The role of fashionability in second-hand shopping motivations

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A B S T R A C T

Second-hand consumption has been quietly undergoing a makeover in recent years. As part of this shift, the concept of shopping for second-hand goods has been redefined. In today's retail marketplace, a mix of thrift stores, high-end stores, and online retailers are recognising the value of second-hand and hosting flea markets or launching their own vintage product collections. However, limited research attention has been paid to role of 'fashionability' as a motivation for consumers to shop for second-hand goods. In this study, we explore modern consumer second-hand shopping behaviour and motivations, inclusive of fashionability. Through a segmentation of second-hand store shoppers, we identify four distinct segments. While we find a polarisation of fashionability motivations, the vast majority (83%) of second-hand shoppers are driven by fashion when shopping in second-hand stores. The findings present several implications for second-hand retailers, including new ways to expand their customer base by tapping into elements of fashionability.

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1. Introduction

Second-hand consumption has evolved over three distinct periods: emergence and expansion during the eighteenth and nineteenth centuries; decline and stigmatization in the twentieth century; and de-stigmatization and renewed popularity since the 2000s (Weinstein, 2014). The past decade has seen rapid growth in second-hand consumption across many global markets (Guiot and Roux, 2010), which is attributable to a number of marketplace shifts. First, and following the 2008 Global Financial Crisis (GFC), the second-hand sector offered a new form of value to shoppers as they adapted to financially hampered circumstances (Tuttle, 2014) and in evaluating and selecting brands across a wide range of categories (Quelch and Jocz, 2009). Second, a rise in consumer interest in sustainability, and sustainable fashion in particular, has occurred (De Brito et al., 2008). Third, second-hand clothing has become fashionable in its own right (Beard, 2008). This is the case even in markets where consumers' typically dislike wearing used clothes, as is the case in China were a variety of specialised second-hand stores have opened (Cervellon et al., 2012).

Second-hand shopping clearly offers a genuine alternative to conventional options (Brace-Govan and Binay, 2010; Chu and Liao, 2007; Guiot and Roux, 2010; Williams and Paddock, 2003). Further, second-hand stores have become an accepted and established retail channel offering a genuine alternative to traditional options (Brace-Govan and Binay, 2010; Chu and Liao, 2007; Williams and Paddock, 2003). Accordingly, the underlying meaning of second-hand shopping has been redefined and social stigmas have faded (Brace-Govan and Binay, 2010; Williams and Paddock, 2003). However, few studies address the motives that explain why consumers turn to second-hand shopping channels (Guiot and Roux, 2010). Further, little is known about how current second-hand shopping motivations are driving growth in the sector. While Guiot and Roux (2010) consider second-hand shopping in terms of critical, economic, and recreational motivations, prior research has not considered the role of fashionability.

Taken together, consumer and marketplace shifts have led to steady growth in second-hand retail, forcing traditional retailers to take note. For example, New York high-end fashion retailer Bergdorf Goodman recreated the second-hand experience by hosting a flea market to launch its vintage collections (Jordon, 2015). Even luxury brands such as Ralph Lauren are seeking second-hand vintage pieces to sell in flagship stores alongside new collections (Cervellon et al., 2012). Indeed, the way in which consumers engage with the material world has undergone radical transformation (Weinstein, 2014) and today's consumer appetite for second-hand goods has never been greater, with associated revenues estimated at $15 billion in the US (IBISWorld, 2015). Given recent growth in the second-hand retail market and developments in consumption practices, we explore second-hand shopper behaviour and motivations, inclusive of fashionability, to determine current drivers of shopping at second-hand stores.

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In this paper, we investigate critical, economic, recreational, and fashion motivations of second-hand shoppers and identify segments on this basis. This understanding is required in order to continue to build second-hand retail models and marketing strategies that elicit customer attraction and enhance business and sector performance. Following a discussion of relevant literature, the study method and results are presented. We conclude with a discussion of implications for theory and second-hand retail management practice.

