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Exploring the motivations and barriers for second hand product consumption

Abstract

The resale market is a U$ 16 billions dollar market in the US only and it is increasing at a 7% annual rate. Internet and social media have boosted this market by offering consumers the possibility of exchanging goods, and the behavior of buying and selling second hand products have changed. In less than five years, Enjoei, a website where consumers trade second hand products with each other in Brazil, has grown to be a R$ 80 millions (about U$ 30 mi) revenue company.

We investigated this matter by reviewing the literature and conducting an exploratory study. We noticed that the behavior of buying and selling second hand products is connected with sustainability in the literature but throughout the 12 in-depth interviews we hold with consumers (6 of them with experience in selling and buying secondhand products online and 6 of them with this experience), we realized that economic reasons are actually the main reason to engage in second hand product consumption and selling. Consumers seem to be willing to have a better use of their products by sharing their products' lifecycle with other consumers, which is consistent with the Collaborative economy of the 21st century: instead of owning a product for a long time, and then discard it for free, consumers sell them to other consumers for a low price, and also buy from other consumers second hand products, exchanging, as a way of sharing products.

Keywords
second hand, online shopping, sustainability

Introduction

Mel decided driving was not something she was willing to do everyday, but she also did not want to give up the comfort of going to work by car. Paying for taxi everyday would cost away more than owning a car. Luckily, Mel lives in a society where sharing expanded its branches to several places in society and she can share a car drive with other consumers, paying only a fraction of a taxi fare drive to work. The car belongs to another consumer that likes driving and decided to use their asset to share with other consumers, in exchange of money. Examples like this are happening in several economies around the world and changing the way economy and society works: in less than 10 years, companies like AirBnB and Uberbecame multibillion companies by allowing consumers to share their homes and cars, something that was considered impossible - or at least undesirable - a few years ago (Cusumano, 2015). This sharing behavior is the center of the Collaborative Economy, a subject that has also been extensively studied in the literature (Belk, 2010; Dbrowska & Gutkowska, 2010; Gullstrand Edbring, Lehner, & Mont, 2016; Malhotra & Van Alstyne, 2014; Nica & Potcovaru, 2015; Scaraboto, 2015).

A traditional economy practice - the exchange of goods - is also gaining attention in the literature (Guiot & Roux, 2010; Na'amneh & Al Husban, 2012; Pugh, 2013; Turunen & Leipämaa-Leskinen, 2015). This practice exists for a long time, as people need to discard their items to consume new ones, but with the concept of sharing, people are realizing they can focus on the use of products instead of owning of these products: they buy and use them for a specific time, and then they sell it to other consumers. By adopting this behavior, consumers avoid waste and get back some of their investment in the product (Belk, 2010; Dbrowska & Gutkowska, 2010; Scaraboto, 2015). These transactions have been supported by technologies that allow consumer-to-consumer commerce, which has grown due to Internet and social media channels expansion (Chu & Liao, 2007, 2008).

Statistics present the selling of second-hand products as a growing and relevant market: in 2014 and 2015 the resale market (which includes clothing and furniture resale) grew at a 7% annual rate in the US, summing up to be a U$ 16 billion market in the US only (NARTS, 2016). One of the main trends in this market has been brought by digital economy that amplified the possibilities of exchanges by allowing online interactions amongst consumers. Websites such as Mercado Livre and Ebay are consolidated players in this market but recently players with different proposals have been released in the market. Launched in Brazil in 2010, Enjoei (term in Portuguese that means "got tired of it") is a platform where people create their own stores to sell used items to other people, but instead of operating with separated stores for each consumer, Enjoei works as a regular retailer, with sales promotion, product advertisements and Communication identification that mimics a regular web retailer, offering consumers a buying experience similar to what they would find on a web retailer. The difference is that the sellers are consumers and to negotiate discounts and delivery matters, the buyer needs to address the consumer who is selling the product. This formula presented a fast expansion in the market: in five years, Enjoei received about R$ 25 millions in investment funding (about U$ 7.5 millions) and reported revenue of R$ 80 million (about U$ 25 millions) in 2015 (Revista TPM, 2015).

