TALLINN UNIVERSITY OF TECHNOLOGY

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ATTITUDES TOWARDS SECONDHAND CLOTHING AMONG YOUNG FINNISH CONSUMERS

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I hereby declare that I have compiled the thesis independently
and all works, important standpoints and data by other authors
have been properly referenced and the same paper has not
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TABLE OF CONTENTS

ABSTRACT

Global warming and earth's pollution are on the surface more than ever before, and it has transformed from technical concern to widespread public anxiety (Demerit, 2001). The fashion industry production of new textiles is generally acknowledged as one of the world's most environmentally and socially destructive industries. Still, the reuse and recycling industry mitigates much of that damage (King, Wheeler, 2016). Buying clothing secondhand, and selling old clothing in a secondhand to the next user, will reduce the unnecessary clothing waist and it is sustainable act towards environment. According to (Wrap, 2016, page 7), extending the life of clothing by nine months will reduce carbon, water, and waste footprints by 20-30 percent, as well as the cost of energy used to supply, launder, and dispose of clothing by 20 percent. Secondhand clothes are not a conclusion to end textile industry polluting, but it is a step in the right direction. Authors passion for fashion, clothing and sustainable way of living played a tremendous role in the inspiration of this Thesis.

The aim is to find out what attitudes young Finnish adults hold towards secondhand clothing and what would make them buy more clothing secondhand. Quantitative research method, and online survey was used to conduct this research. To analyze the data, author used a descriptive statistical analysis tool and ABC-attitude function. Non-probability sampling and quota sampling were used as the sampling methods. The research is based on the ABC -model as a framework for the study of an attitude (Breckler, 1984).

The research showed that young Finnish consumers are holding positive attitudes towards secondhand clothing and are willing to change their buying habits and buy more clothing secondhand versus new. Buying clothing secondhand is most popular among female consumers aged 22-26. The most popular factors which would make young Finnish adults to purchase more clothes secondhand are more secondhand shop options and better quality of secondhand clothes in these shops.

Keywords: Consumer attitudes, secondhand clothing, sustainability

INTRODUCTION

Earth's largest Environmental movement Earth day, is celebrated 22.4. This day reminds us of the devastating impacts humans have created in the planet by over consuming its natural resources. Earth day "supports the global fight for a safe and sustainable environment for all". (Earth Day, 2019).

Clothing waste is increasing at an unprecedented pace on the planet. People are actively buying new clothes and discarding old clothes that are in perfectly good condition. (Wrap, 2016). Buying secondhand clothes is part of sustainable consumption, which is a relevant topic in today's world as we tackle unsustainable clothing waste. With the general public becoming more conscious of how 'fast fashion' is detrimental to the environment as a result of their constant purchase of new clothing (Walnut, 2019). Each phase of the clothing life cycle generates potential environmental and occupational hazards, so fast fashion leaves a pollution footprint (Claudio, 2007).

Author's concern for the environment has inspired her to consider the environmental effects of clothing waste. The author uses great effort to find clothes secondhand for herself. Sustainable ways of living, and recycling clothing is one of the aspects that the Author does on a regular basis. Author would like to see more people follow more sustainable ways of living. According to (Earth Day, 2019), consumers need to remember the power of individual effort. Humans who care about the environment and want to see transformational change in our world are needed on the planet. As a customer, voter, and member of a society that can rally for change, individual holds a great power for this change. (Ibid, 2019).

Not many scientific and academic research has been done on the popularity and attitudes towards secondhand clothing in Finland. The problem of the study is unlacking current marketing information about consumer attitude towards secondhand clothing in Finland. The justification for this research is the reason that the research findings are used for the secondhand shop X for customer market research. Secondhand shop X is small secondhand clothing shop operating in Finland. Furthermore, there is lacking marketing information about young Finnish adult's attitudes towards secondhand clothing. This topic is also a relevant topic to, thus the fashion industry is a massive polluter of the environment, and environmental concerns have become more relevant than ever, due to climate change. The aim is to find out what attitudes young Finnish adults hold

towards secondhand clothing and what would make them buy more clothing secondhand? To solve the aim, three research questions were formed.

Research questions:

RQ 1: What are Finnish consumers aged 18-30 attitudes towards secondhand clothing?