2. Second-hand consumption

Second-hand consumption is best contextualised within broader consumption theory, which offers a range of perspectives on why societies and individuals consume. Early work in consumption theory is devoted to objects as a medium for cultural meaning and messages in society (McCracken, 1986). Developing work focuses on symbolic forms of consumption as it relates to the construction of the self and individual identity (Gregson and Crewe, 1997; McCracken, 1986). More recently, identity construction through consumption has also been shown to be just as much about distancing the self from certain meanings and messages as it is about aligning the self with others (Weinstein, 2014). Thus, consumption is a highly strategic practice and can relay cultural, social and personal meanings (Holt, 1995). This notion exists in second-hand consumption research as a process whereby consumers actively construct and express identity, meaning, and experience (e.g., Roux and Korchia, 2006; Na'amneh and Al Husban, 2012).

Prior research focuses on second-hand consumption from two perspectives: (1) disposing of goods and (2) acquiring used goods. These two perspectives are intertwined and linked phases in the consumption cycle, as disposing may result in acquiring, which keeps the cycle of consumption developing (Arnould and Thompson, 2005; Turunen, Leipämaa-Leskinen, 2015). Second-hand consumption has also been examined in a range of contexts, including vintage (Cervellon et al., 2012; Roux and Korchia, 2006) and luxury (Turunen and Leipämaa-Leskinen, 2015). Indeed, second-hand consumption has become rewarding in its own right (Turunen and Leipämaa-Leskinen, 2015). There is also a developing stream of literature that explores the underlying motivations for second-hand consumption (Bardhi and Arnould, 2005; Guiot and Roux, 2010; Stone, Horne and Hibbert, 1996).

2.1. Second-hand consumption motivations

The second-hand consumption literature offers varied and nuanced explanations for second-hand consumption motivations. In line with motivation theory (McGuire, 1974), second-hand consumption motives are primarily geared towards individual gratification and satisfaction. Accepting that people are complex consumers with varied and fluid incentive structures, second-hand consumption scholars have examined many motivations across groups of consumers, as well as within individuals (Bardhi and Arnould, 2005; Belk et al., 1988; Guiot and Roux, 2010; Stone, Horne and Hibbert, 1996). Economic and recreational movies are commonly discussed as the main and intertwined drivers to second-hand consumption (Bardhi and Arnould, 2005; Guiot and Roux, 2010). According to Guiot and Roux (2010), motivations for second-hand shopping span three categories: economic, recreational and critical motivations. Building on this, we explore a fourth category of second-hand shopping motivations, namely fashion.

2.1.1. Critical motivations

Critical motivations allow consumers to disassociate from the mainstream market for moral or ethical reasons, including distance from the system (i.e., buying second-hand goods distances one from the distaste of consumer society) and ethics and ecology (i.e., recycling, fighting against waste) (Guiot and Roux, 2010; Pierce and Paulos, 2011). In terms of distance from the system, shopping second-hand is a way for consumers exercise rebellion against a society that promotes waste and 'throw-away' behaviours (Roux and Korchia, 2006), as well as to express anti-corporate motivations such as avoiding large corporate chains (Brace-Govan and Binay, 2010). In this way, consumers create and express a socially conscious self through the choice of second-hand consumption (Roux and Korchia, 2006). In terms of ethics and ecology, second-hand shopping enables consumers to express sustainable and conscientious consumption practices (Carrigan et al., 2013). Indeed, an eco-movement has emerged among consumers who are expressing concerns about what is seen as excessive, wasteful and/or environmentally unsound and are seeking to reduce the impact of the production of goods on their health, the environment and society at large (Brace-Govan and Binay, 2010; Cervellon et al., 2012; Ha-Brookshire and Hodges, 2009).

2.1.2. Economic motivations

Economic motivations largely stem from price sensitivity or price consciousness and include the gratifying role of price, the search for a fair price and bargain hunting (Guiot and Roux, 2010). These motivations therefore concern the budgetary allocation that consumers must make across different kinds of expenditures, which often lead to priority management and price appraisals. In this way, second-hand shopping is able to ease the financial pressure on shoppers by enabling them to satisfy their primary needs without depriving them of less essential acquisitions (Guiot and Roux, 2010). Economic motivations appear in the earliest studies in the field, which broadly emphasise the financial benefits of second-hand shopping (Williams and Paddock, 2003), as well as in later studies conducted in recreational contexts about shoppers' hopes to find cheaper products and obtain bargains (Gregson and Crewe, 1997; Stone, Horne, and Hibbert, 1996). For low-income consumers, purchasing second-hand is a conflict-avoidance strategy to alleviate the burden of poverty (Hamilton, 2009). Since second-hand goods are generally cheaper than newer ones, the indirect price discrimination between used and new goods also encourages thrifty consumers to buy second-hand products (Anderson and Ginsburgh, 1994).