The objective of this paper is to examine the motivations and barriers that lead consumers to buy second-hand products online, to better understand the impact of this market in the Collaborative Economy. Although the act of buying and selling used products is not a traditional way of sharing, we believe it can be considered in the Collaborative Economy as consumers connect to other consumers and create new ways of exchange goods, other than the buying/selling process that occurs in the traditional economy. By offering their used items as option for other consumers to buy, consumers share the lifecycle of their products with other consumers, prolonging its existence before disposal, and, therefore could be considered in the Collaborative economy. In this article, we first investigate how consumers consider sustainability in their shopping behavior, as this concept may drive or explain consumers' attitudes toward second-hand products consumption. Sustainability and second-hand consumption have been discussed in the literature, as Sustainability may influence consumers to consider the impact of their consumption into society and the environment and may lead them to an ethical and rationale use of resources, where sharing products is a good fit to

maximize the use of resources into society (Hill & Lee, 2015; Kim & Kramer, 2015; Santamaria, Escobar-Tello, & Ross, 2016). One other characteristic of second hand products may also influence the option for this kind of product: the concept of Need for Uniqueness (NFU): the need of feeling special or unique is something that may appeal to consumers, and this concept has been studied in the literature (Chang & Jai, 2015; Nica & Potcovaru, 2015; Tian, Bearden, & Hunter, 2001), and it has a strong appeal toward a positive motivation for second-hand products: when consumers buy second-hand products they are opting for a unique product that is not available everywhere, only in unconventional shopping channels (Guiot & Roux, 2010; Turunen & Leipämaa-Leskinen, 2015), and, therefore, it is potentially relevant in the motivations for buying second-hand products.

With all information gathered in the literature review, we conducted in-depth interviews with 6 consumers that have already bought or sold used items online (experience), and 6 consumers that had never bought or sold used items online (inexperienced). We chose the market of selling and buying used clothes as the background topic for this article because clothing is the market with more online sales in volume (Digital, 2016). We then present the main results from these interviews and discuss main findings and delineate topics that we considered consistent in the motivations and barriers to drive consumer behavior towards second hand products consumption. We conclude the article suggesting avenues for future research.

Literature Review

Fast fashion is an industry that has been constantly studied in literature (Gabrielli, 2013; Joung, 2014), and specifically about the concern of disposal of products sold in this industry (Chang & Jai, 2015; Joung, 2014; Mcneill & Moore, 2015) as it considers mass consumption in the basis of this industry. Collett & Cluver (2013)realized thirteen in-depth interviews with consumers to understand their perception about fast fashion apparel. They realized that consumers buy fast fashion because they offer a way for them to keep updated with fashion changes and also that the cost-benefit relationships these products offer are reasonable: although all of the participants acknowledged that fast fashion apparel has low quality and that they typically do not expect it to last more than a few wears, few expressed dissatisfaction. Most of them felt that the low prices justify the diminished quality and lifespan. There is a little consideration of the impact of fast fashion in the environment. Only two consumers discussed environmental impact without being prompted. When prompted, a few discussed issues beyond disposal at the end of a garment's lifecycle. When discussing disposal, many felt that they minimize the environmental impact of fast fashion by finding new uses for items or passing them to others. Furthermore, the majority of those who perceived a negative environmental impact do not feel empowered to change their consumption behavior.

Mcneill & Moore (2015) identified that fashion consumers' attitudes toward sustainability in their fashion purchasing is determined by their general level of concern for social and environmental well-being, their preconceptions toward sustainable fashion and their prior behavior in relation to ethical consumption actions. These authors found that fashion consumers can be categorized into three distinct groups: Self-consumers, social consumers

and sacrifice consumers. Self-consumers view fashion as vital to their self-identity and "newness" in fashion as promoting this. They show little concern for the environment and social issues and little potential for sustainable fashion, as their priorities in fashion lie elsewhere. Social consumers are beginning to show increasing more concern around environmental issues and social well being, hence developing favorable views toward sustainable fashion products, but their behavior is often inconsistent with these attitudes. There are evidences of interest in sustainable fashion alongside a movement away from traditional fast fashion, but also some barriers in a widespread adoption of sustainable fashion within this group are the unawareness, a perceived lack of social acceptance for sustainable fashion and perceived very high prices. The last group of Sacrifice consumers exhibits high levels of concern for the environment and is adept at cognitively processing complex social issues related to ethics and social well being. As such, these consumers are particularly negative toward fast fashion and would avoid products and brands they deemed as representing fast fashion. The behavior of this group is consistent with these attitudes but a conflict remains between the desire to be fashionable and the desire to reduce consumption overall.

Bly, Gwozdz, & Reisch (2015) focused on the sustainable fashion consumption pioneers who actively engage and shape their own discourse around the notion of sustainable fashion consumption. The motivational themes that compelled this group to engage in sustainable consumption are sustainable fashion as a source of pleasure and well being, sustainability as a facilitator of style and consumption as sustainability's antithesis. These pioneers see clearly a disconnection between sustainability and fashion, the first defined in terms of "endurance", "the long term" and "conscious decisions"; the second viewed as "waste", "transience" and "dictation". At the same time, they see personal style as both a strategy for and a desired outcome of sustainable consumption, allowing them to bypass the pitfalls of modern consumption while achieving greater goals of non-conformity and distinction. The study suggests that for these consumers sustainability is as much about reducing measurable environmental or social impacts as it is about incorporating broader concepts to achieve goals beyond the pro-environmental or ethical.