RQ 2: Which factors affect consumers buying decisions towards secondhand clothing?

RQ 3: What would make young Finnish adults purchase more secondhand clothing?

This research begins with a theoretical context of theory of attitudes and buying behaviour and then delves into the idea of attitudes explaining value expressive attitudes, and the ABC-model of attitudes, which are later used in the research. The definition and concept of secondhand is discussed in the second chapter. It delves into the history of secondhand clothing and popularity today. The relationship between secondhand and sustainability is then clarified. In the third part, the author will clarify the methodology and research instrument. The research data is analyzed in the fourth part. Conclusion and recommendation cover the thesis's final chapter.

The author would like to thank everyone who took part in the research survey questionnaire. Author also wishes to express her gratitude to her supervisor. Author also expresses gratitude to her mother, who was her staunchest supporter during the thesis writing process.

1.THEORETICAL BACKROUND

In the first chapter the theoretical background will introduce that form the theoretical framework of the study. The concept of attitudes and buying behavior will be explained in this chapter. The value theory of attitudes has been explained as well as the ABC- model.

1.1. The concept of consumer attitudes and buying behavior

Many consumer behavior studies have focused on determining attitudes toward a particular product, service, brand, or other attitude items. Consumer purchasing decisions and intentions are influenced by a variety of factors. To begin with, consumers are psychological beings with their own set of beliefs, thoughts, and attitudes, all of which affect their purchasing decisions. (Ikechukwu, Daubry, Chijindu 2012). People evaluate an attitude item, which aids in forming a conscious and subconscious opinion of what is referred to as customer attitude. The famous and common definition of attitude is "An attitude represents a persons' general feeling of favorableness or unfavorableness toward some stimulus object" Fishbein and Ajzen (1975) define. In human behaviour, when explaining the behaviour of a human, the focus has been in the theory of attitudes according to (Ajzen, I. 2005). Attitudes are not precisely noticeable, but they are an outcome of psychological processes. Attitudes can only be contained from what people say or do. (Ikechukwu et al., 2012, 39). The attitude is most likely the outcome of behavioral learning, which involves a consumer's decision being supported by positive or negative experiences with a product after purchase. (Solomon, Bamossy, Askegaard & Hogg 2010). Attitude and behavior are correlated when the recognized human behavior is found to be relevant to the attitude. According to (Katz 1960, 168) attitudes are an individual's inclination to approximate aspects or objects in a good or bad way that affects their lives. Katz (1960) also defines consumer attitudes can be divided into four main functions by their motivational basis.
 These four functions are:
- The utilitarian function,
- the ego-defensive function,
- the value-expressive function and
- the knowledge functions.

Concerning some aspects of our world, an attitude is an enduring organization of motivational, physiological, perceptual, and cognitive processes. (Hawkins & Mothersbaugh, 2010). An attitude can serve more than one function, but a particular one will be dominant in many cases. (Solomon, et al. 2010). For very different reasons, two people may have the same attitude toward an object. As a consequence, knowing why an attitude is kept before trying to alter it can be beneficial to a marketer. (Ibid, 2010,139).

Herek (1986) defined six different functions: divided into two categories. Those two categories are evaluative, which are experiential-schematic, experiential-specific, and anticipatory functions. The second category is expressive social-adjustive, ego-defensive, and value-expressive functions. (Ibid, 1986) identified that many people could hold the same attitude, but the reasons, functions would be different. Herek's model allows attitude functions to vary across attitude domains, personality traits, and situations.

Depending on whether behaviors are perceived from a psychological or sociological viewpoint, the definitions vary (Katz 1960). For example, a verbal expression is described as a behavior in a psychological sense of attitude. In contrast, a sociological concept of attitude considers verbal communication to be an effort to act. (Chaiklin 2011). According to (Katz 1960) Reasons for holding or changing attitudes are in the features they serve for the individual,explicitly adjusting, ego defense, value expression, and knowledge at the psychological level. The Functional Theory of Attitudes is to figure out why people have certain attitudes and why they hold on to them, and the possibility to change those attitudes. (Hullett & Boster 2001). Attitude function theory is about a person having certain attitudes because it fulfills certain needs that the person has. Thus, these attitudes are underlying bases, and if a person can identify them, a person can change their attitude (Katz 1960, 163) "According to the functional theory of attitudes, appeals are most persuasive when they address the motives underlying the attitude targeted for change" The functional approach's primary arguments are that attitude change is farfetched if the arguments miss addressing the reasons behind people's attitudes. There is a reason why people hold their attitudes.