2.1.3. Recreational motivations

Recreational motivations include visual stimulation and excitement due to the plethora of goods, treasure hunting, authenticity, social interaction, and nostalgic pleasure (Belk et al., 1988; Guiot and Roux, 2010). Moreover, the pleasure of browsing, bargaining and the freedom from daily routine (Belk et al., 1988; Guiot and Roux, 2010; Mathwick, Malhotra, and Rigdon, 2001) are also pleasures uniquely provided by second-hand retailers. Given that the characteristics of second-hand retailers differ from traditional channels, second-hand shopping experiences also offer theatricality and improvisatory products sales (Guiot and Roux, 2010). These motivations have given rise to second-hand shopping enthusiasts and collectors. For these shoppers, and closely linked to the thrill of the hunt and of finding the unexpected, is the hope of finding something meaningful that are often markers of identity (Belk, 2001; DeLong et al., 2005). According to DeLong et al. (2005), second-hand retailers offer opportunities to experience a museum-like atmosphere in the stores, with touchable merchandise. Further, the socialisation that occurs within these environments creates a sense of community between buyers and sellers

(Belk et al., 1988; Stone et al., 1996).

2.1.4. Fashion motivations

Fashion motivations are related to the need for authenticity and originality, but specifically concern attempts to follow a specific fashion trend, create a personal and unique fashion style, or avoid mainstream fashion (DeLong et al., 2005; Reiley and DeLong, 2011). Sproles and Burns (1994, p.4) refer to fashion as "a style of consumer product … that is temporarily adopted by a discernible proportion of members". Accordingly, fashion in the context of this research is the degree to which shoppers believe second-hand products are fashionable. Unlike previous times when second-hand clothing was necessary for economic reasons and garments regarded as undesirable (DeLong et al., 2005), second-hand clothing has become a desirable fashion (Beard, 2008; Gregson et al., 2002). Second-hand has also been widely adopted by the fashion world where it is most commonly labeled as vintage (Gerval, 2008). Often, these items are priced higher as they are considered more valuable because of their age and scarcity (Cervellon et al., 2012). The same holds for designer vintage pieces, especially when they are unworn and are emblematic of a designer style or period (Cornett, 2010). Fashion authenticity and vintage uniqueness are thus characteristics appealing to modern second-hand shoppers (Guiot and Roux, 2010).

While past research has considered second-hand shopping motivations in terms of critical, economic, and recreational, the role of fashion has not been examined. Given the aforementioned shifts that have occurred in the market and among the consumer population, motivations for second-hand shopping have evolved. While shopping second-hand continues to be motivated by monetary value, hedonic and recreational aspects and sustainability concerns, fashion is a motive worthy of investigation. An updated understanding of who shops at second-hand retail outlets and their underlying motivations for doing so is thus critically important.

3. Method

Data were collected from a sample of Australian second-hand shoppers. Despite some discernible differences, the UK, US and Australian charity sectors have a great deal in common (Dolnicar and Lazarevski, 2009) and are grouped together in taxonomies of non-profit or civil engagement. Second-hand shoppers were recruited from an online panel. Panel members register to participate in research and are recruited via a relatively even split across online and offline sources (primarily via television, radio, newspaper, and online advertising). The sample provider randomly selected a subset of members and invited them to participate in the study via an email invitation. In order to qualify for participation in the survey, respondents had to have shopped at a second-hand retail store within the past six months and be aged 18 years and over. For participating in a 10-minute survey, respondents were provided a small incentive (equivalent to $5.00) on completion. A total of 340 completed and usable questionnaires resulted. The sample was fairly representative of the population, having a slight gender skew towards females (55%); and in terms of age more than a third of respondents (41.5%) were between 18 and 44 years old, with the largest group (25.6%) over 65 years of age.