Lundblad & Davies (2016) researched thirty-nine frequent sustainable clothing consumers in order to understand their values and motivations behind sustainable consumption. The values that drive their behavior are: self-expression, self-esteem, responsibility, protecting the planet, sense of accomplishment and social justice. The authors also identified six motivational patterns: (i) less buying: buying clothes that last longer and are of better quality, consumers express more positive links to personal finance; they feel they obtain "value for money". They want their clothes with timeless cuts that be able to last over more than one fashion season, (ii) the "self": consumers place importance on "self expression" and "self esteem", which motivates them to purchase sustainable fashion with attributes like "unique styles and materials" to obtain ends such as a sense of individuality and comfort. However, these "self expression' and "self esteem" are less part of gaining social acceptance than standing outside the social norm, (iii) health: the individuals consider the use of natural materials in these sustainable fashion brands to reduce health problems. They specifically put emphasis on the well-being of their skin because of the use of less pesticides and chemicals throughout production of the garments purchased, (iv) the environment: a significant motivational pattern

regards the consumer's will to address environmental concerns. They place great importance on taking responsibility for the way they consume and to be a role model in the market. Individuals express they are doing well for the environment when they buy recycled clothes, buy second-hand or create their own clothes as a way to contribute to the support of the environment, (v) accomplishments: participants reveal enjoying the feeling of doing the "right thing" and express the need for confirmation of having made the correct decisions. Two consequences of achieving a sense of accomplishment are a guilt-free conscience and a good feeling, and (vi) social justice: this refers to the importance of equality and human rights of the workers in the factories used by clothing companies. The environmental credentials of a product need to be backed up by a comparable concern for workers rights and welfare as well as the use of no sweatshops. To conclude, Lundblad & Davies (2016) observed that these consumers were mostly egoistically motivated what can be reflected in issues like looking good, self-expression and self-esteem. However they did not directed their sustainable consumption to peer pressure or sense of belonging; on the contrary, they wanted to stand out by not following the crowd and being very individual in their choices.

As we can see, one of the ways consumers can behave sustainably is by consuming second-hand (used) products. Several studies on consumer behavior buying second-hand products have generally focused on initial purchases and resale is usually studied in offline markets, such as flea markets or garage sales (Hermann, 2006; McCrohan, Smith, & Adams, 1991)**,** and although the consumer online resale market is booming, knowledge about consumer reselling behavior and its influences on purchasing remains limited(Chu & Liao, 2007, 2008; Guiot & Roux, 2010)**.** Chu & Liao (2007, 2008) defined online resale as an online transaction where products being sold by consumers were purchased by other consumers, mainly for self use and not for resale. They found that consumers resell for a wide variety of reasons, mainly periodic house cleaning and profit making for used items, and classified consumers online resale in two categories: planned and unplanned resale. A planned resale occurs when consumers buy products anticipating their willingness to resell the product. An unplanned resale occurs when consumers unintentionally decide to sell a product after being used.Liao & Chu (2013)argue this differentiation is relevant because it led to changes in consumers decision when buying products: if it is a planned resale, the value and ease of selling the item influences the decision of buying: the higher the possibility of reselling, the higher the intention to buy. There are other relevant findings: Liao & Chu (2013)found that when consumers have the intention to buy a new item and are aware they have an item that could be resold, they consider the income from reselling the old item in the budget necessary to buy the new item, resulting in a smaller perceived burden to acquire a new item, increasing purchase intention.

Chu & Liao (2007)analyzed the behavior of consumers that sell their products and created a taxonomy to classify these customers into one of these four groups: (i) extra purchase, when a consumer buys a new product to resell and do not use it, (ii) temporary ownership, when a consumer buys a new product to resell it but use it prior to resell, (iii) mis-purchase, when a consumer buys a product with no intention to resell it, but does not use it, and after a while, resell it, and (iv) disposition, when a consumers buys without the intention of reselling it and uses the product, but after a while, resell it. The latter is the closest to the concepts collected from sustainable consumption, when talking about disposition of products.

