concepts within the field:

"**Sustainable consumption** is related to the process of purchasing, consuming and disposing of products, while sustainable lifestyles comprise a broader set of activities and values, such as interactions and education, which include, but are not limited to material consumption.
Lifestyles serve as "social conversations", in which people differentiate themselves from other people, signal their social position and psychological aspirations. Since many of the signals are mediated by goods, lifestyles are closely linked to material and resource flows in the society.
Sustainable lifestyles are patterns of action and consumption, used by people to affiliate and differentiate themselves from others, which: meet basic needs, provide a better quality of life, minimise the use of natural resources and emissions of waste and pollutants over the lifecycle, and do not jeopardise the needs of future generations". Sustainable lifestyles should reflect specific cultural, natural, economic and social heritage of each society".

Table 1: Sustainable consumption and lifestyle definition (Thidell, 2014 s:5)

2.1 Previous studies on the second-hand market

In Klepp and Laitala (2018) paper, "Motivations for and against second-hand clothing acquisition" they present a variation of previous studies done on second-hand clothing that is interesting for this paper. They explain that a common view of consumers motivation for buying second-hand clothing has been that they have economic or hedonic reasons for their choice of clothing, found in studies conducted by (Williams and Windebank, 2005 & Christiansen and Snepenger, 2005). Klepp and Laitala (2018) further describe that economic reasons for shopping second hand appear as a more important motivation, but that studies done by Bardhi and Arnould, 2005, Gregson and Crewe, 2003, Williams and Windebank, 2005 show that the economic and hedonic reasons often tend to co-exist.

The different hedonic motives that have been identified in other studies describe motivation of second hand consumption as the goal of being unique, finding a specific style and as a sort if treasure hunting for clothing at a bargain price (Cassidy and Bennett, 2012; Ekström et al., 2012; Henriksson and Kechalanlo, 2010).

Other studies by Brace-Govan and Binay, 2010, Roux and Korchia, 2006 referred to by Klepp and Laitala (2018) describe that consumers buy second hand clothing to reflect

personal values within themself. This can be environmental and ethical considerations, recycling behaviors, avoiding mainstream fashion and anti-consumption attitudes.

Second-hand markets can have meaningful environmental implications. A study conducted by Yan, Bae and Wu (2015) complement these studies and state that second-hand markets will reduce consumers demand for new goods as long as there is a supply of used products available. This is supported as well from Farrant et al (2010) study that collected data from 200 consumers in Scandinavia on second-hand consumption.

3. Methodology: Explanation and justification

In this chapter I will present the research strategy and design for this study. I will also explain the location of the study area as well as the method of sampling, how the interview guide was built and how the data was collected. Furthermore, the method of analyzing the data will be explained. Lastly, the validity, reliability and limitation for this study will be presented.

3.1 Research Design

For this paper I chosen to conduct a research around the topic of second hand, in a context of consumer motivation and effect of second-hand consumption in an environmental aspect. To explore the aim of this paper and to answer my research questions I used an inductive qualitative research design. This was chosen to uncover the information concerning motivation and values of the selected second-hand consumers.

A qualitative research design provides more influence by interpretivism, that focus attention and importance of the individual's context in order to get a deeper understanding (Bryman, 2016). This type of research design put more emphasis on the words gathered from interviews in contrast to a quantitative research design where the aim lies within the quantification of information. (ibid).

3.2 Location / study area

I choose to conduct my research on consumption of sustainable clothing in Oslo, Norway. The reason for this is that it is a surrounding I am familiar with, and where I have during the last couple of years been observing growing interest and more and more venues of Second-hand fashion. Therefore, I was curious to explore this further and interested to explore the motivation behind sustainable shopping practices, such as second-hand shopping among people in Oslo. This also had practical benefits as I am familiar with the language, therefore I would not require any translators, but also to the culture and norms of the study area. I saw the upside to do the research in a bigger city, where a more vibrant community of fashion and stores is available.

One second hand market I've decided on for this study is called The Fashion archives. This is Oslo's largest indoor second-hand, vintage and design market and is hosted at Kulturhuset once a month. My aim was to visit the venue two to three times to talk with people and recruit participants for my interviews.

The second location I requite respondent's for my interview was a Fretex store in Prisen's gate, in the central of Oslo.

3.3 Method of Sampling

To collect the dada for this study I've chosen to conduct a generic purposive sampling as a method. Here the subject (in this study motivations for second-hand consumption) in the heart of the sampling considerations. The sampling is conducted purposely to get the right respondents for the scope of this study. Therefore, it was essential to tie the respondent to known specific second-hand markets, store or events. I focused on recruiting people for my interviews at the second-hand market Fashion Archives and a Fretex store in Oslo. I approached the individuals either in person at the venue or by e-mail following the recommendation from previous interviewers or the Fashion Archives managers. Reynolds and Gutman (1988) suggest that at least 20 people are to be included in one soft laddering sample, and for this study, 20 sustainable fashion consumers will be interviewed as well as 3 "expertise" interviews conducted with people working with second hand markets.

Under purposive sampling there were two different approaches I combined. The first being a typical case sampling, where using sampling of a case that comes from a dimension of interest. The second approach being opportunistic sampling, that builds on opportunities to collect data from certain people. Though these individuals can be unforeseen they still can provide relevant data for the study and research question (Bryman, 2016).

The majority of the respondents recruited for my interviews where women. I had 19 women and 4 men with an age range from 21 to 49 years.

Most of the interview where carried out in a place suggested by the interviewers, to make them feel as comfortable as possible. If they did not have any particular place of preference, I suggested different café's in the city center of Oslo where I offered them any beverage of choice before starting the interview.

Due to the situation of the Covid-19 pandemic and restrictions conducted by the Norwegian Government on March 12th 2020, I had to follow through some of the interviews planned via Skype. This because most cafés and bars were closed and social restriction made people that I had recruited not comfortable to meet out in a public space.

3.4 Interview guide and laddering technique

All the interviews held for this study followed a semi-structured interviewing approach. Interviews in this approach are based on a semi-structured form of making an interview. Thereby, the interviews are made in a way where the wording of the questions is flexible, and do not have to follow a strict line of format. The approach involves an interview guide, a list of questions or specific topics to be covered, the questions don't necessarily have to be asked in the way the guide is outlined and will gives rom for other questions to be added depending on the interviewers replies (Berg & Lune 2012; Bryman, 2016).

The interview guide also follows a laddering technique. This is done on some of the most important questions for this study to get a deeper insight to their motivations. The technique takes on an in-depth interviewing used to develop understanding of consumers preference (Reynolds & Gutman, 1988). The technique is going to lead the participant to a higher level of questioning, that makes them go more in depth of reasons of their preferences within products. This is done by asking questions such as: *"why is this important to you? What does it mean to you?"*. With the goal of understanding the consequence (positive or negative) of the attribute of the product (for this study second-hand clothing) you continue to follow up with similar questions – to get deeper to the core meaning. The last step in the ladder is to uncover the personal values related to the product. This again is done by following up with *"why*?" questions and adjust them after the answers given by the respondents (ibid).

I will give an example of how I built my laddering in some questions within my interview guide. To identify attribute of second-hand clothing I asked questions like: *"Why did you choose to shop here? and Why do you choose to shop second-hand clothes?"*. To deeper questions about consequences and motivation "Why do you choose to buy second hand over a normal retail brand?" to further deeper this to get a understanding about respondents values I asked questions like: "Why is that important to you?' and 'What does sustainable fashion mean to you?". Through this process, interviewers can gain a deeper insight into the motivations and values behind consumer perceptions of a product (Reynolds And Gutman, 1988).

The interview questions were structured in a progressive manner starting from questions how they started shopping second hand, into questions about why they purchase second hand and then to their

general understanding of sustainability in fashion and clothing.

Before going through with the interviews, I started with getting the consent of our informants which is an important ethical aspect of qualitative research. This I did by a written form that I let the participant sign. Due to circumstances that forced me to have some of the interviews by Skype, the consent where then given orally. This should be based on the freely given informed consent of the informant (Bryman, 2016)

All the interviews were conducted with sound recording. I tried to always transcribe the interviews the same day it was held. According to Bryman (2016) this should be done to not lose any essential value and to have everything "fresh" in the head for doing this. Recording and transcribing interviews have some advantages as a correction of the natural limitations of our memories, and to steer away any pre-made assumptions on what respondents are saying (Bryman, 2016, s:459).