Our segmentation model includes second-hand shopping behaviour and motivations, as well as demographic and psychographic characteristics as covariates. We define second-hand shopping behaviour in terms of consumers' frequency of store visit and change in their frequency of visit since the GFC. We define second-hand shopping motivations as both antecedents and consequences for consumption behaviour and draw on a selection of economic, critical and recreational motivations (Guiot and Roux, 2010), and fashion. Economic motivations include searching for a fair price (buy less expensive items) and the gratification role of price (thrill of a bargain). Critical motivations include distance from the system (avoid large corporate chains) and ethics and ecology (reduce waste to landfill, avoid fast-fashion). Recreational motivations include treasure hunting (it is like a treasure hunt, because the stock is surprising) and originality (seek out one-off or unique fashion items). Finally, we include fashion motivation based on a desire for fashion-seeking (because it is fashionable to shop at second-hand retail stores). The motivation for fashion was included as an additional motivation to Guiot and Roux (2010) given recent second-hand retail market developments. Motivations were measured on a seven-point scale, ranging from 1 (fully disagree) to 7 (fully agree).

Demographic and psychographic covariates are also included. In terms of demographics covariates, we include age, gender and income, all of which have been shown to impact shopping behaviour generally (e.g., Ansari, Mela, and Neslin, 2008; Inman, Shankar, and Ferraro, 2004) and second-hand shopping behaviour specifically (Guiot and Roux, 2010), albeit with mixed results. In terms of psychographic covariates, we draw on shopping enjoyment, price consciousness, loyalty, and time pressure, all of which have been shown to influence shopping decision-making (Konuş et al., 2008). Shopping enjoyment refers to the entertainment and emotional benefits obtained from the shopping process (Babin, Darden, and Griffin, 1994); price consciousness is the degree to which shoppers focus on paying low prices (Lichtenstein et al., 1990); brand/retailer loyalty is the propensity for shoppers to continue to purchase from a particular brand or retailer (Zeithaml et al., 1996); and time pressure is a shopper's predisposition to consider time a scarce resource and plan its use carefully (Kleijnen et al., 2007). Psychographic variables were measured using multiple items and 7-point Likert scales, ranging from 1 (fully disagree) to 7 (fully agree).[1]

4. Results

The psychometric properties of the psychographic constructs were evaluated by conducting confirmatory factor analysis ($\chi2 = 66.76$, d.f. = 18, p < 0.001, comparative fit index (CFI) = .91, incremental fit index (IFI) = .91, normed fit index (NFI) = .88, and root mean square error of approximation (RMSEA) = .09). The psychographic covariate scale items proved to be sound measures of their respective constructs. The AVE exceeded .50 for all items, and construct reliability was greater than .70 for each construct thus establishing construct reliability and convergent validity (Fornell and Larcker, 1981). Finally, discriminant validity was established for all construct pairs (Anderson and Gerbing, 1988). In addition to scale items, construct reliabilities (CRs), AVEs and standardized factor loadings are presented for each construct and presented in Table 1.

We employ Latent Class Analysis (LCA), whereby the latent variable (shopper segments) is considered as a categorical variable taking on K possible values, corresponding to K segments, with a multinomial logit model used to express the probabilities. LCA extracts several relatively homogeneous groups of respondents

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[1] The development of formal hypotheses about effects is excluded given that we conduct an ad hoc analysis and have no prior information about final segments. However, we offer rationales for the possible effects of the selected variables on second-hand shopper motivations. This approach is in line with past survey-based segmentation research (i.e., Konuş, Verhoef, and Neslin, 2008; Campbell, Ferraro, and Sands, 2014).

Table 1
Psychographic Covariates: Scale Items and Psychometric Properties.