Fostering a broader perspective of the market,Mellon, Ghose, Teland, & Krishnan (2005)proposed that for consumers, the market of used products functions as a new competitor in the market, and new products start to compete with similar used products, in what the authors called the "substitution effect". Authors used game theory to investigate if this substitution effect might be harmful to other competitors in the market. They considered the intention a supplier might have to offer good used products in the market and concluded that they would do it in order to capture additional surplus from consumers who could not afford to buy products that were new. This inter supplier competition would be beneficial as it would expand the base of consumers and therefore benefitting the market. Even though this logic considers that used products would be offered by companies that already sell in the market, and not by consumers to other consumers (C2C market), which is the object of study in this article, these conclusions may be considered parsimoniously, as the reasoning behind it might be valid for this scenario too: the offering of used products in good conditions, from diverse brands, might turn some products and brands accessible for consumers that could not buy these products in the conventional market (as new products) due to budget restriction. Therefore, they could indeed represent an additional segment of consumers in the market.

Xu, Chen, Burman, & Zhao (2014) consider that not only low prices would attract consumers to buy second-hand, as products and brands have a more reasonable and affordable price, but consumers would also be attracted by the thrill of finding unique products, and shopping for second-hand clothes is associated with adventure shopping, with the thrill of finding something of great value at a low cost. Cervellon, Carey, & Harms (2012) studied the behavior of women that buy second-hand clothing and connected vintage clothing consumption with fashion involvement and nostalgia proneness as well as need for uniqueness. Second-hand consumption is also driven by frugality and eco-consciousness plays an indirect role through bargain hunting. Individuals with a strong need for uniqueness are found to be much more likely to make non-traditional consumer choices, such as purchasing clothing in second-hand channels as a means of demonstrating their individuality (Guiot & Roux, 2010). Bardhi & Arnould (2005)noted the links of hedonic and economic aspects. Some studies suggest that for such shoppers, second-hand acquisitions offer a genuine alternative to conventional channels, sometimes inspired by criticisms of traditional channels. Mhango & Niehm (2005) and Xu et al. (2014)also highlight some concerns consumers face when buying second-hand: worries about contamination germs, diseases, and misfortune by associating second-hand with potentially death of previous owner.

Guiot & Roux (2010) developed a depth analysis of the motivations consumers might have to buy second-hand and constructed a scale that foresees the intention of buying second-hand a consumer might have. Their main proposal is that motivations for second-hand shopping refer to the psychological and material motives that orient consumers toward second-hand products and/or channels. Authors realized in-depth interviews to understand the motivation that led consumers to buy second-hand and found four main groups: (i) critical motivations (avoidance of conventional channels, ethical and ecological dimensions, anti-ostentation), (ii) experiential motivations linked to the nature of the offering (originality, nostalgic pleasure, self-expression, congruence with self-image), (iii) experiential motivation linked to channel characteristics (social contact, stimulation, treasure hunting), and (iv) economic motivations

(wish to pay less, search for fair price, bargain hunting, gratificate role of price - perception of better use of money). These four groups cross concepts with other motivations cited above: (i) critical motivations can relate to less buying, social justice, environment motivations (Lundblad & Davies, 2016), and sacrifice(Mcneill & Moore, 2015), (ii) experiential motivation related to the nature of the offering can relate to self (Lundblad & Davies, 2016), uniqueness (Mcneill & Moore, 2015), and nostalgia, (iii) experiential motivation in the channel characteristics can relate to accomplishment (Lundblad & Davies, 2016), alternative to conventional channels (Bardhi & Arnould, 2005), finding unique products (Xu et al., 2014), and social interaction (Bly et al., 2015; Mcneill & Moore, 2015), and (iv) economic motivations can relate to low prices (Chu & Liao, 2008; Liao & Chu, 2013; Xu et al., 2014).

Methodology

In order to deeply analyze the findings discussed in the literature review, we conducted in-depth interviews with 12 consumers: 6 experienced participants (which has already bought or sold a second hand product online) and 6 inexperienced participants (which had never bought or sold a second hand product online). We followed a script of topics to be addressed in the interview, covering main topics listed in the literature review. This script in in Appendix 1 of this article.

Interviews varied from 32 to 79 minutes and characteristics of interviewees are listed in Table 1. Age varied from 37 to 55, and most of interviewees were women (8 out of 12).

Table 1: List of interviewees and respective demographics

Participant	Type	Gender	Occupation	Age
P1	Experienced	Female	Management	38
P2	Experienced	Male	Economist	39
P3	Experienced	Female	Designer	39
P4	Experienced	Female	Lawyer	37
P5	Experienced	Female	Communication	41
P6	Experienced	Female	Journalist	55
P7	Inexperienced	Male	Executive	34
P8	Inexperienced	Female	Doctoral Student and Professor	37
P9	Inexperienced	Female	Doctoral Student and Professor	49
P10	Inexperienced	Male	Business Man	32
P11	Inexperienced	Female	Former Executive and Free Lancer	46
P12	Inexperienced	Male	School Teacher	50

To select experienced interviewees, one of the authors asked their network for referrals that had already bought or sold second hand products online. From the 6 people interviewed, 5 of them had both selling and buying experience, and only one had only selling experience. These interviewees were hold in June and July of 2016.