3.5 Method of analysis

The laddering technique is not only a technique for interviewing, but also a tool for analyzing data. Laddering in related to means-end theory (see 4.1.1.4) and follow the logic of analyzing data according to attributes, consequences and values.

The first step in the analyzing process is to perform an analyze of the elements of the ladders in the interviews. This I did by defining statements and the answers given by from the follow up question. (Reynolds, 2006). In the next step a set of summary codes where produced, witch where to summarizing and reflecting important answers mentioned. I did this though color coding the different answers I received from laddering questions. The importance is to create categories that are broad enough to include more than one respondent, yet representative enough so that meaning is not lost (Reynolds, 2006). The codes are thirdly categorized into attributes, consequences, motivations and values. Considering that this research aim is to explore motivations for consuming second hand clothing, including social, cultural, emotional and cognitive motivations, this study incorporates not only tangible attributes but also intangible attributes. In the final stage, I designed a hierarchical value map (HVM) (figure 1) showing the different attributes, consequences and values found throughout the interviews and dividing it into five patterns that will make the analysis of this study.

The basis of this thesis will not solely be built on mean-end-chain theory but also theories within social science and social psychology (to extend the narrow scope of individualistic approaches). Other concepts arousing from the interviews interesting for this study will therefore also be taken account for that can help elaborate social aspects of motivation.

Comfort / Fit

Price | Sustainability / Env. Friendly | Boycott/No Fast Fashion | Unique Style | Reused / Recycled | ATTRIBUTE

long-lasting

Quality + Brands

Circularity

value for money | support environment | avoid exploitation | individuality | good for the environment | CONCEQUENCES

by less | reduce waste / less mass production | comfort | good feeling

good look / style

Protect the planet / environment | Responsibility | VALUES

Save resources and prevent pollution | Social Justice | Self Expression / Identity | Self-Respect

Harmony - With self and Nature | Feel Good

Pattern 1 | Pattern 2 | Pattern 3 | Pattern 4 | Pattern 5

Figure 1: Hierarchical value map

3.7 Limitation and challenges

There has been some limitation and challenges alongside with this study that is necessary to mention. I employed qualitative study with a non-probability sample, for this the result of this study is not generalizable towards consumers second-hand clothing, nor the population of Norway or Oslo as a city. The aim of this study was instead to contribute to the understanding of consumers motivation and rationalization towards second-hand clothing and the clothing industry.

A limitation for this study is that the sampling of respondents was only collected at two second-hand venues. Even though it was two different venues, one being a market and one being a store, there is other popular venues, apps and webpages that could have been explored and perhaps give other types of finding than this study presents.

As mention in 3.3, because of current situation of Covid-19 restrictions in Norway some of the interviews were conducted via Skype. This is not an optimal platform for doing these types of interview, as you often don't get the same connection with the participant and flow

of conversation. This was probably one of the biggest challenges during the process of this study. Especially when conducting a laddering interview, where you follow up on questions, that can feel a bit enjoying and challenging for both the respondent and the interviewer. I tried to do it to the best of my ability, so that the analyzing process that followed the same structure would still be possible to code. Instead I choose to not ask some questions from the interview guide that I consider to be of less importance.

3.7.1 Validity and reliability

The limited size in this study sampling group will have an effect on the type of interpretation of our data and findings. Although qualitative research does not aim to provide representative data, the size can matter in contribution to attitudes and perceptions of a groups of persons. Bryman (2016) talks about this as problems that qualitative research faces.

Consider the uneven distribution of gender among the participants, only four where male and 19 females, have effects on the scope of validity of this study. The same goes for the age aspect, de age of participants is between 21-49 and therefore does not represent all age aspects of people purchasing clothes second hand.

Lastly, 21 of the interview where conducted in the native language of this study and three were held in English. As the results were translated to English when citing the respondents, it can have interfered with the respondent intentionally meaning and therefore contribute to a flaw in the validity of these statements.

4. Theories and Frameworks

In this chapter I will present theories and frameworks used for this study. These will be of help to analyzing and discussion the findings from my interview.

4.1 Theories of motivation and human action

Relevant theories for this thesis concern motivation and human actions. Within this field we can find different forms of rationality that exist in our society. Vatn (2015, s:129) explain in his book *"Environmental governance"* the two core types of rationality; individual rationality, that is only concerned what's best for one self, and social rationality, which integrate the concerns about what's best for the group.

For this assignment the theories can help reflection in how we act as humans, and the motivations existing in the choices that we do. How we shop in a store can reflect many aspects of rationality, it could be evaluation of the price and quality (what's best for yourself). Shopping habits can also reflect social influence one maybe not aware of (influence from friends, family, internet/commercials) or it can be determined by emphasis on production methods and environmentally friendly concerns (goes beyond selfishness).

In the sections below, I will address these rationalities and different approaches to motivation and human action, both from economic, social science and social psychological perpectives. This will help understand which conscious and unconscious patterns exist when we as humans do the choices we do in our everyday life.

4.1.1 The individualistic approach

4.1.1.1 Rational choice model

The starting point when discussing models of consumer behaviour is usually what is called the "rational choice model", that guides much of existing policies today. This model arouse for economic models/thinking and describes consumers to make decisions by calculating the individual costs and benefits of different course of action, choosing the option that maximises their utility (Scott, 2000).

A principle of the rational choice model is that human behaviour is a constant process of making deliberate choices between different course of action a person can take. The person then weigh up the expected benefits and cost of the actions, and then chooses the action

giving the highest utility or the lowest cost to us. Jackson (2005) explains that the process of determine these costs and benefits of different actions have two distinct components. The first is the expectations about the outcome of one's choice and the second concern the evaluation of the outcome. Here Jackson (2005) give the example of a person traveling to work, and is faced with the choice to go by car or take public transportation. The person chooses to go by car because of the expectations (that the journey will be cheaper and shorter) and therefore give a positive evaluation of that choice.

There are several assumptions underlying the rational choice model; i) that preferences are rational - that people are able to rank their options consistently and choose the one that gives the highest benefit. ii) that people have the necessary information to make these rational choices iii) that they choose what they rank the best. Moreover this understanding of rationality assumes that individual self-interest is the" appropriate" framework that influence our behaviours. iiii) consumer preferences are exclusive to the model of rationality, without considerations or further elaboration of one's origins or context (Vatn, 2015: Jackson, 2005).

The rational choice model have met a lot of critique from many disciplines. Research also from economists themselves raise serious doubts about whether people only think about themself in their actions. Vatn (2005) give the example of going to a shop, people typically think what is best to by for themself. A person then evaluates the price and quality of products offered. When shopping in a food store, price, quality and whether a product is healthy for us can be part of assessing the chosen product. However, some people will also put emphasis on the production methods and the environmental impact of a product, and base their choice on motives beyond selfishness.

4.1.1.2 Consumer Preference theory

The consumer preference theory rational approach above. This theory has taken four basic elements that makes the core argument for a consumers preference. First, is the available income of the consumer, secondly will be the markets prising set for goods, third is the taste and preference and last element is the assumption of "utility maximization" of a consumer (Jackson, 2005).

In "*Motivating Sustainable Consumption*" Jackson (2005) discuss several of the assumptions in this theory that is important to put a light on also for this paper. The first thing he points out is the same assumption that been stated in the rational choice theory above, the

assumed rationality of a consumer's choice. But for a consumer to make the "best" rational choice for themself they must have the possession of all possible information available. That is, which product is really best for one's own interest and to continue on to Jackson (2005) next point - they will also need to have information of all the available goods to choose from. Therefore "rational" choses can only be obtained in the context of a perfect market information.

Another important thing to point out from individualistic theories/rational choice and consumer preference theory is that the actual preference or taste that contribute to a consumers choice is not calculated in the frame of one rational model. The preferences here is revealed through the decisions made by the consumers in marketplace, and has therefore little alternatives to explain the nature, structure or origin of once preferences (Jackson, 2005). So when its comes to the question of influencing consumers behaviour, the consumer preference model and other individualistic models has a very narrow and simplistic view. Also the fact that it assume that there is no limits to desire consumers have for goods and services, that their want and needs is infinitive has got its share of criticism from other fields of studies regarding the topic.

4.1.1.3 Theory of reasoned Action and theory of planned behaviour

 One theory drawing from a long tradition from social psychological work on the attitude-behaviour relationship is the theory of reasoned Action (TRA). It account for one of the most widely-applied theories of individual behaviour and come from the work of Martin Fishbein and Icek Ajzen in the late 1970s (Jackson, 2005). The model take on an approach that behavior is determined by intention which is influenced by two variables: i) attitudes towards the behaviour and ii) the subjective norm. Two way of determine these attitudes involves "behavior beliefs" and "attitude beliefs".