$n = 930$	Parameter Estimates[a]
Loyalty ($\alpha = .58$, CR $= .68$, AVE $= .52$)	
I generally do my shopping in the same way	0.78
I generally purchase the same brands	0.66
Shopping enjoyment ($\alpha = .60$, CR $= .58$, AVE $= .40$)	
I like shopping	0.60
I take my time when I shop	0.67
Time pressure ($\alpha = .76$, CR $= .80$, AVE $= .68$)	
I am always busy	0.99
I usually find myself pressed for time	0.62
Price consciousness ($\alpha = .70$, CR $= .71$, AVE $= .56$)	
It is important for me to have the best price for the product	0.77
I compare the prices of various products before I make a choice	0.72

[a] All (free) loadings are significant at the $p < 0.001$ level (two-sided); Model fit: $\chi^2 = 66.76$, d.f. $= 18$, $p < 0.001$; CFI $= 0.91$; IFI $= 0.91$; NFI $= .88$; and RMSEA $= 0.09$.

Table 2
Log-likelihood statistics for model selection.

	LL	BIC (LL)	Npar	L^2	df	p-value	Class. Err.
1-Cluster	−6356.01	13073.23	62	12702.65	277	0.00	0.00
2-Cluster	−6033.61	12574.09	87	12057.86	252	0.00	0.05
3-Cluster	−5940.26	12533.04	112	11871.16	227	0.00	0.08
4-Cluster	**−5859.76**	**12517.68**	**137**	**11710.16**	**202**	**0.00**	**0.09**
5-Cluster	−5797.26	12538.32	162	11585.15	177	0.00	0.09
6-Cluster	−5745.36	12580.18	187	11481.36	152	0.00	0.11
7-Cluster	−5705.03	12645.17	212	11400.69	127	0.00	0.09
8-Cluster	−5668.01	12716.77	237	11326.65	102	0.00	0.09

from heterogeneous data. It is model-based and true to the measurement level of the data employed, in contrast to the data-driven and standardisation of the data necessary for classical cluster analysis (Wedel and Kamakura, 1999). An underlying premise of LCA is that the population consists of a finite and identifiable number of groups (or segments), each characterised by homogeneous importance weights for second-hand shopping. Further, a key feature of latent class models is that cluster membership is probabilistic, based on the importance of different attributes (Wedel and Kamakura, 1999). We used Latent GOLD software version 4.0 (Vermunt and Magidson, 2005) to estimate latent class clusters. We estimated our model for solutions with one to eight clusters, with the log-likelihood statistics for these models presented in Table 2.

We employ four criteria for selecting the final segmentation model solution: (1) comparison of the Bayesian information criterion (BIC) statistic (Vermunt and Magidson, 2005; Zhang, 2004), (2) comparison of classification error (Vermunt and Magidson, 2005), (3) verification of the interpretation of the derived segments (Wedel and Kamakura, 1999), and (4) the conditional bootstrap procedure to test whether the selected model provides a significant improvement over the previous model (Vermunt and Magidson, 2005). For the four-cluster model, a minimum BIC (12,517) is obtained, the classification error measure was minimal (.09), and the four-cluster model was easier to interpret than the other models. Hence, the four-cluster solution was chosen as the final segmentation model. Results display a clear split among segments on the basis of their second-hand shopping behaviour and motivations. Table 3 provides descriptive statistics of the second-hand shopping behaviour and motivation variables for each shopper segment.

Table 3 indicates that shopper behaviour, in terms of frequency

Table 3
Profile of the final segments (LCA) ($n = 340$).

	Cluster 1 (39%)	Cluster 2 (38%)	Cluster 3 (17%)	Cluster 4 (6%)	p-value (χ^2 test)
Behaviour					
Shopping Frequency					
Weekly	0.18	−1.42	−0.80	2.04	0.01
Fortnightly	0.01	−0.12	−0.60	0.71	
Monthly	0.03	−0.26	−0.47	0.69	
Quarterly	−0.28	−0.56	−0.14	0.98	
Every six months	0.22	1.28	0.01	−1.50	
Once a year	−0.34	0.04	0.56	−0.27	
Less than once a year	0.18	1.04	1.43	−2.65	
Change in Shopping Frequency Post-GFC					
Increased	1.08	0.09	−3.10	1.94	0.24
No change	−0.94	−0.73	0.98	0.70	
Decreased	−0.14	0.65	2.13	−2.64	
Motivations					
Critical Motivation					
To avoid large corporate chains	0.07	−0.28	−1.17	1.38	0.00
To do my bit for the environment	0.15	−0.20	−1.47	1.30	0.00
To support the charity	0.01	−0.45	−1.12	1.57	0.00
Economic Motivation					
For economic purposes	0.11	−0.25	−0.98	1.13	0.00
For a 'thrill of a bargain'	0.02	−0.86	−1.34	2.19	0.00
Recreational Motivation					
It is like a 'treasure hunt'	0.03	−1.13	−1.32	2.42	0.00
Because the stock is 'surprising'	0.36	−1.03	−1.35	2.02	0.00
To seek out one-off/ unique fashion items	−0.08	−0.33	−0.60	1.01	0.00
Fashion Motivation					
Because it is fashionable	0.46	0.26	−1.42	0.70	0.00