Results

We grouped the results of the 12 interviews into eight different topics, discussed by experienced and inexperienced participants.

Ethics and Sustainable Influences on Consumption

Consistent with the findings of Collett & Cluver (2013)**,** experienced participants did not primarily think about sustainability or ethics when buying clothes. All 6 of experienced interviewees clearly stated that the matter of sustainability does not influence their behavior when shopping for clothes. Some reasons pointed out are that they feel powerless in this matter, as they cannot know for sure when a company is ethic in their production process, and they also affirm they would not pay or would only pay a little more if a product has a claim of sustainability, either by using recycled material or consuming less products. The common thinking is that these types of products should be cheaper and not more expensive, as it can be observed by some sentences collected in these interviews:

> "I don't pay more because something is made of recycled product"
> "But when it comes to clothing, sustainability does not drive my buying behavior. I usually tend to consider the cost in first place."

On the other hand, interviewees reported they think when they buy or sell second hand products they help reduce waste, which they consider a pro sustainability action. This situation is different when it comes to inexperienced participants, the degree of consciousness of environmental and ethical issues varied among the participants of the study, but most of them presented a medium to high level of consciousness regarding sustainability. They mentioned some concerns about the working conditions of manufacturing companies, slavery work, fair trade agreements, problems with water, energy, waste, amongst others. Four of the participants mentioned scandals with Zara and all of them affirmed that they would not be buying more from this company. However, they agreed that, in general, this growing consciousness does not reflect as strongly as it could in changes in consumption actions. They recognize that most of the consumers in the market are not aware of sustainable practices and they tend to be more passive than active in terms of searching for information about sustainability. But if they see problems and scandals related to some company, they probably will stop buying from that company since then.

> "Look, I don't actively search for information about that but if I see in the newspaper that Zara was involved in a scandal due to the use of slave workforce, I stop buying from Zara, for example."

Barriers for Sustainable Consumption

Experienced participants mentioned two main barriers for sustainable consumption the availability of products, and the high cost of sustainable products, which leads them to always set these options - when available - setting aside.

> "It is very hard to buy things ethical and sustainable products because supply is very limited and too expensive."
> "I saw some products that had sustainability appeal but price was too high which made no sense to me."

Inexperienced participants identified five main barriers for sustainable consumption: (i) lack of sustainable education: even the participant with low level of sustainability consciousness presented openness to the concept and to the possibility of being more sustainable in practice. But they all agree that our society is not readyto face this problem, and consumers do not know exactly how to contribute, (ii) lack of consciousness of people: the participants know many people that have very little concern for the environment and the sustainability of consumption. These kind of people are addicted to consumption and fast fashion, (iii) current consumption culture: our culture valorizes newness and the possession of new objects: a brand new car, a brand new house, brand new clothing. This culture of buying new things impacts the change for more sustainable consumption practices, (iv) limited work made by schools, government and the media: despite the fact that the schools and the media are increasingly teaching and communicating the environmental challenges, the participants understand that this work is still very limited, taking into consideration the size of the problem, and (v) lack of time and reflection: one of the participants affirmed we are in a high speed society suffering the pressure of time in everything we do and, as a consequence, we do not commit enough time to understand and discuss the importance of sustainability for our lives and the lives of future generations.

Barriers for the Use of Second-Hand Products

Experienced participants mentioned two main barriers for buying second hand products: afraid of contamination by using second hand clothes that are too close to vulnerable parts of the body, such as intimate apparel or swimwear, and fear of buying counterfeit products. In the first case, participants mentioned a certain disgust of sharing intimate clothes, such as lingerie or bathing suits. But this aversion may change if the participant is familiar and likes the person who is selling the product.

> "I would not buy second hand swimsuits, intimate apparel due to hygiene, but there is nothing else I wouldn´t buy second hand.
> "If I know the person who is selling, like a friend or a relative, I would not have this disgust to buy things from them , I mean I think I would even buy a bathing suit from them because I know the origin and I suppose it was not contaminated in any way.

One interesting thing we have observed is that while some participants show the same disgust for buying second hand shoes, due to the direct contact with the skin and the difficulty of cleaning the product, some participants mentioned shoes as a regular product bought as second hand products, or even the product most bought as second hand.