This model have been used when examine pro-environmental behaviors (PEBs) and a various of studies on this issue have conducted their basis on this theory. In the model, ones behaviour is determined solely by a consumer's intention, and does not consider other types of influences. This limits the theory to only be used when the particular behavior is under volitional control, and if a person wants to conduct a behaviour - they might abandon it because of lack of money, knowledge, time or other reasons (Kurisu, 2015). For improving the limitations of the TRA, Icek Ajzen expanded on that notion an proposed the theory of planned behavior (TPB). Here new variables were introduced to the TRA model: perceived

behavioral control that represent the consumers perception of how much they can control the behaviour. A similar concept to this has been described in other literatures as "self-efficacy" - the believe in once own capacity to organize specific behaviour (Kurisu, 2015).

4.1.1.4 Means-end Chain theory

The Means-end Chain theory is a model that have been a popular tool in marketing research since the 80s. It takes its starting point with the idea that consumer behavior is, either consciously or unconsciously goal-directed (consumers buy goods in order to achieve certain goals). The goals a person reside on according to the theory is in the sphere of overarching personal, social or moral values. The desire to be happy, to belong, feel useful, to protect family or other among some examples. These values are described as the "ends" and that consumers seek when purchasing something. The "means" to fulfil these ends, according to the theory, is described as attributes of the product a person buys (Jackson, 2005).

Means-end chain theory claims that people's preferences can be constructed in term of a laddered sequence/relationship between a product's attributes, the consequences (positive or negative) arousing/coming from these attributes and the relevance of these consequences for reaching important personal values (Veludo-de-Oliveira et al, 2006).

Jackson (2005) explain that this theory differs from the conventional consumer preference models (as the one described above) in two important ways. First, it provides a more qualitative exploration of consumer preference than the conventional model. Secondly, it does not assume that a person's preference is exclusive to a self-indulgent or self-centered for only maximization of one's utility. It rather attempts to identify both values that underlie consumers choices and the chains of reasoning - from values to specific choices by the attributes of products. This theory still remains a variation of rational choice model in the sphere of expectancy-value theory (doesn't consider that the individual's emotional state, personality, abilities, knowledge, skills and past experiences). But it has a more relaxed assumption than rational choice theory regarding values as self-interested and does not attempt to define a persons rationality in terms of optimisation. Something that is important when using means-end chain theory, is that it does assume that consumer decisions are rational when being goal-directed and driven by identifiable underlying values. Even though, the theory have been used in research (Jägel et al., 2012; Lundblad & Davies, 2016) and can provide a valuable tool for understanding pro-social or pro-environmental consumer decisions when exploring underlying values (Jackson, 2005).

4.1.2 Social constructive approach

Social science and many other scholars have studied human attitudes towards the nature for several decades. Both social science and social-psychological models also assume an individual approach when it comes to human behaviour. But as the direction of many critiques to rational choice and also what experience tells us, we are often also constrained by what other think, say or do in when making a choice.

It's within theories in this field that bring human behavior and motivation to a social embedded significant behavior towards the environment. Theories within the social constructive field also suggest that behavioural change must occur at the collective, social level - here only individual change is not feasible or sufficient.

In the section below theories proposed specifically to explain prosocial behaviour will be examined. These theories do not look at pro-social behaviour from the viewpoint of each individual but take a much wider perspective and consider that pro-social behaviour is something that is learned by every member of a society as part of a set of socialised norms. These socialised norms are unwritten rules that tell us how to behave in various situations. They are social guidelines, a set of norms or societal standards for behaviour that represent the consensus about which behaviours are acceptable and encouraged and those which are unacceptable and discouraged. Norm theorists consider that all norms are internalised through the socialisation process (Jackson, 2005).

4.2.1 Bounded Rationality

The rational choice theory and the idea of the "self-interested economic man" can be traced back to writings of influential economic thinkers such as Adam Smith and John Stuart Mill and is today deeply imbedded in many modern institutions. In the previous section, some assumption that the rational choice model is based on was listed, and for those reasons raised criticism on the rationality on cognitive- and sociological grounds, and the self-interest assumption on moral and epistemological grounds (Jackson, 2005).

Bounded rationality take in to account decision that the rational choice model is taken for granted. This is the cognitive limitations of the decision-maker - limitations of the knowledge actually available to a person making a decision and the calculation/ranking capacity of the best outcome when give all the information available (Simon, 1990).

4.2.2 Social Rationality

This approach challenge the "I" and the soley individual driven motivation behind rational choice theory further. As the later theory explains our selfless action in forms of extrinsic and intrinsic motivations - and there by still about the individual own utility (feeling good by doing good), the social rationality brings in reasoning about motivation for acting "nicely/good" and the logic of doing what is right.

4.2.2.1 "We" and "they" Rationality

These forms of rationality concerns reflect on what principles should be followed in social context and demands commonly agreed rules. It also demands balancing own interest against the interest of others (Vatn, 2015). The "we" rationality in this case concern aspects of what is the right thing to do for the group. In this case rules or norms about the proper action is developed through communication. Vatn (2015) explains that this type of rationality can be observed when communities establish rules concerning what is accepted and what is expected of people in the group. For the case of "they" rationality it concerns what is right to do for others. In this rationality acts are described as altruistic. It can include everyday actions of people helping another person, even people they have no relationship, as a stranger. A "they" rationality can be observed when a person chooses to reduce their own emissions and environmental impacts to protect the climate for future generations or species (ibid).

4.2.3 Norm-activation theory

Social psychology has developed a range of theoretical approaches to study pro-environmental behaviors (PEBs). In this section i will address Shalom Schwartz norm-activation theory that is considered one of the well-accepted and empirically supported theories of moral motivation and to understand prosocial and altruistic behaviors. (Turga et al, 2010).

The norm-activation theory is also one of the most often applied/invoked in rational choice models of environmental economics and therefore relevant for this pappers study to extend the narrow scope that rational choice theory and other individualistic approaches use when examine PEBs (Olbrich et al, 2011).

Norm-activation theory have been developed to understand our norms that can in a broad sense be divided into two different strands. First, we have the view of norms as a standard or

ideal form of behavior which individuals in a social group try to adapt. Here norms is looked at as homogenous across individuals within that population. The second strand takes a focus on the nature of the individual norm, witch instead is viewed to be heterogeneous among peoples (Olbrich et al, 2011). The second strand is the one most important for this paper, reflecting on the individual differences and motivations from norms and this is also the strand that the norm-activation theory find it base/starting point.

The theory was developed for the purpose to explaining social behaviour, where a person's behavioural choices has consequences that will affect others. And later it has been extended and used to explain environmentally significant behaviour that also indirectly affect others; "[changing] the availability of materials or energy from the environment or [altering] the structure and dynamics of ecosystems or the biosphere itself" (Stern, 2000). On this note, the theory has often been used in environmental psychological literature, but like mentioned also in some economic literature. In general these are not concepts used among economists (as norms fit badly in to the economic model and has to be translated into utility framework to fit). Both disciplines separates norms at two levels; social norms and personal norms. The social norms is described more as abstract or vague guidelines of how one should behave - but are still a shared view of a group. The personal norms Schwartz (1973) describes as "expectations that people hold for themselves" that arise from social norms and are more concrete determinants of a persons behaviour - and that can be perceived different for each individual (Olbrich et al, 2011). One's personal norms are also tied to a person's self-image and can therefore be enforced through feelings such as guilt or pride (ibid).