Table 4
Covariates of multichannel behaviour.

	Cluster1	Cluster2	Cluster3	Cluster4	Wald	p-value (χ^2 test)
Intercept	*1.96*	*5.65*	*5.94*	*−13.55*	*26.13*	*0.00*
Psychographic Characteristics						
Shopping enjoyment	−0.27	−0.47	−0.49	1.24	18.12	0.00
Price consciousness	0.05	−0.21	−0.51	0.66	15.18	0.00
Loyalty	0.12	−0.09	−0.03	0.00	2.05	0.56
Time pressure	0.18	0.02	−0.17	−0.03	6.07	0.11
Demographics						
Gender	−0.48	−0.35	−0.11	0.94	3.46	0.33
Age	0.04	−0.09	0.03	0.02	1.94	0.58
Income	−0.09	0.06	0.07	−0.04	6.00	0.11

of shopping ($p \leq 0.01$), and all motivations ($p \leq 0.001$) are significant predictors of segment membership. Change in shopper behaviour following the GFC ($p = 0.24$) is not significant predictor of segment membership. Table 4 details the coefficients for the motivational and demographic covariates, representing the impact of each covariate on segment membership. A strong positive coefficient means that shoppers who score high on that antecedent are more likely to appear in that segment, whereas a large negative coefficient means shoppers are not likely be in the

segment.

Significant coefficients for shopping enjoyment and price consciousness exist ($p < 0.001$). Specifically, shopping enjoyment strongly determines membership in segment 4, and price consciousness strongly determines membership in segment 4, and to a lesser extent segment 1. On the basis of the results, we now label and profile the second-hand shopper segments.

4.1. Labelling and profiling second-hand shopper segments

Segment 1 represents 39% of second-hand shoppers. In terms of shopping behaviour, members of this segment vary in terms of their shopping at second-hand retail stores, polarized between shopping frequently (weekly) or infrequently (about once every six months). Members of this segment are primarily characterised by hedonic motivations, driven by fashionability and the surprising nature of stock at second-hand stores. In terms of psychographic characteristics, members tend to not be driven by shopping enjoyment and are somewhat price conscious. We label members of this segment the *Fashionable Hedonists*.

Segment 2 represents 38% of second-hand shoppers. In terms of shopping behaviour, member of this segment shop at second-hand retail stores relatively infrequently, doing so every six months or less. In terms of motivations, members of this segment are solely driven by fashionability. Segment members tend to not enjoy shopping, nor are they price conscious. We label members of this segment as the *Infrequent Fashionistas*.

Segment 3 represents 17% of second-hand shoppers. In terms of shopping behaviour, they have the lowest shopping frequency of all segments, shopping once a year or less. In terms of shopping motivations, members of this segment are the only segment that is not driven by fashionability as a motivation. Of all segments, members of this segment are least likely to be driven by critical, economic, or recreational motivations. Further, they enjoy shopping the least. In essence, this segment does not typically engage in second-hand shopping or are the specifically motivated to do so, however the do report shopping at second-hand stores. Hence, we label members of this segment the *Disengaged Second-Hand Shoppers*.