1.2 Value expressive Attitudes

The consumer's core values and self-concept are expressed by the value-expressive function. Values tell about a person's ideals of such topics as freedom, equality, and sustainability. They often provoke emotional responses, which are commonly articulated in terms of good or bad, better or worse, desirability or avoidance. (Solomon, et al. 2010).

Values frame our attitudes and give us standards and patterns of behavior (Leiserowitz, A. A., Kates, R. W., & Parris, T. M. 2006). A consumer structures an attitude towards a product or service based on what the product or service conveys about a customer as a person. Thus, consumers who have green values and value the environment and sustainability can develop attitudes about products or services that are loyal with that value. Value-expressive attitudes are a profoundly important topic on how consumers behave and act about activities, specific interests, and opinions express their social identity. (Ikechukwu et al., 2012, 41)

In marketing, brands and companies need to understand consumers' and customers' attitudes and behavior. Understanding what factors affect consumers is essential when figuring out how to market specific products or services. Marketers and businessowners try to impact and influence consumers' attitudes towards particular products or services. Many companies have succeeded in changing consumers' attitudes towards an exact type of product or service. Businesses and social services frequently change behavior by changing attitudes towards a product, service, or activity, and these changes can result in damaging or successful consumption decisions. (Ikechukwu et al., 2012, 38). Value-expressive attitudes are a profoundly important topic on how consumers behave and act about activities, specific interests, and opinions express their social identity. Consumer attitudes and consumer ego walk hand-in-hand. Attitudes secure consumer's ego and self-worth and defend against threats against self. (Ibid, 41). The value expressive function benefits the inquiry or preservation of one's values. (Dunleavy, 2004).

1.3 ABC- model

ABC-model of attitudes name comes from three components, affect, behaviour and cognition. (Solomon, et al. 2010)
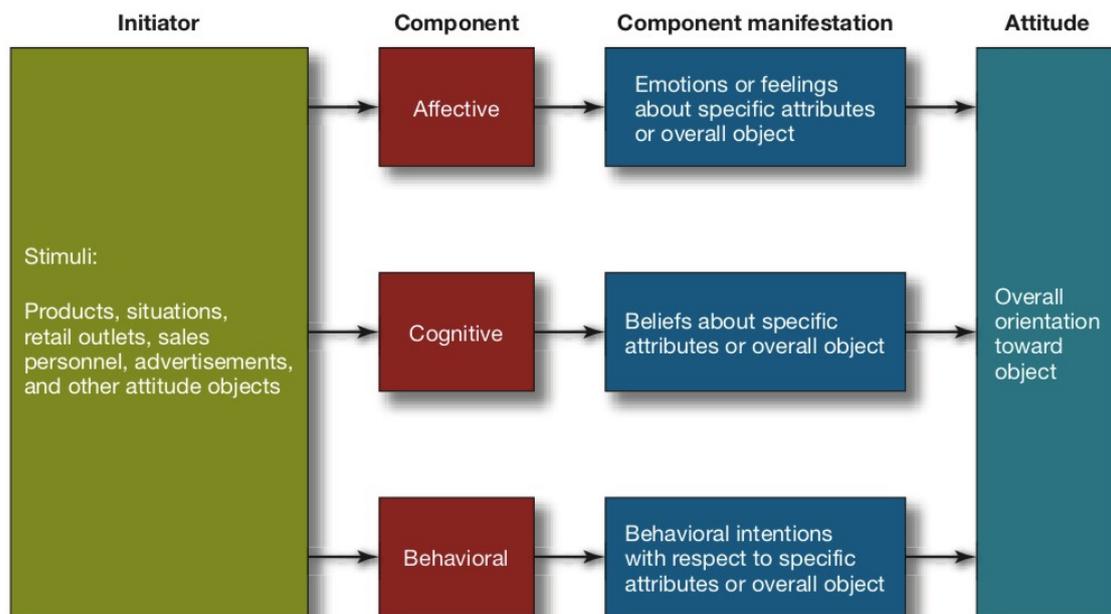

Figure 1. Attitude Components and Manifestations (Adapted from Hawkins & Mothersbaugh, 2010).