A crucial aspect of the norm-activation theory is that the personal norms must be activated to influences and affect behaviour. In the theory Schwartz have proposed two preconditions for the personal norms to be activated; awareness of consequences (AC) and description of responsibilities (AR). For the first condition, awareness of consequences, a person must be aware that their action has consequences for the welfare of others for the norm to be activated. But the theory also acknowledge that the activation of a personal norm is not a sufficient condition for pro-environmental or social behaviour. The activated norm can still be "neutral" and have little or no effect on a person's actual behaviour, either because of denial of the consequences of one's actions on others or denial of their responsibilities to take a certain action. For this reason Schwartz (1973) outlines the steps (cognitive) involved in the moral decision making process of an individual. The first step is the one I've already discussed, the activation, this is then followed by obligation, defense and at last response. The activation step begins with awareness - that there is a need and that there is actions available

that can address that need. When a person then believes they have the ability to meet this need and assign responsibility in this matter to themselves to take action towards it. Feeling of moral obligation get internalized du to this activation process (and becomes a part of a personally held moral norm). Violation of this personal norm can ascribe a feelings of guilt or self-deprecation while meeting the norm can give result such as pride and enhanced self esteem. In this sense, meeting one's personal norm gives a positive source of personal utility (Turga et al, 2010). But unlike rational choice theory and other standard economical models would argue, the personal utility is not the necessarily the reason for taking the action - it can instead be one's attachments to the norm, and the importance in follow what you feel is the right. Because people have put different importance to particular values and norms the activation of a personal norm has different intensities of moral obligation in different people in the same situation of action. The more important a norm or a value associated to a specific action are to a person, the stronger the feeling of moral obligation to act will be (Turga et al, 2010).
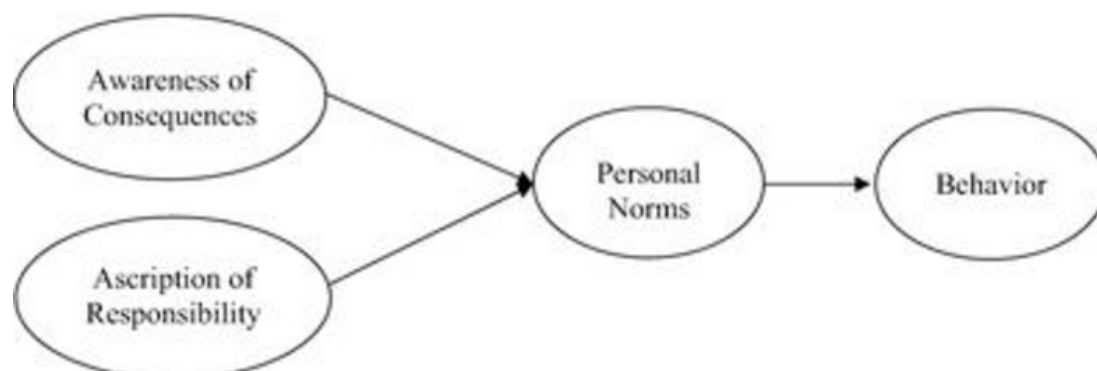
Figure 2: Norm-activation theory Schwartz (1973)

Sustainability as a moral obligation is becoming a growing concern for the global world today. To offer undiminished life opportunities to future generations is a norm that explain a form of environmentally significant behavior as this behavior affects the well-being of future generations through changes in the environment (Olbrich et al, 2011). Defining sustainability in such a general way, this paper will address it as a social norm in the sense of the norm-activation theory. People can then thought to hold expectations for themself on how to act sustainable in specific situations. For example of this paper, people may actively choose to purchase their clothes in a Second-hand market rather than a normal retail store by knowing the consequences of the fast fashion industry.

4.2.4 Value-Belief-Norm theory

The value-belief-norm theory developed by Stern (2000) provides a framework to study factors that promote sustainable behaviors and attitudes. This theory combines the norm-activation theory and Schwartz value theory, together with the new environmental paradigm developed by Dunlap, Van Liere, Mertig & Jones (2000). The theory describes a chain of variables, from values and general environmental concerns, to more specific believes regarding negative consequences of actions and the individuals' responsibility to these negative effects. This will then activate sustainable personal norms for a specific behavior. Value types for this model is that is believed to be important regarding environmental belief and behavior are; biosphere, egoistic and altruistic values (Lind et al, 2015). The new environmental paradigm builds on beliefs in the limits of growth and the necessity to balance economic growth with environmental protection (Dunlap et al, 2000).

Value-belief-norm theory also include Schwartz concept of awareness of consequences and ascription of responsibilities that activates the personal norms for PEBs.

5. Finding and Analysis

In this section of the paper I will present the major findings of this study. After accessing the data collection retrieved from the 23 consumers of second hand and the 3 interviews conducted with people working with second hand, the coding was undertaken I various ways.

As Bryman (2016) mention, frameworks for a thematic analysis of qualitative data as being used for this study provides the researcher with one way of thinking how to manage themes and data. This does not always occur in a strict way in how to identify these themes, but instead show to a process that will "reflect the analyst's awareness of recurring ideas and topics in the data" (Bryman, 2016, s:587).

As described in section *3.5 method of analysis* I started to code the transcribed data form the interviews with help of the themes from the means-end-chain theory (attribute, consequence and values). This helped me to get a clearer view in what values actually motivates the consumers to purchase second hand clothes and to identify 5 different "paths" that was that was recurrent in several of the interviews. Since the means-end-chain theory goes in the more individualistic approach to describe consumer behaviors I also tried to code the data with focus on altruistic motivations, awareness and description of responsibility to get a broader aspect of motivations.

When analyzing all the transcribed data from the interviews I always tried to keep in mind the term of motivation and effects of shopping second hand so that the structure can help guiding answers to my research questions.

5.1 Pattern 1: Economic motivation and less buying/consumption practices

The first pattern I will start to present my findings within is concerning economic motivation of shopping second-hand clothes. Before conduction my interviews, I had assumptions that the economic reasons for shopping second-hand clothes would be one of the biggest drivers.

This was shown not to be the case. Even if many of the respondents mention it as being part of the reason they would seek a second-hand venue, it was not the most defined reason for it. 14 of the 23 interviews mention that economic motives were a part of the reason they shopped clothes second-hand and only 1 of the respondents answered that it was the main reason for shopping second-hand.

The most common economic reason I registered from the conducted interviews where not the cheap prize by itself, but value for the money they spent. That shopping clothes second-hand often got them better quality and specific pieces of clothes for a lower price.

When asking the respondents, the question about how they started to shop second-hand, a pattern appeared from some of the respondents that it started with economic reasons. Respondent 6, 3, 12, 7, 9 and 14 all stated that when they were younger second hand was the option for them at that time to be able to get that special piece they otherwise would not afford as a new item from a normal store.

"It started already in my teenage years because I was very interested in clothes and fashion. But I did not have the economy to by everything new always. When I was growing up Fast Fashion brands did not exist in the same wide range as it does today (Shopping at H&M was something older ladies did). So, I started to visit flea markets and second hand stores like Fretex and UFF to get that levies jeans or a new cool t-shits. Today I would say the economic motives are still there, but the main reason is to get something that I feel extra good about and that is a bit special" (respondent 6).

Respondent 3 also mention the economical spectra when growing up. But in contrast with respondent 6 that is 41 years old, respondent 3 is 26 years and mention the cheap and trendy clothes of Fast Fashion brands as being a part of the shopping routines as well.

"When i was poorer, and didnt have much money. Sometimes i would go for the cheaper option in a Fast Fashion retail store. So it really depends which situation you are in. But if i have the possibility - if I know and trust the brand, then I would go for the sustainable option. I know sometimes brands use that just to sell a bit more.. I have this thing that I dont like to spend that much money at the same time. So if I have to spend for example 900kr for a dress or 500kr for a dress - is always like, do I need it? do I want it? its a lot of money for me. I rather spend 200kr because knowing how much it cost to produce that kind of stuff is just - I fell like im being cheated you know if I spend so much more".

It was only one person that answered that the interest of getting a specific piece or brand did not have any reason for the economic aspect of shopping second-hand.

"It's not about shopping a pricy brand for a cheaper price. I'm not at all interested in trends or brands when it comes to clothes. But still, it is definitely an economic aspect to why I shop clothes Second-hand. I try to save money in general and reflect about my purchases. It should be something I been thinking about for a while before I go and purchase it. I got this "wishing-list" on my phone where I write down things I want and need. I even wrote down

new shoelaces for my shoes. So if I feel the need for shopping something by impulse, I have a rule that I should cheek my list first" (respondent 18).

When razing the question of economic perspectives for shopping second hand to the interviewers that are working with second-hand, they mention a shift in second hand markets the last 5-10 years. The aspect of doing a "bargain" and to get good quality for a lower price is associated with second hand. Respondent 5 that works with the Fashion Archives marked have notice a shift in the clothing available second-hand. She explains that you still can find pieces that normally is in a high price range for a good and cheaper price, but the fast turnover of clothes today from normal retail stores also is common to find second-hand today. These clothes that is in the "standard" price range does not have the same level of price drop as compare to the original price in the store – because it is so cheap already from the start. *"When buying a piece of clothes from H&M Second hand, consumers probably think more about the sustainable aspect of buying something used than something new rather than quality and doing a bargain"* (Respondent 5).