The final segment, segment 4, accounts for 6% of second-hand shoppers. In terms of shopping behaviour, they shop at second-hand stores most frequently – often weekly. Members of this segment shop at second-hand stores for critical, economic, recreational, and fashion reasons. These shoppers blur recreational and economic motivations, with treasure hunting and the 'thrill of a bargain' determining segment membership. They are also most likely motivated by economic motivations, which is reflected by their high level of price consciousness. Further, these shoppers have strong critical motivations, aligning themselves with the purpose of supporting a charity and avoiding large chains. Given this segment's motivation to disassociate from the mainstream market for their fashion choices these shoppers may indeed be influencers or fashion leaders in a similar vein to hipsters (Arsel and Thompson, 2011). In general, these shoppers enjoy shopping. We label members of this segment the *Treasure Hunting Influencers*.

5. Discussion

5.1. Key findings and implications for retailers

With this study, we set out to explore modern consumer second-hand shopping behaviour and motivations, including fashionability. Through a segmentation of second-hand shoppers, we find three segments (of the four identified) that are driven, albeit

to varying degrees, by fashion motivations. One segment, *Infrequent Fashionistas*, are primarily driven by the fashionability motivation, however they shop at second-hand stores relatively infrequently. A second segment, *Fashionable Hedonists*, are characterised by fashionability as well as the surprising nature of items that can be found. Finally, *Thrill Seeking Treasure Hunters*, the smallest segment, have an emphasis on fashionability, but this is blurred with recreational and economic motivations. These three segments comprise 83% of second-hand fashion shoppers, which highlights the importance of fashion as a motivation for second-hand shopping. For modern second-hand shoppers, such consumption is likely an important expression of identity (Arsel and Thompson, 2011; Banister and Hogg, 2004).

Further, while past research has found that economic and recreational motivations are intrinsically intertwined (Guiot and Roux, 2010), our findings extend this to suggest that critical, and fashion motivations are also intertwined economic and recreational motivations for some consumers. In particular we find this for the *Treasure Hunting Influencers* segment that seek economic, recreational, critical, and fashion value all at the same time. It is pertinent to note that this is a small group of shoppers (6%), however they are actively engaged in the hunt for unique items at a bargain price and tend to frequently shop at second-hand stores. In essence, this segment reflects the new generation of shoppers who willingly merge value seeking, fashion and distance or avoidance toward classic market systems through buying second-hand (Brace-Govan and Binay, 2010; Chu and Liao, 2007; Guiot and Roux, 2010). These consumers likely engage in second-hand consumption as part of their identity investments, building social and cultural capital and in sustaining a continued commitment to their social and cultural networks (Arsel and Thompson, 2011). In line with Arsel and Thompson (2011), it is possible that this segment of shoppers are strong influencers in the marketplace.

The role of fashion as a motivation highlights broader changes occurring in consumer behaviour, specifically within the domain of second-hand consumption – which is evidenced by the shift away from stigmatization toward renewed popularity (Weinstein, 2014). While young shoppers may have first turned to thrift stores out of necessity, today they are more likely to view second-hand shopping as sensible, or even cool (Tuttle, 2014). To capture this growth in popularity and reach new segments of consumers, second-hand retailer managers might consider increasing store presence on the high street. Our results indicate an opportunity for second-hand fashion retailers to connect with shoppers via fashion. This may require a focus on product and range to curate offerings that tap into fashions of the time. Historically, second-hand stores have not been known for being selective with the products they accept, with stores often serving as a dumping ground for consumers to dispose of old clothing. However, today there is a rising category of second-hand stores that place an emphasis on fashion (Tuttle, 2014). One such store in the US, Clothes Mentor, has locations in 25 states and actively seeks higher-end brands, stipulating that items should be current to stores in the last 1–2 years. As previously noted this is also evident for high-end retailers (Jordon, 2015).

Tapping into fashion motives provides second-hand retailers the opportunity to increase engagement with shoppers beyond the store. An obvious channel for engagement is social media. In the recent past, second-hand shoppers may have been embarrassed to admit they shop second-hand, however increasingly they are bragging about it to their peers. In fact, Tuttle (2014) points out that after "thrifting excursions" many shoppers are posting about their purchases on social media. On popular social networking site, Reddit, the Thrift Store Hauls section allows shoppers to show off the latest secondhand treasures purchased. However, engagement can be included in the store itself. One such example is Oxfam's

Curiosity Shop who collaborated with the Tales of Things and Electronic Memory (TOTeM) project to connect shoppers to the value and memories attached to second-hand objects (De Jode et al., 2012). Using RFID technology, items in store were tagged and allowed shoppers to find information about an object's history, evoking memories of a particular time or place.