A learned proclivity to act consistently favorably or unfavorably toward a particular product." As a result, it should come as no surprise that attitude-behavior relationships are learned to evaluate individuals, issues, objects, or events in a specific way. Schiffman et al. 2014, (p. 246)
Researchers can use the ABC model to look at how people feel, think, and interact with the attitude subject (Solomon et al 2006, p. 140)
An attitude has three components, according to the ABC model. The development of attitudes is influenced by all of the factors. However, during the attitude formation phase, one of the elements might be more prominent than the others. Affect (A), behavior (B), and intellect (C) are the three components (Breckler 1984). The first concept affect comes from the feeling that a consumer has towards an object. Second concept behaviour comes from involving a person's intentions to act in response to an attitude object. Third concept cognition comes from a consumer's perceptions of an

attitude object. ABC-model shows the highlighted interrelationships between knowing, feeling, and doing. Consumers' attitudes towards an attitude object cannot be measured entirely by their beliefs about it (Solomon, et al. 2010). When analysts need to assess consumers' attitudes, they should keep in mind that the attitude might be more complicated than the details available from simply asking consumers' opinions. For example, psychologist Daniel Katz (1960) clarified the relationship between social behavior and attitude in his Functional Theory of Attitude.

ABC-model holds three hierarchies. To illustrate the relative impact on an attitude, the idea of a hierarchy of effects has evolved. The effects hierarchy can be divided into three main categories These hierarchies were created to figure out how much of the three components affect behavior and cognition affect persons' attitudes. These hierarchies are "The standard learning hierarchy," "the low- involvement hierarchy," and "the experiential hierarchy." (Solomon, Bamossy, Askegaard & Hogg. 2016, 285–288):
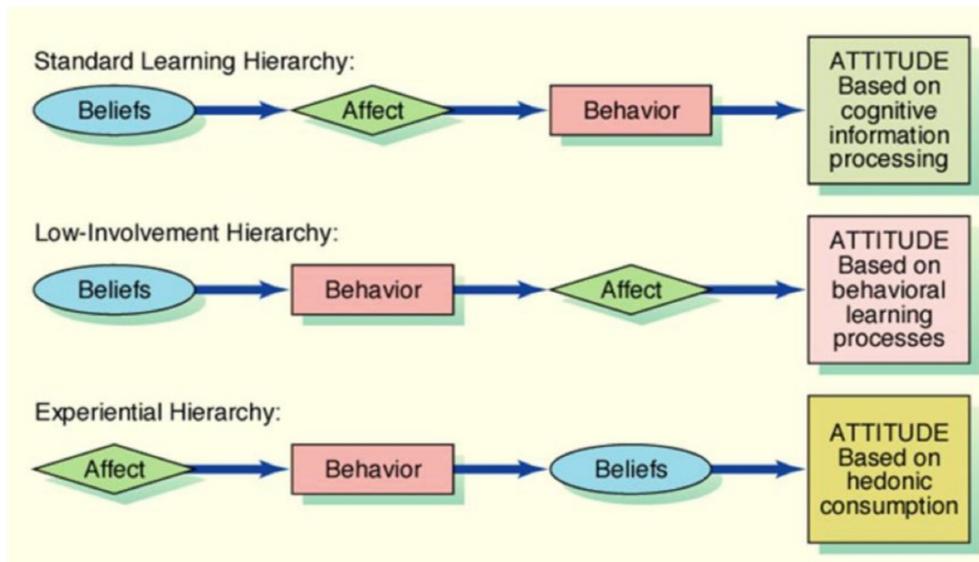

Figure 2. Three hierarchies of effects (Askegaard et al. 2016, 286).

In the standard learning hierarchy, the consumer usually prefers this hierarchy for problem-solving. For a consumer to create an attitude towards an item, the order is to think, feel, do. It all begins with a customer learning about an item. Next, the customer generates a feeling about the product in the second phase. The customer then reviews the product based on the previous steps and decides whether to purchase it. "Low-involvement hierarchy the consumer goes do, feel, think. The consumer buys the product first, and after that, the attitude towards and item is created. The experiential hierarchy goes from feel, think, do. According to this viewpoint, intangible product

qualities like packaging design and brand names can significantly impact perceptions. (Askegaard et al. 2016, 285–288).