Tangled in the question of the economic aspect of shopping second-hand clothing, I found that the wish to consume less and to shop in a more "smart" manner was something that was mentioned through most parts of the interview I conducted.
" In genreal I try not to shop that often. So i dont have for example that I by stuff once a month. I try to only buy things if I need then. Once every 2 month maybe - if there is a Fashion Aarchive or something like that - but its pretty much when I need stuff i seek these venues." (Respondant 6).

5.2 Pattern 2: Environmental and social justice concerns

The second pattern from my coding and the stimulating map address second-hand consumers concern for the environment and social justice. The different concepts creating the pattern for this chapter can to some extent cross boarders, and the attribute, consequences and values overlap. This is the case of the environmental and social justice pattern, as it addresses attributes and consequences both from 5.1 and 5.3.

This is the pattern that came out to be the most dominated in terms of concepts on attribute and values. Here environmentally friendly and long lasting as attributes for second hand clothes and it's consequences to reduce waste highlight strong values of protecting the planet, make less pollution and to be in harmony with the nature among the interviewers.

When asking the question about the main reason the respondents choose to shop second hand, a lot of the respondents addressed the environment and social cost of production of clothes.

"It's very much environmental reasons actually, because I think the fast fashion form of industry is just very poisonous. All of the way from the supply chain - and just not good for the environment". (Respondent 13).

Similar answers were given by respondent 6: *"I think about the pieces lifetime, how much and how long it can be used. Is it made with good material, is it produced good, will it handle a lot of washes and if it's possible to repair if needed. Another very important aspect for me is the way of the production, the working conditions of the employees and the environmental footprint of the production site".*

Repeatedly thought out my interview the focus on circularity and the possibility for a product that you buy will come to use is mentioned. Concerns about clothes ending up on landfills and into normal waste is stated as a concern by the majority of my respondents.

In a previous study by Yan, Bae & Wu (2015) findings show that second-hand markets will have meaningful effects on environmental impacts. The markets will help to reduce a consumer demand for new goods if the supply of used items is available. This is backed up by another study conducted in Scandinavia, where data was collected from 200 consumers. This data explored that around 60 products out of 100 would be reused, and therefore help to reduce clothes negative impact on the environment (Farrant et al, 2010).

Findings for my interviews points at the same direction, as many of my respondents said that after started shopping at second-hand markets or stores, they had less and less need for shopping at a normal retail store. Shopping second-hand also encouraged them to sell or donate clothes they no longer had any use for.

A clear goal of "protecting the environment" and take a responsibility to reduce their own negative environmental impact is something that motivates the respondents in this study. In line with Schwartz (1973) norm-activation theory, the increased global focus on human activities negative environmental impacts has contribute to a greater awareness than for just 10 years ago. When discussing this with the respondents working with second hand, they stated that the awareness of environmental consequences has shifted the interest for second hand clothing's. Today, many people visiting the markets does it to take on responsibility in a way they see they can contribute. *"In these days second-hand markets and store is looked at in a different way than only 10 years ago. Before, second hand was more connected to economic sphere and making a good bargain. Now doing something good for the*

environment is something that more and more people reflect on and therefore to shop second hand today has a different meaning than before" (Respondent 21).

Finding from my interviews show that the preference of second-hand consumers in this study for environmental attributes is also motivated by the concern of the humankind. "To provide for future generations" show an environmental related value with a more anthropocentric focus. As stated by respondent 14: *"I wish for future generation not to have that many problems with the environment or to allow creativity to tackle that. Even if it means a lot of changes in the future".*

For the respondent to further elaborate the values of this I followed up with the question why this is important for her? *"Because when I get older I want to be proud of the era I been a part of. I want to be able to tell my grandchildren that my generations saw the problems and tackled them, instead of looking the other way for the sake of profit." (*Respondent 14). This motivation for consumption and action falls in line with the theory of social rationality, and a "they" rationality. It built on an act that is altruistic and focus on what is right to do for others.

5.3 Pattern 3: Anti Fast Fashion and mass production

In this section the pattern that reflect the respondent's feeling and thoughts of avoiding the business of fast fashion and the externalities that comes with mass production and consumption. Throughout my interview the respondents criticize and therefore tried to resist the consumption driven society. Here by rejecting fast fashion stores and turn to reuse and recycling clothes instead of buying new items.

The rejection of fast fashion clothes is based on the concerns addressed in the previous sections; negative environmental externalities of the industry, lack of quality of the clothes being produced and also social justice concerns.

Within this pattern the aspect of consumers' social concern was addressed. Some of the respondents had concerns with wage and working conditions for the people working in manufacturing of clothing. Majority of the respondents addressed the aspect of avoiding exploitation of others. The consumers of second-hand clothes in this study seek to avoid feelings of guilt that they associate with bad working conditions in the clothing industry. The

respondents expressed this further by wanting to live up to their altruistic values of equality and social justice.

I will give a few examples here when asking the respondents what they think when they hear the world fast fashion:

"I think about garbage, a modern way of slavery and environmental degradation. It's a chase after consumers, designers, producers – all in the cheapest forms possible. Unsustainable, is what it is. It will only contribute to consumption way over the line of what is actually needed. I think there is many people out there that suffers from "fast fashion hangovers." (Respondent 9).

"I only get a bad feeling in my guts when I think about fast fashion. How bad people get paid and the situation of their working conditions is hard for us in Western countries to really understand, and therefore relate to. When people are working themself to death for the sake of me being able to by a clothing for a ridicules cheap price, something is definitely wrong with this business model."

A genuine mistrust about fast fashion companies is also found when analyzing the data retrieved for this study. 19 out of the 23 respondents expressed feelings of not trusting fast fashion companies in their work to become more sustainable. The term of "greenwashing" was discussed among respondent's and their believes that the world sustainable is often being misused within this line of industry.

" I believe we have means to change and I think because of the monopoly those companies already have in that industry - they control to much in the supply chain. Therefore it's difficult to do anyting about it. And it seems like you dont have a choice, or you have a choice that they present, and I do not really trust them with that. For example, H&M is telling me that they are sustainable - I just dont believe that. How can you explain that part of your collection is sustainable and the other one is not, that doesn't make sense even. You are either sustainable or your not. You can not just have a small part that you call sustainable and you don't care about the rest of the collections being produced." (Respondent 18).

Other respondents state that they get very enjoyed by the "greenwashing" tend and the small environmental responsibility that only try to make the truth look more flattering. *"How can I take the company seriously when they half of their webpage say repair and sustainable collections and the other half screams of 70% sale and new arrivals." (Respondent 4).*
Also, in line with this pattern the respondents express the dislike of the mass production and consumption society this business model follows. Experience of the stress and discomfort to many material things gives them is highlighted through many of the interviews. Some of the

respondents have taken serious action in their lives to try not shop things that they only want but reflect more over the needs of the items.

One of the respondents explains how she had a period when she started to think about quitting to buy fast fashion brands. She said that it was hard in the beginning, but then suddenly one day it had in a way become normalized. She further explains that after this she did not even feel any enjoyment walking into those type of store. She says that she still can shop new items from time to time, but now always with a more reflected thought behind the item and if it's something she will use a lot and for a longer period of time. She then allows herself to by something a bit pricier but with a brand that she can put more trust to. In that way there is more satisfaction of a product, instead of buying the cheaper version of it that she never will be truly pleased with.

"I believe that consumers must shop less, for their own sake. I'm not just saying this to put a "shame" in shopping, but I genuine think that people will feel happier with themselves." (Respondent 14).

5.4 Pattern 4: Identity, style and communication

Values of self-expression and identity is the fifth pattern found in this study. Concepts such as comfort and fit are shown to be important to the participants. This pattern support Jäger et al (2012) and Lundblad & Davies (2016) findings of consumers buying sustainable clothing is driven by need rather than want, as clothing choice is motivated by their personal norms. The unique style second-hand clothing can offer is also a concept that can be found throughout my interviews. The patricians tend to appreciate a product more if it is bought second-hand.

"Clothes is a form of expression and communication I believe. If I have a bad day its good to were something that stimulates me a bit more. For example, to get up 7 in the morning in January to go to work it feel good to have something that make you feel a bit better. Like a popping color or something that gives an extra "pop". The kind of items I think is easier found in second hand markets, because it usually give me that unique feeling." (Participant 7).