> "I would not by shoes like sandals as second hand products because it has a direct contact with the skin. I could only but boots or shoes that we wear with socks."
> Shoes are more disgusting than clothes because clothes are harder to clean.
> "The second hand products I most buy online are shoes.

Amongst the inexperience participants, we identified a negative perception about second hand products: five out of sixintervieweespresented negative perceptions toward second-hand products, especially clothing. These participants associate second-hand products with something dirty, disgusting, afflicting. Some of them believe that the clothes might remain with the prior owner's smell and/or essence, which is especially negative if they do not know who is selling the product. This seems to be a very strong barrier for these participants to buy

second-hand products. This effect seems to be stronger for clothing than for furniture, but it also exists for furniture and other objects. Similar to what happened with the experienced participants, this barrier is diminished when participants know the seller of the product: the experience to get and to give something from/to family members and friends is very positive, pleasant, and common.

> "I have a little bit of affliction to wear a used cloth from someone I don't know."
> "Every object comes with a story, a story of someone else…I don't wish to think of who was sat down at this sofa before myself, you know?"
> "It has to do with what I put inside my house. I want to choose what I am putting inside my house."

Another barrier mentioned by inexperienced participants is the habit of donating their used clothes: all of the participants of our study have this habit and they presented a feeling of pride for this habit of donating clothes for family, friends, or employees. Participants mentioned the pleasure to see a friend and/or a family member using their clothes and also the satisfaction for being able to help their employees to have expensive clothes that they could not afford otherwise.

> "Look, for my cousin and my brother, I feel proud in fact because it is a signal that they like my style, my taste…I feel like I am leaving a legacy, that I am passing forward something from myself."
> "My cousin, for example, who is a teenager, he does not have money to buy clothes very often, mainly branded clothes, luxury brands, then he loves the clothes I give to him."

One other barrier is the perception than no one in their social relations engages in the use of second hand products. As it is not common, participants believe that buying second hand products is not a socially acceptable practice. We found similar mentions to this barrier amongst the experienced participants where they had a sort of prejudice about buying second hand products but once they experienced, it changed their perceptions:

> "I had a prejudice to buy second hand clothing, but when I first bought online, I did like the experience and it changed my perception."
> "People think this commerce of used items is for poor people that have no money but I realized it is quite the opposite. People with money is using this commerce to sell the things they don´t want anymore."

The access to the offer of second hand products is also mentioned as a barrier for buying second hand products: participants had a very limited experience with second-hand products because they had only saw second hand products in brechos (retail stores that sell second hand clothes). They experienced negative perceptions of this kind of store and transferred this negative perception to the second hand products. In an attempt to explore if this barrier of lack of offering might be reduced by the inclusion of options of second hand products, we showed the website Enjoei to participants in the end of the interview. We browsed together with them on the site and asked for their feedback. They did not knowthis website store before and for 4 (out of the 6) interviewees this new offering presented a possibility of overcoming the barriers for second hand products: 2 participants reported a more openness to buy second hand clothes and more interest in the website, 2 other participants reported openness to buy furniture, but in terms of clothing they would be buying jackets, at most. For these participants, however the offer needs to be interesting in terms of price and quality. The

price needs to be appealing enough comparing to a brand new product for them to consider buying the products. 2 of the interviewees maintained their negative perception of second hand products, reporting they would not engage in buying second hand products, even with this different kind of offering. Thus, we understand this business of second-hand has potential to grow much more along the time when people get more knowledge about that and it starts to be more common socially. This potential growth can be leveraged by a good offer with appealing prices but at the same time it is partially limited by the barriers we discussed before.

Barriers for buying online clothes

Experienced participants reported two main barriers for shopping clothes online: the main one is the inability of trying the clothes on before purchasing, which may be considered for new or second hand products. The second one is the shipping cost, reported as a barrier for second hand clothes only. Some participants mentioned they buy only from consumers that live close to them so they can avoid the high cost of shipping.

> "It is very hard for me to buy clothes for me online because I need to try them on."
> "I see several products I would love to buy an Enjoei but I usually do not buy them because usually the shipping cost is very high , I have liked several products but due to this shipping issue I never bought anything for me.
> "I used to go collect things I bought second hand products to avoid paying for shipping."

The ability of returning clothes is seeing as both a barrier and advantage of buying second hand products online. Some participants reported they did not know if it was possible to return items bought from consumers while some reported they actually bought the products because return was easier.