2. SECONDHAND CONCEPT

The concept of secondhand and secondhand clothing will be described in this chapter. It will include details on the history of secondhand clothing as well as the relationship between secondhand clothing and sustainability.

2.1. Definition of secondhand clothing

Secondhand described by (Cambridge University Press 2018) "The adjective, adverb: secondhand means something that is not new, something that has been used in the past by someone else." Anything that person could use and, after that, reused by someone else is considered secondhand.

Clothing is a fundamental need that we all require in order to live. Clothes cover our bodies and shield them from the elements. It has been in use since the dawn of time and has improved and grown over time. Clothing is lightweight, close to the body, and easily interchangeable. However, clothes are still changing objects. They send out signals to the rest of the world, and they also have the raw materials for subverting those messages. (Shell, 2013). Clothing does have an emotional value to humans. Thus, people recognize they do not have an exchange value but rather emotional value to their donated or discarded clothing because of its use-value. (Brooks,2013). According to the exploratory analysis results, people appreciate used clothing for their intrinsic properties rather than being reduced to the integrated intimacy with another individual. Furthermore, some features of these items seem to reveal a variety of deep reappropriation desires. (Roux, 2006). For example, used clothing is devalued (of exchange-value) in this social sense by being donated or discarded. When used clothing no longer has exchange value, it falls out of the product form (Andrew Brooks 2013).

Clothes sold secondhand has a long history. Historically, secondhand shopping has been viewed conventionally as an economic necessity to less fortunate consumers. (Colin C. Williams & Christopher Paddock, 317). According to (Andrew Brooks, 2013), historically, clothes have been given by more wealthy people to less fortunate people. Wealthier people have donated clothes to those who do not have much of their own or cannot afford to buy new ones. The secondhand clothing trade begins in the fourteenth century, between the Middle Ages and the Renaissance. (Ethitude, 2017). It was common for servants to sell their masters' old garments that they got from payment or currency from their service in Renaissance time, and secondhand clothing sellers were

top-rated in the marketplaces (Ibid, 2017). Within a commodity-based economy, dealing old clothing and garments developed in an everyday business. (Shell, 2013). At the start of mass production, people started to wear clothing for shorter periods before buying new ones. Increasing clothing production, primarily the mass production of clothes in the mid-nineteenth century, made clothing cheaper, easier to produce, and more affordable. Middle-class people could afford more clothing, not only for need but also for style purposes. The more clothes spread around the world, and more clothing were exchanged, from people to people. By the mid-nineteenth century, the mass production of clothes became popular, and ready-to-wear clothes increased. Middle-class people started to purchase more clothing and wear them fewer times before buying new ones. When clothing production becomes more common, so did an exchange of used clothing discarded or exchanged at an increasing rate. (Ibid, 2013). During World War II, several secondhand shops started to appear around Europe. These secondhand shops were selling stolen or abandoned items. (Ethitude, 2017). After World Wars, people needed to get clothes at a low cost, making secondhand shops a potential business. As a result, the fashion industry started to snowball, and clothes exchanged even quicker pace. In the twentieth century, more secondhand chops started to appear in cities. One of the big reasons to affect this was a rising vintage trend. Vintage clothing described as used but of suitable quality clothing. (Ibid, 2017). Vintage clothing has become increasingly common in recent years. (Wood, 17).

In the past, the view of secondhand clothing shops has been different from its perceived today. People used to view secondhand shops as disorganized, smelly, and filthy, poorly lit places where only less fortunate people would shop. (Bardhi, 2003). These days, more secondhand shops start to appear, and the views of secondhand clothing shops are different. In the past two decades, the industry has evolved, and the perception of secondhand clothing shops has changed. Secondhand clothing shops have expanded faster than other retail stores as they have become less stigmatized. (Solomon and Rabolt 2004). As a result, secondhand shopping is becoming more popular among consumers. (ThredUp, 2020).

There Are More Secondhand Shoppers Than Ever Before

70% of women have or are open to shopping secondhand.

