



Natalia Raszka

Czynniki determinujące zakup odzieży używanej

Factors determining the purchase of second-hand clothes

Abstract of the PhD Thesis

Supervisor: dr hab. Barbara Borusiak, prof. UEP

Supervisor's signature

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The current consumption pattern is unsustainable and has a negative impact on the environment, the economy and the human psycho-physical state. The current consumption pattern is unsustainable and harms the environment, the economy and the human psycho-physical state. The literature emphasizes the importance of the implementation of sustainable consumption practices. The opposite of sustainable consumption is consumerism (unsustainable consumption). Consumerism is an attitude that unjustifiably and excessively attaches importance to acquiring and accumulating material goods, without paying attention to social, environmental and health consequences.

The phenomenon of over-consumption can be observed today in the case of clothing purchases. The clothing industry is the second one with the most substantial negative impact on the environment. The production of clothes, and every step of the clothes production process the producers of the so-called fast fashion, bring harmful consequences: consumption of materials and raw materials, including low-quality raw materials with a short life cycle; use of hazardous substances that pose an ecological threat; pollution and excessive water consumption. Because of the negative consequences, there is a need to introduce practices that are less harmful to the environment – sustainable consumption.

In 1994 was presented the first official definition of sustainable consumption, according to which it is consumption that makes it possible to satisfy basic needs and improve the quality of life, as well as to reduce the impact of consumerism on the use of natural resources and to reduce the waste and pollution, so that future generations also can reach good quality of life and have access to the earth's resources. Second-hand clothing consumption is a form of demonstrating sustainable consumption and sustainable fashion, which minimizes the damages produced by the new clothing industry. The popularity and value of the second-hand clothing market are growing every year, but some consumers still think that second-hand clothing is unhygienic, has low quality and its purchase is associated with embarrassment, fear or shame.

The subject of this dissertation is determinants of buying second-hand clothes. The problem of the thesis includes the identification of factors determining the buying and non-buying second-hand clothes in stationery shops by the millennial generation (generation Y), which is the subject scope of the thesis. Generation Y is including people born between 1980 and 2000 is characterised by purchasing behavior that differs from other generations and is the largest purchasing group of all generations. Furthermore, millennials are considered to have the

greatest real influence on the direction of the fashion industry. Generation Y is also characterized by a high level of environmental awareness and is more willing than other generations to take actions that are part of the idea of sustainable consumption.

The literature study allows to synthesize that the available foreign studies mostly focus on the determinants of buying second-hand products, and less frequently only on second-hand clothes. In turn, the determinants of not buying second-hand clothes are more often considered as part of research on the determinants of sustainable consumption, rather than strictly clothing itself. The main reason for choosing the problem of the dissertation was therefore the identified research gap. Another reason was the author's conviction that it is necessary to take action to protect human life and health and preserve biodiversity and conduct research in this area. Sustainable consumption is one of the fundamental ways to stop the increasing effects of consumerism.

The objectives of the study are:

1. To identify the determinants of buying second-hand clothes and to investigate how they explain this buying behavior.

2. To identify the determinants of not buying second-hand clothes and how they explain this buying behavior.

Achieving mentioned objectives will allow to understand the Generation Y behaviour. Identifying the determinants of buying and not buying second-hand clothes is crucial for promoting sustainable behaviour. It has also valuable theoretical and cognitive meaning which allows identify the predictors of a particular form of sustainable consumption. The determinants of buying and not buying second-hand clothes are not symmetrical, namely the determinants of the two types of behaviour are completely different, which is why their study is justified.

As a result of the literature research and a qualitative study in the form of a focus group interview conducted by the author, a list of factors determining buying and not buying second-hand clothes was constructed, based on which hypotheses were formulated:

H1: The factor that most strongly determines buying second-hand clothes is the economic factor.

H2: The factor that most strongly determines buying second-hand clothes is the social factor.

The dissertation was written using the hypothetical and deductive method. The conducted literature review constitutes the basis for the formulated research hypotheses, while the research part includes the empirical verification of the hypotheses. For this purpose, quantitative statistical methods were used: Principal Component Analysis (PCA) and Confirmatory Factor Analysis (CFA). The results were interpreted and hypotheses were verified.

The thesis consists of five chapters, preceded by an introduction and followed by a conclusion. The first three chapters include cognitive and theoretical content and a detailed review of foreign and Polish literature. The literature sources are scientific articles, books, internet sources, statistical data and reports. Chapters fourth and fifth are empirical and include the characteristics of the research methodology and interpretation of the research results.

The first chapter "Sustainable consumption - core, causes and forms" presents the theory of consumption and the developed effects of consumerism. Learning about the development of consumerism and its effects allows us to understand the necessity of the emergence of sustainable consumption and the need for its implementation, therefore the genesis and essence of sustainable consumption are presented. The first chapter closes with the subject of forms of sustainable consumption and the key area for the work - the consumption of second-hand products.