Advantages of buying online

Amongst experienced participants, the main advantage of buying products online (new or second hand) is the convenience, and ease of shopping online. Participants reported that buying things online saves time, money, and avoids the hassles of going shopping. One participant mentioned new formats traditional retail is using to offer the same convenience of online shopping: they fill suitcases with clothes in the size and style the consumer has and send these suitcases to their houses, so they can try them on. Consumers then select the clothes they want to buy and return the suitcase with the payment for the clothes they selected:

> "I am also using this new way of shopping that is called “malinha”. You call to a store and ask for a luggage full of options of clothes in your size. They send to your home and you try them on and if you like anything, you just get the product and leave a check with the ammount inside the luggage. Them they collect the luggage again in the next day. I do it in stores close to home. Moda em Casa is a store that works like that. It is a very good scheme because you can try them on and then choose the only ones you like.

Motivations to buy second hand products

Experienced participants are consistent about the main reason that led them to buy second hand products: the price. 6 out of the 6 participants mentioned price as the main reason to buy second hand products. They see the option of buying second hand products as a good deal, considering the quality of product and price to be paid. They see it as a way to save money, or at least, to make better use for their money. 2 participants mentioned second hand product are especially appealing when buying clothes for their kids, as they need to buy them all the time and they usually wear it for a short period of time.

> "It is a good option to renovate clothes for my kids. There are things I do not care buying used products for them, such as pants."

The quality of the product is also mentioned as a motivation to buy online. Participants reported they think consumers who are selling their products often sell them because they just got tired of them and probably did not use them for a long time.

> "I know women usually have lots of shoes and they usually don't wear them too much and I like to buy them second hand online."

The quality of the product is also mentioned as a motivation to buy online. Participants reported they think consumers who are selling their products often sell them because they just got tired of them and probably did not use them for a long time.

According to the interviews, brands play an important role in second hand buying behavior as it gives consumers cues about the quality of the product. All participants reported that they favor second hand products from brands they perceive as good quality brands, as it gives them more confidence to buy the product. But if the product is from a super quality brand, like a luxury brand, there is a suspicious of counterfeit products that could actually be a barrier to buy the product. Familiarity with the brand is also relevant as participants reported that they have previous perception of fit of the products helps them to predict how the product would fit in their bodies. Participants also reported that price may overcome the lack of cues to the quality of the product when they do not know the brand of the second hand product. They report that when price is too low, they often take risks because there is little to lose.

> "When I buy used items, I rather buy from good brands because I suppose the quality would be better and the fit would also be good. It is a possibility of buying a good deal.
> "I care about the brand of the product but the product needs to be in good conditions"

Only one participant mentioned the uniqueness of the product as a motivation to buy second hand products, so the thrill of unique buying opportunity, described by Xu, Chen, Burman, & Zhao (2014), was included in the script for the interviews but only admitted by one of the participants.

Selling behavior and changes in clothing discard behavior

Experienced participants reported they enjoyed having the possibility of selling their products online. Some participants even mentioned this behavior as addictive, as they started to sell everything they do not want to use anymore. Some even included clothes they are still

wearing in their stores because they have similar products. The possibility of selling used products changed experienced participants' behavior of discarding clothes. 5 out of 6 interviews reported they had changed their behavior by selecting what goes to donation and what can be sold to other consumers. Some also reported that the selling behavior of used products made them give away their products faster than before. 2 of the participants mentioned they used to donate their clothes to people who work for them as maids, and they felt they did not care very much about the products they were giving away to them, so selling to consumers willing to pay would be a better discard of the product as they considered that when a consumer is willing to pay any amount for the product there is a real intention of using the product. 3 of the participants also reported giving other products as gifts for people that buy their used products: they see it as a way to discard nice things and also to thank the person who is buying from their stores.

> "I had a gorgeous Versace dress, I wore it once and I just couldn´t wear it anymore as it is very remarkable. I had it for several years in my wardrobe. I sold it for 100 reais because I didn´t want to keep it and I wanted someone to have it."
> "Some things I announce to sell it but I kept on using the product until it is sold.
> "After starting selling online, I noticed that my process of letting things go have become faster.
> "There are some things I just give them for free when people buy things from me because I need the space.

The money that they receive from the selling of products are used in their ordinary budget but when they sell a high value used product, participants reported they usually try to use them to buy something they have been desiring for a while. they don't see it as a way to make money, it is mostly to get some of the investment in the new product back and to give a good use for the products they don't want anymore. To clean the space is the most important reason to sell products. According to Chu & Liao (2007) perceived, consumers who sell used products may consider the resell value of the product prior to buy a new product. We observed this behavior in only 1 of the participants.