Participants in this study also address that the style of second-hand is a good way to communicate that you believe in a cause. When someone ask about a new jacket or dress that

they are wearing they proudly can say that it is bought second hand, and therefore maybe trigger interest among others.

"We live in a society that is super visual, that we are communicate with. And that we in a way have a conscious relationship to hoe we communicate with our clothes can be important. I feel we have to in a way, because it can have so much to say. For example it can say something about your core values, that you care, in more than just world for the environment and social justice. You can have a strong message with clothes without saying anything at all". (Participant 12).

5.5 Pattern 5: Accomplishments / Doing what is right

The next pattern developed through my findings show the importance the participants feel when it comes to doing what they believe is right. Values here are distinguish with responsibility, self-respect and the feeling of doing something good.

All of the participants included in this study showed an awareness of environmental issues, and all agreed that is caused by the externalities of human activity. Like presented in the sections earlier, it regards doing what is best for the future generation, the nature itself and for social justice. The extent of responsibility differed however among the respondents. Some had a clear focus on the individuals' responsibility as a consumer, while others stated that actions to address the environmental and social concerns should first and foremost be handled by the companies or policy changes by the government. The majority of the respondents' said that a mix of both consumer and producer responsibility is needed to address and change the current situations withing the clothing industry.

"I think the responsibility is in both hands (consumers and producers). There is a lot of power within the consumers, so I definitely feel it's important to try accomplishing what is possible, we have a responsibility. It's possible to stop buying clothes, and it's not about stopping completely, but to have a more conscious relationship to your consumption. I think a lot that it was not that many years ago we started consuming in the way we are today; it has accelerated very fast. When I was growing up (that was not that long ago), it was not unusual that I had to wait for a Christmas or a birthday to get that pair of Levies Jeans that I wanted. It feels like the barrier was higher to shop thing then, so it should not be that difficult to go back to that". (Respondent 5).

Other respondents' that felt that the responsibility was more in the hands of the producers answered: *"I think the companies have a bigger responsibility because they profit from our decision making. So that lies with the company, and that goes for the government as well, they should be sure that we as consumers have all the information needed".* (Respondent 11).

Devinney et al. (2010) study on ethical consumers discover that consumers living in social democracies such as Sweden or Germany tend to deny personal responsibility and instead expect actions from their governments. Similar findings can be observed from my own interview with my respondents. However, they even though some respondents in this study deny responsibilities because they think it's wrong to put that responsibility to the consumers, they still do what they can to shop in a more sustainable matter by choosing second-hand venues.

"I think there is a need for political policy in place to make bigger companies really make a substantial change in their business. It's them than can set a standard of what is possible and what is needed to do". (Participant 21).

6. Discussion

This study has investigated the underlying rational and motivation of second-hand consumers in Oslo as well as different influential factors that shape their attitude and believes towards todays fashion industry. Through the interviews it became clear that there are several different types of motivation that make individuals turn to second-hand consumption. By using methods both from economic and social physiology that captures different rationales of the individual, findings in this study presents various types of motivation that drives the urge for second-hand consumption among this group of participants.

6.1 Answering the Research questions

RQ: What is the motivation of consumers to purchase clothes second-hand?

When participants were asked the question, what is most important to them when buying clothes; price, quality and importance of the products lifetime where found as determinant factors. Here individual theories of consumer preference and theory of reasoned actions can be accurate to some extent by the meaning of "utility maximization" can be found by the participants motivation to purchase clothing's with quality for a cheaper price. This also goes in line with previous studies in the sphere of second-hand consumption, where economic motivation is found (Klepp and Laitala 2018, Williams and Windebank, 2005 & Christiansen and Snepenger, 2005).

However, by using the laddering technique in some of the questions raised during my interviews helped to identify several other dominating motivations to why the participants choose to purchase their clothes second-hand. Values identified though out the interviews indicate that the individualistic rationalities cannot fully explain the behavior of purchasing clothes second-hand, because of the assumption that there are no limits to desire consumer have for goods. The participants for this show to a more relaxed connection to product and underline the stress and dislike they have for too many material things, and therefore is not accurate with the perception of this rational.

By identifying the values the participants connect with second-hand clothes findings in this study also suggest that considerations of environmental and ethical matters is a big driver of motivation to shop second-hand. By this, participants explain that they rather choose second-hand when shopping because of what they know about the fast fashion industry, and it's negative effects to the environment. Here again, personal utility is not the reason for taking the action – but the participants attachment to their norm, and the importance to follow

what you feel is right is the motivational factor. The study show that the consumers interviewed choose to purchase clothes second-hand as a description of responsibilities they have. Connecting this back to Schwarz norm-activation theory, the participants in this study have activated their norms by the awareness of consequences they link to fast fashion clothes and therefore enact their responsibility to help the environment by shopping second hand.

The finding also shows to that the dislike towards fast fashion brands and their business model have been a motivation for the respondents in this study to avoid purchasing their clothes there, and therefore rather visits second-hand markets and stores. The mistrust that could be found regarding the credibility of fast fashion company was repeatedly stated throughout many of the interviews.

Previously studies focusing on motivational factors of second-hand purchases reflect the same findings as in this study. Both (Yan, Bae & Wu, 2015; Farrant et al, 2010 and Klepp & Laitala, 2015) connect motivation second hand purchasing with the environment and ethical considerations.

Identity and style where also contribution factors in motivation purchases second hand among the respondents. The unique style that often can be found in second-hand clothes and the communication channel a piece of clothes can give you were also included in reason for visiting second-hand venues.

Many of the different values found for second-hand consumption in this study where directly linked to environmental reasons and can therefore be classified as biospheric when connecting this to Stern (2000) value-belief-norm theory. Altruism is also a variable from Sterns theory that motivates second-hand consumption in this study as concepts of social justice and consideration for future generation is a concern. The last variable of egoistic values is also a visible motivational factor found among the participants, because of the personal and financial motives in visiting second-hand venues.

7. Conclusions

This study has sought to explore consumer motivations for purchasing second-hand clothes. The aim of this study was to contribute to the understanding of consumers motivation and rationalization towards second-hand clothing and the clothing industry.

The findings in this study show that there exists a various amount of motivations to why consumers choose to purchase second-hand clothes. Through the analyzing of collected data material given from respondents' five different pattern appears as motivational factors for this cause. The biggest contribute found in this study that motivates second-hand consumption has shown to be of environmental concerns. Here the reuse of fabric is a strong variable as well as the wish to decrease of unnecessary purchases. The mistrust and dislike of fast fashion business practices also show to be a big contribute to why participants rather choose second-hand clothing's.

Motivations that concern aspects of social justice and concerns for the future generations is some altruistic values also shown to be true for the participants in this study. Reflection on doing what is right, on the basis of what they know about the clothing industry show that most of the respondents ascribe a responsibility to contribute where they can.

Economic motivation than concern individual benefits is also a motivational factor for second-hand purchases. To be able to find good product for a lower price is still something all the respondents liked with second-hand.

The motivation for finding something unique and feeling of that the product reflect once style is also found in this study to have a contribution for seeking second-hand venues.

Based on the sampling approach, research design and the work in whole when conduction this study, I would say that there are some flaws in the procedure that effects the validity and reliability of this paper as reflected on in 3.7. Even though the flaws and the fact that the study generalizable towards consumers of second-hand in all, it still gives a good understanding of this samples motivational factors for choosing second-hand products. It can also provide important contributions for other studies within this field.