The second chapter consist the characteristics of the second-hand clothing market. In order to show its antecedents firstly author presented how the production of new clothes affects the environment. Then, the definition and examples of sustainable fashion. Which second-hand clothing consumption is one form, is presented. The next part of the second chapter presents the development and state of the second-hand market. It also portrays the history of the second-hand clothes market and the specifics of the growing popularity of buying second-hand clothes.

The third chapter contains a critical analysis of Polish and foreign literature on factors that determine buying and not buying second-hand products, but especially second-hand clothing. A theoretical review was conducted by analyzing publications referring to determinants, which are also called in the literature: determinants, motivations, restraining factors and motives. The first part of the chapter is devoted to factors that influence the buying of second-hand clothes, such as environmental, critical, ecological, economic, psychological, social,

functional, hedonistic, recreational, fashion or utilitarian factors. The second part of the chapter analyses the literature on the determinants of not buying second-hand products and second-hand clothes and the reasons for not engaging in sustainable consumption. These factors can be e.g., social, functional and psychological.

Chapter fourth consists the problems, research objectives and hypotheses and presents in detail the research methods used: a literature review and a quantitative study using PCA and CFA factor analyses. A total of 1113 respondents aged between 21 and 41 took part in the survey. Second-hand clothing buyers made up 86.5 % of the survey population. The fourth chapter also contains information about the process of the survey, the stages of the research procedure, the data collection methods (CAWI and PAPI) and the spatial and temporal scopes of the research.

The last, fifth chapter characterizes the research sample and examines its structure. The results of the factor analyses are presented in order, first the PCA and CFA results for the determinants of buying second-hand clothes, then the PCA and CFA results for the determinants of not buying second-hand clothes. The theoretical and practical implications of the conducted research are also presented. The dissertation ends with a summary, where the hypotheses were verified. It also presents conclusions from the conducted research, limitations of the research and open.

Based on the results of the study, the author has shown that the purchase of second-hand clothes is determined by three groups of factors, ecological, economic and hedonic, of which the ecological factor is the strongest determinant. First hypothesis H1: " The factor that most strongly determines buying second-hand clothes is the economic factor" was therefore rejected. It could have been assumed that the ecological factor would be the strongest determinant of buying, as this is stated in most of the English language literature of the last few years. However, the author took into account that buying second-hand clothes in Poland has been negatively perceived and associated with poverty for long period. Moreover, there is a research gap concerning determinants of buying second-hand clothes by Poles, therefore the author formulated Hypothesis 1 in this way. The results of the research indicated, that the ecological factor is the strongest determinant of buying second-hand clothes and the economic factor as well, but to a lesser extent. This may be explained by the fact that consumer awareness of the negative consequences of consumerism and the climate crisis has increased in the last few years. Buyers take environmental aspects into account in their

choices and know that they have a real influence on the pace of climate change. By buying second-hand clothes, they reduce the purchase of new clothes and in this way the demand on the market for new clothes is reduced. This leads to a reduction in its production and contributes to minimizing the negative consequences of overproduction. Millennials also regard buying second-hand clothes as a form of ostentation, a critical attitude towards consumerism. In addition, consumers may be influenced by the fashion for "being eco" and the display of pro-environmental behavior among the public. Due to the fact that millennials are a generation characterized by a high need for self-expression, they engage into activities that are currently trendy i.e. directing themselves towards sustainable consumption. The author concluded that millennials buying second-hand clothes can be called altruists, because they not only have knowledge about the negative effects of consumerism, but they take action for the common good and reduce the consumption of new clothes.

The strongest determinant of not buying second-hand clothes was the social factor, therefore Hypothesis 2: "The factor that most strongly determines buying second-hand clothes is the social factor", was accepted. The results indicated that millennials do not buy second-hand clothes because of embarrassment, fear, possibility to loss social acceptance and loss of image. As the author pointed out above, the economic factor still determines the purchase of second-hand clothes, so it can be argued that the negative associations with the purchase have a legitimate basis, but non-buyers still base their opinion only on this aspect.

The two-track behavior of the surveyed millennials should be emphasized. On the one hand, the group of buyers declares that they buy second-hand clothes for ecological reasons and, on the other hand, the group of non-buyers still believes that buying second-hand clothes is a reason to be ashamed. It can be concluded that the non-buyers think in a stereotypical way and that their own image and positive opinion about them is more important than pro-environmental actions. The author labelled this group as egoists, as it is known that millennials are people who are aware of the dangers of consumerism, and yet they subordinate consumption only to their beliefs.

The considerations undertaken in the dissertation concern buying and not buying second-hand clothes among Polish consumers of generation Y and in the context of stationary shops. This means that further exploration of factors among other generations, other nationalities than Polish, and in other retail formats should be conducted. The verified validity of the factor models provides an opportunity to use them in further research.