Despite the large and enthusiastic group of active second-hand shoppers, a polarisation in fashion motivations exists. *Disengaged Second-Hand Shoppers* (representing 17%) do not see second-hand shopping as fashionable, seldom engaging in it, and do not overly enjoy shopping in general. As a group, these shoppers engage in second-hand shopping infrequently, perhaps perceiving a stigma associated with the consumption behaviour. Regardless of whether the behaviour is merely infrequent, or if there are associated stigmas, there may be opportunities to engage these shoppers more often. One such means may be via online shopping. A growing number of online retailers are emerging that offer second-hand value via new distribution channels and formats have emerged. Website Plum rents out second-hand baby clothes via a subscription service (Key, 2011) and auction sites MadBid and CowBoom from consumer electronics retailer BestBuy and eBay respectively are notable examples (Key, 2011). The evolution and diversity of such business models, especially from the for-profit sector, further demonstrates the importance and strength of second-hand consumption in today's marketplace. In essence, retail of second-hand goods provides an opportunity for firms to differentiate themselves and is now a genuine alternative to conventional retailing (Brace-Govan and Binay, 2010; Williams and Paddock, 2003).

5.2. Limitations and future research opportunities

Like all research, this study is subject to limitations. First, only including shoppers of second-hand retail stores limits the findings and conclusions to exclude non-second-hand store shoppers. For the purpose of this research, an understanding of the behaviours and motivations of second-hand shoppers required a sample of individuals who had shopped at a second-hand store. However, it would be useful to conduct a larger segmentation of the total market as to better understand what fraction of the population would be willing to shop second-hand overall. Further, the results may not be generalisable to retail categories beyond fashion, which was investigated in this study. This is an important consideration, as non-fashion clothing items are an important second-hand market and contribute a sizable income.

This research is also limited in that it takes a snapshot in time via the administration of an online survey. However, this may not be the optimal way for studying the psychological processes underlying second-hand consumption behaviour (Molenaar, 2004). Arguably, a better way for studying psychological processes that do not rely on (averaging) cross-sectional data is to gather and analyze time series data from individuals. Studying time series data has the advantage of witnessing the psychological processes through time. Hidden Markov models (HMMs) form a very flexible class of models for time series data. HMMs are especially suitable for studying psychological or cognitive processes in which qualitatively different cognitive states unfold over time. Future research might consider employing such methods to evaluate how consumers transition through segments over time.

The findings of this research further point to opportunities for future research to investigate of second-hand retailers can develop and integrate physical store and the online store channels. Particularly given the rise of online environments such as eBay, which poses a serious threat that may erode market share from retail stores in the second-hand market. Firstly, as people sell their own goods online this reduces the amount of and quality of goods that

can be donated. Secondly, the online market not only offers a source of bargain hunting, but also the opportunity for shoppers to express their identity and experience the meaning of second-hand in new ways (Roux and Korchia, 2006; Na'amneh and Al Husban, 2012). For example, Rent the Runway offer consumers the ability to rent or buy premium fashion brands, which have been 'gently-used' and can be up to 90% off retail prices. Borrowing Magnolia is another example, allowing shoppers to buy wedding gowns second-hand from former brides, with the site acting as a 'middle-man' in the transaction. Understanding the opportunities for brands in this context may assist in identifying new opportunities for retailers.

In further extending this research, it is pertinent to note that although psychographic and demographic covariates are included in the segmentation model, other covariates may be important in segmenting second-hand shoppers and should be explored. The theoretical development with respect to how these covariates may differ not only across product categories, and also across cultures is important, as is consideration of how each of the segments identified in this study might influence or affect other variables of interest to second-hand consumption industries. Finally, a more systematic study should consider the relations between the second-hand shopping motivations, especially the critical dimension, and different manifestations of resistance, such as brand boycotts, downshifting, and voluntary simplicity.

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