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9. Appendix

9.1 Interview Guide Consumers - English

		Background. To get the demographics, relationships, family, ideology/kultur, politisk ståndpunkt (?)
		1. How old are you? where are you from?
		2. What is your occupation? / type of education?
		Behavior - Consumption of Clothes consumption patterns, motivations for consumption, experiences. process, practical needs
laddering		4. Do you usually shop for clothes second hand? • what is the main reason you shop in this type of venue? • WHY? kontrollfrågor - om inte nämns. • ekonomiska grunder • miljömässiga grunder • etisk/social
	M	**Yes - 5.** How often do you shop second hand compared to shopping in a normal retail store? (%)
		a) Tell me little about when did you start shopping second hand? b) How come you started? (- friends/fam, envir, etic, anti fast fashion.) c)Do you think you inspired other to do so? d) How much in your wardrobe have changed since then? **ex. % of clothes that now are second hand.** **compares to % of clothes consumption over all.** e) Do you shop second hand in addition to "normal" shopping routines or is this an arena you seek for clothes?

		f) Do you shop all types of clothing second hand or just some specific pieces?
		5. No - Is this (shopping at FA/second hand) you first time? a. What do you think of the concept? b. what made you decide to come here? c. could you consider shopping more of your clothes second hand in the future? d. Why / why not?
		6. Do you (often) feel a need to shop for clothes?
laddering		7. What brands or shops/stores do you like? • **why** do you like these?
		8. How would you describe your style? a)do you get inspiration from anywhere/anyone? b)Are you big on follow trends? c) how would you describe your closest friends/family clothes style?
		9. On a scale of 1-10 - where 10 is practical and 1 is style/looks - where would you place your reasons of why you by clothes? (how you reflect on a purchase?)
		Motivations. Personal/social motivations
laddering		10. What do you think is important when you shop for clothes? • **why**?
		11. What does shopping clothes mean for you? o (Would you describe it as an act of purchasing/practical needs or is it more entertainment and a social excitement for you)
laddering		12. What determines where you go/do your shopping? • why?
		13. Do you often shop in company with family/friends/alone? • why?
laddering		14. What would you say influence choices when shopping for clothes? • **Why**?
		-What does the term 'sustainability' mean to you, in regard to the things you buy? -How often do you think about sustainability or ethics when buying clothes? -What aspects of sustainability or ethics do you consider when buying clothing?
laddering		15. If i say fast-fashion - what do you think of then? - Why? what does this reasoning come from you think? - friends, news, social m.?
		16. *What its your opinion regarding fast fashion and commercial retail stores?* • Is it mostly good or bad thinks you read / hear about this industry?

		16b. Where does the environmental responsibility lies - at the consumer or the producer?
Negative laddering	extrinsic/ intrinsic	17. How do you feel when purchasing products from second hand compared to a fast fashion band/company? • **why** do you think you get this feeling?
		18. Are you usually always satisfied with the clothes you by? • Why/why not?
		19. Do you think you as a customer you always get all the necessary information about a product? (in a normal store) a. its this information up to the customers to know/research or the brand/store to provide?
laddering		20. Do you feel that you have a responsibility of the products you by? (how its been produced, where its comes from ect?) • **Why**? • Do you wish to do more/better? • what are restriction to this?
		Availability. 21. Do you feel you can as easy shop second hand as other clothes from normal retail shops? • why / why not? • can you give examples on areas you find available and easy accessible for you.
		22. What do you think about e-trade and internet shopping? • Do you shop a lot clothes on the internet? • is there a good selection of SH venues there? • Do you see any positive or negative impact from the trend to shop more and more over internet for how ppl consume?
		Effects. personal norms, change motivation -> envi. friendly activities
	Broader question	23. What is important for you in your life?
		24. Is there any initiative in your daily life you do to reduce your environmental impacts?
		25. Is there any particular environmental friendly activities you feel proud of doing? • why? // Is there any environmental friendly activities you wish you could do better? • why?
		26. How do you think using a second hand market have changed the way you think you effect on the environment? 27. Do you believe it has had an effect on reducing your own environmental impacts? • why?
		28. Have it contributed in doing more sustainable choices in other parts of your daily life /routines?

		29. If you were to lessen your consumption of clothing, how would you do it? -Why do you stop using clothes? -What do you do with them after?

9.2 Interview Guide Consumers – Swedish/Norwegian

	Background. To get the demographics, relationships, family, ideology/kultur, politisk ståndpunkt (?)
	1. Hur gammal är du?
	2. Vad är ditt yrke? / typ av utbildning?
	Behavior - Consumption of Clothes consumption patterns, motivations for consumption, experiences, process, practical needs
laddering	4. Handlar du vanligtvis kläder second hand? • vad är det främsta skälet till att du handlar på denna typen av plats? kontrollfrågor - om inte nämns. • ekonomiska grunder • miljömässiga grunder • etisk/social
	Yes -5. Hur ofta handlar du begagnade i jämförelse med shopping i en vanlig butik? (%) 　　a) Berätta lite om när började du handla begagnad? • b) Hur kommer du igång? (- vänner / fam, envir, etik, anti fast fashion.) • c) Tror du att du inspirerade andra att göra det? • d) Hur mycket i din garderob har förändrats sedan dess? (ex. % av kläderna som nu är begagnade jämför med % från vanliga butiker.) • e) Handlar du begagnade i tillägg till "normala" shopping rutiner eller är det en arena du ofta söker dig till när det kommer till kläder? • f) Handlar du alla typer av kläder begagnade eller bara några specifika produkter?
	No 5. Är detta (shopping på FA / second hand) första gången? a. 　　　Vad tycker du om konceptet? b. 　　　vad fick dig att besluta att komma hit? c. 　　　kan du överväga att handla mer av dina kläder begagnade i framtiden? d. 　　　Varför varför inte? 　e. *Skulle du kunna handlar alla typer av kläder begagnade eller bara några specifika produkter?*
	6. Känner du (ofta) ett behov av att handla kläder?
laddering	7. Vilka märken eller butiker / butiker tycker du om? • **varför** gillar du dessa?
	8. Hur skulle du beskriva din stil?

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	a) får du inspiration från någonstans / någon annan? b) Är du stor på att följa trender? c) Hur skulle du beskriva dina närmaste vänners/familjs klädstil?
	9. På en skala 1-10 där 10 är praktiskt och 1 är stil / utseende - var skulle du placera dina skäl/motivationer till varför du handlar kläder? (hur du reflekterar över ett köp?)
	Motivations. sociala motivationer / individens motivation, omedvetna motivationens existens.
laddering	10. Vad tycker du är viktigt när du handlar kläder? • **Varför**?
	11. Vad betyder/innebär det att shoppa kläder för dig? Skulle du beskriva det som en handling för inköp / praktiska behov eller är det mer underhållning och en social experiment för dig
laddering	12. Vad avgör vart du ska / handlar? • varför?
	13. Handlar du ofta i lag med familj / vänner/alene? • varför?
	-Vad betyder termen "hållbarhet/bärkraft" för dig när det gäller de saker du köper? -Hur funderar du ofta på bärkraft/hållbarhet eller etik när du köper kläder? -Vilka aspekter av bärkraft/ hållbarhet eller etik tänker du på när du köper kläder?
laddering	14. Vad skulle du säga påverka val när du handlar efter kläder? • Varför?
laddering	15. Om jag säger fast fashion - vad tänker du då? - **Varför**? vad tror du dessa tankar kommer från?-(vänner, nyheter, sociala m.?) 15b. Om jag säger slow-fashion istället?
	~~16. Vad är din åsikt om fast fashion och kommersiella butiker?~~ • ~~Är det mest bra eller dåligt tycker du läser / hör om den här branschen?~~
	16b. Vart ligger ansvar för miljön enligt dig? hos konsumenter eller producenter?
Negative laddering	17. Vad får du för känsla när du köper begagnade produkter jämfört med från ett fast-fashion brand / företag? • **varför** tror du att du får den här känslan?
	18. Är du vanligtvis alltid nöjd med kläderna du handlar? • Varför varför inte?
	19. Tror du att du som konsument alltid får all nödvändig/önskad information om en produkt? (i en vanlig butik) a.) Är denna information upp till kunderna att veta / undersöka eller varumärket / butiken att tillhandahålla?
laddering	20. Känner du att du har ett ansvar för de produkter du köper? (hur det har producerats, varifrån kommer det från ect?) • Varför? • Vill du göra mer / bättre? • vad är begränsningen till detta tror du?
	Tillgänglighet

	21. Känner du att du lika enkelt att handla kläder SH som från normala butiker? a.　　　varför varför inte? b.　　　.. (kan du ge exempel på områden som du hittar tillgängliga och lättillgängliga för dig.) ??
	22. Vad tänker du om e-handel? a.　　　handlar du mycket kläder via internet? b.　　　finns det bra utbud av second hand arenor där? c.　　　ser du nå positivt/negativt i trenden till att handlar mer på internet för hur folk konsumerar?
	Effekter. personliga normer, ändra motivation -> envi. vänliga aktiviteter
	23. Vad är viktigt i ditt liv? • Varför?
	24. Är det några initiativ i ditt dagliga liv du gör för att minska din egna miljöpåverkan?
	25. Finns det någon miljövänlig aktivitet som du känner dig stolt över? • varför? // Finns det några miljövänliga aktiviteter som du önskar att du skulle kunna göra bättre? • varför?
	26. Hur tror du att användningen av en second hand marknad har förändrat hur du tänker på din egna påverkan på miljön?
	27. Tror du att det har haft effekt på att minska dina miljöpåverkan? • Varför?
	28. Har det bidragit till att göra mer hållbara val i andra delar av ditt dagliga liv / rutiner?
	29. Om du skulle minska konsumtionen av kläder, hur skulle du göra det? • Varför? / skulle detta vara viktigt för dig? -Varför slutar du använda kläder? -Vad gör du med dem efter?