One barrier to sell products online is the time consumption to offer products online, as it demands time to photograph, describe and answer general questions about the product. One participant admitted she stopped selling online after taking a more demanding job and went back to their old clothing discard behavior: giving away clothes for their maid, as they had no more time to update their online store.

General Trends in Consumption

Overall our 12 interviews, we noticed some consumption patterns that appeared more than once when participants (experienced and inexperienced) were describing their experiences and practices in consumption. These patterns seem to be trends that are worth to be mentioned: (i) Less buying, consistent with Lundblad & Davies (2016), all participants reported that they are consuming less in general. They seem to be more conscious focusing in having less products with better quality, that would last longer.

> "Today, for example, when I think about buying something, I rethink four times, what I did not do before. So there is much more reflection in my consumption. And my actions have

already changed."

(ii) Discarding strategy: some participants mentioned that when they buy something new, they donate or give something away, to free space in their closets or home, (iii) Consumption as a political act: some participants reported to believe in the increasing power of the consumer when making choices to buy from specific brandswhich could force these brands to behave more ethical and sustainable over time, and (vi) the phenomenon of buying and selling used products online. Both experienced and inexperienced participants reported they see this trend as a strong and permanent one.

Conclusion

Overall, our interviews have shown that consumers are open to the idea of buying and selling second hand products online. The main barrier is the preconceived notion that second hand products are of low quality, or are potentially contaminated with germs or, what participants called, negative vibrations coming from the essence of previous owner. Some also reported they see the use of second hand products as a non-acceptable social behavior. What we observed from experienced participants is that, even when they had these preconceived perception, once they experience the benefits of selling and buying second hand products online, their perceptions changed dramatically and they started to adopt this practice in their lives.

Although the literature directly connects the consideration of sustainability impacts on consumer as one of the main drives for second hand consumption, we observed that consumers that buy second hand products marginally consider this matter. The most relevant reason for buying a second hand product is its price, considered a good deal due to the cost-benefit relationship. All participants mentioned this as, by far, the main reason to buy second hand products. However, all participants also mentioned they think it is important to buy less, and consider the act of buying second hand products as a way to contribute to the Environment, as they reduce the production of new products in the market. This less buying trend is something we observed also in the interviewees that had never bought second hand products, which reinforces this trend. Sustainability may be, then, an underlying aspect in this trend, as both experienced and inexperienced participants reported as a relevant trend for their consumption behavior. The possibility of selling their used products was reported as a positive impression on experienced participants, which is interesting as it delegates a more active role for consumers in the market.

Limitations and Future Research

This is an observatory study, and the findings of this study need to be examined parsimoniously as it considers interviews with 12 participants. The interviews were all conducted in São Paulo, Brazil, which may occur in regional perceptions of this population.

The observations reported in the Results section of this article points to several topics that may be investigated further in the literature. We highlight four of them: (i) most participants reported a disgust to buy second hand products due to the possibility of contamination of products but they also noted that the fact of knowing the seller could reduce, or even,

overcome this barrier. This familiarity effect is interesting as it may be a way to reduce the barrier for the buying second hand products behavior, (ii) participants who sold used products, reported to experience a positive perception of this behavior, and some even reported to have changed their behavior for discarding clothing after experiencing the possibility of selling. This may also be a relevant topic to be addressed as a potential market, (iii) to analyze the cues that the brand offer to consumers who are buying second hand products is also interesting as participants reported they consider it important when analyzing the product and these cues may even lead to overcome barriers such as worries about the quality of products, and (iv) the less buying trend. All participants mentioned it and it evolves more than buying second hand products, as it can be a significant change in consumer behavior.

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Appendix 1 - Script for Interviews

I - Introduction

II - Sustainability

What does the term “sustainability” mean to you in regard to things you buy?

What does the term “ethical” mean to you in regard to the things you buy?

How often do you think about sustainability or ethics when buying things?

When buying fashion clothing, how often do you think about sustainability or ethics?

What aspects of sustainability or ethics do you consider when buying fashion clothing?

How concerned are you about the environment and the social welfare?

What are the perceived barriers for sustainable consumption?

III - Second hand

Do you buy second-hand clothing? When did you start doing that? Tell me about your experience buying second-hand clothing.

What are your motivations to buy second-hand clothing?

How is your satisfaction with second-hand clothing?

What are the perceived barriers to buy second-hand?

What do you do with the clothes you want to discard? Please elaborate.

Have you ever sold anything (clothes or other products) to another consumer or to a store? Please elaborate

If you have experience selling second-hand clothing, what do you do with the money from these sales? Do you use them to buy other things?

If you have experience selling second-hand, how do you think about the reselling value of a product when buying new products? Please elaborate.