9.3 Interview Guide "Experts"/working in/with Second Hand

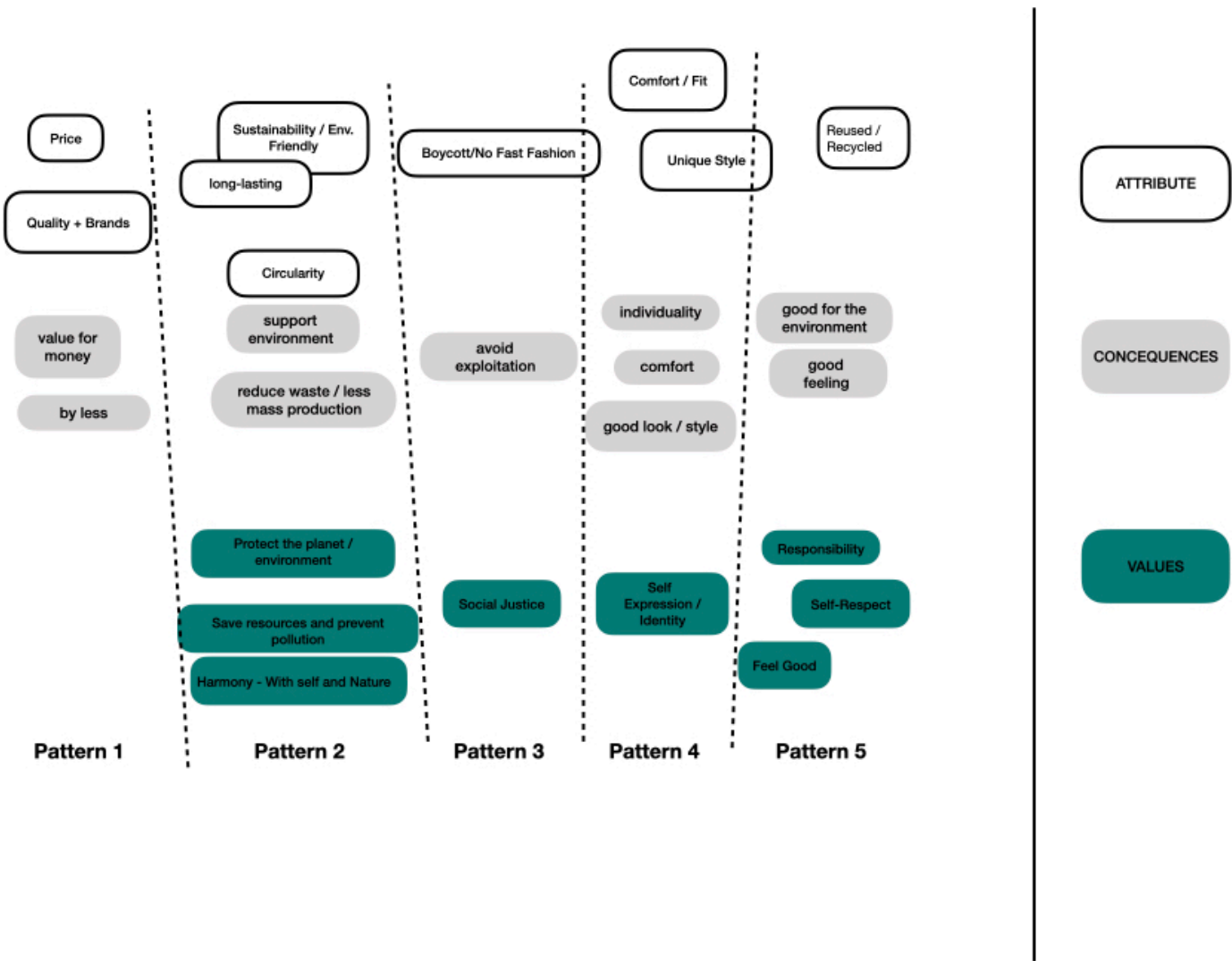|	
	1 Hur länge har du jobbat med SH? -vad fick dig till att börja med det?
	2 Varför tror du konsumenter kommer till exempelvis Fashion Archives?
	3 Ser du en förändrad" hållningar" bland konsumenter som handlar SH? 　　　a.　　　mer / mindre populärt? 　　　b.　　　varför tror du? • ändrade anledningar varför man uppsöker en sån typ av marknad? 　　• miljö /etik / ekonomi
	4 *Hur tror du att användningen av en second hand marknad har förändrat hur konsumenter reflekterar på sin egna påverkan på miljön?*

	6 Vad tror du är viktigt för att få till ett skifte bort från fast-fashion industrin och den överkonsumtion som finns idag? • kan mer intresse för gjenbruk och SH vara med på att påverka personliga och sociala normer till mer hållbart och bevist konsumerande?
	+ additional question from the consumer interview guide.

9.4 List of Interviews

	Male/ Female	Age	Type of interview / respondent	Occupation	Date	Duration
1.	F	23	Shopper Fashion Archives	Full-time student/ part time bartender	15th of February 2020	37 minutes
2.	F	30	Shopper Fashion Archives	Booking and event coordinator	18th of February 2020	34 minutes
3.	F	26	Shopper Fashion Archives	Full-time student /part time working with marketing, digital communication and content creation	2nd of March 2020	42 minutes
4.	F	29	Shopper Fashion Archives	Booking Manager at Kulturhuset	2nd of March 2020	38 minutes
5.	F	40	Working with SH	Visual Merchandiser Plantagen / Part owner of Fashion Archives	4th of March 2020	44 minutes
6.	F	30	Shopper Fashion Archives	Full-time business administration	5th of March 2020	36 minutes
7.	M	31	Shopper Fretex	Food store manager	7th of March 2020	34 minutes
8.	F	24	Shopper Fashion Archives	Full-time student	9th of March 2020	25 minutes
9.	M	32	Shopper Fretex	Wine importer	11th of March 2020	42 minutes
10.	M	28	Shopper Fretex	Bar Manager	11th of March 2020	33 minutes
11.	F	30	Shopper Fashion Archives	IT consultant	2 of April 2020 **(skype)**	38 minutes
12.	F	41	Shopper Fashion Archives	Creative Art Director	4th of April 2020 **(skype)**	28 minutes
13.	F	27	Shopper Fretex	Communication manager	8h of April 2020 **(skype)**	24 minutes
14.	F	49	Shopper Fashion Archives	Kindergarten pedagog	15th of April 2020 **(skype)**	33 minutes

15.	F	22	Shopper Fretex	Full-time student / part time expeditor in convenience shop	18h of April 2020 **(skype)**	24 minutes
16.	F	34	Shopper Fashion Archives	Freelance Journalist and Photographer	22nd of April 2020 **(skype)**	26 minutes
17.	M	22	Shopper Fashion Archives	Full-time student	29nd of April 2020 **(skype)**	48 minutes
18.	F	32	Shopper Fashion Archives	Food & Beverage Manager	3 of May 2020	39 minutes
19.	F	40	Shopper Fretex	Business administration	9th of May 2020	41 minutes
20.	F	37	Working with SH	Working at Fretex	20th of May 2020	40 minutes
21.	F	41	Working with SH	Coordinator at Red Cross / Part time freelance Journalist	2nd of June 2020	42 minutes
22.	F	21	Shopper Fashion Archives	Full-time Barista	16th of June 2020	35 minutes
23.	M	26	Shopper Fashion Archives	Personal Trainer	22 of June 2020	31 minutes

9.4 Hierarchical Value Map

Price

Sustainability / Env. Friendly

long-lasting

Boycott/No Fast Fashion

Comfort / Fit

Unique Style

Reused / Recycled

Quality + Brands

Circularity

ATTRIBUTE

value for money

support environment

avoid exploitation

individuality

comfort

good look / style

good for the environment

good feeling

CONCEQUENCES

by less

reduce waste / less mass production

Protect the planet / environment

Save resources and prevent pollution

Harmony - With self and Nature

Social Justice

Self Expression / Identity

Responsibility

Self-Respect

Feel Good

VALUES

Pattern 1   **Pattern 2**   **Pattern 3**   **Pattern 4**   **Pattern 5**

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