2019	👧👧👧👧👧👧👧👧👧👧	70%
2018	👧👧👧👧👧👧👧👧👧👧	64%
2017	👧👧👧👧👧👧👧👧👧👧	52%
2016	👧👧👧👧👧👧👧👧👧👧	45%

PERCENTAGE OF WOMEN OVER 18 WHO HAVE BOUGHT OR ARE OPEN TO BUYING SECONDHAND PRODUCTS IN THE FUTURE [2]

Figure 3. GlobalData Consumer Survey: (ThredUp, 2020)

As a figure 3 shows, secondhand shopping is becoming more and more popular every year. Thus, secondhand shops are becoming less stigmatized, and they are attracting middle-class and upperclass customers. However, like in any other retail store, the meaning of customer service and the enjoyable shopping experience is precious in customer view. Therefore, secondhand shoppers are sensitive to other aspects of the shopping experience, such as good old customer service, in addition to low costs. (Wodon, Divya and Wodon, Naina and Wodon, Quentin 2013).

Secondhand seems to be more on the surface year by year. Today, buying secondhand clothing is no more only for less fortunate consumers. There are many places to find which are selling secondhand clothing. Secondhand shops, charity shops, car boot sales, and Facebook marketplace are great places to find secondhand clothes. According to Andrew Brooks (2012), buying secondhand has begun more of choice due to a cultural turn in retail and consumer research. In the past two decades, the industry has evolved, and the perception of secondhand clothing shops has changed. Secondhand shops have expanded faster than other retail shops as they have become less stigmatized. (Solomon and Rabolt, 2004,)

2.2 Secondhand clothing and sustainability

The Brundtland report, published in 1987, stated sustainability as "being able to satisfy current needs without compromising the possibility for the future generations to satisfy their own needs." (World Commission on Environment and Development, 1987).

Clothing waist and clothing over production is a environmental hazard. Millions of tons of textile waste are ended up in the surface of the earth every year, posing a significant environmental threat. (Vadicherla et al. 2017; Hu et al. 2014). The clothes are either burned or decomposed, with both methods emitting poisonous emissions and heavily polluting the air and waters (Fletcher 2008). Consumers have much unnecessary clothing in their wardrobes. Thus, those clothes find their way to friends, family, or it gets thrown away. Selling clothing secondhand is giving clothing a second cycle of consumption, and it is considered sustainable. Nowadays, it is simple to sell old clothing as a secondhand item, especially for people who live in developed countries. People in Northern countries may easily afford to buy new clothes, discard outgrown, unappealing, or worn-out clothes as waste, recycle them or donate them to charitable organizations (Gregson & Beale, 2004).

There are two dimensions of these critical motivations to buy secondhand: (a) taking a distance from the consumption system and (b) having ethical and ecological concerns (Guiot & Roux, 2010). There appears to be an acknowledgment that consumers' expectations of environmental sustainability may significantly influence consumer attitudes. Once the consumer has some experience buying secondhand clothes, the influence of the sustainability aspects becomes significantly more substantial. (Ek Styvén & Mariani, 2020).

Good-conditioned clothes are recycled, and this makes secondhand sustainable, and buying clothing secondhand is an excellent environmental act. According to (2019, Weingus.), the most sustainable option what a person going through wardrobe can do is keep wearing that 10 euros quick fashion purchase. Since the fashion industry is still one of the world's largest polluters, properly disposing of old clothing is a significant move toward minimizing its environmental impact. (Earth911).

3. METHODOLOGIGAL PART

This chapter provides the information about how the study was conducted. This chapter covers the research plan and design, as well as data collection and analysis. The author explains the analysis approach used to investigate the aim of the research which is to find out what attitudes young Finnish adults hold towards secondhand clothing and what would make them buy more clothing secondhand. The first section explains the methodology and process for gathering and analyzing data. The key directives are defined, and the measurement method is clarified.

3.1. Research plan and design

The aim of the research is to find out what attitudes young Finnish adults hold towards secondhand clothing and what would make them buy more clothing secondhand. The method used in this study was a quantitative research method. This method was chosen, because the author wanted a lot of proper data to be collected from young finnish consumers around Finland and this survey form seemed to be the most practical way to collect accurate data and reach the required number of people.

Author used three research questions to help investigate the attitudes towards secondhand clothing and the factors that would make young Finnish adults to buy more clothing secondhand. Based on these three research questions, the author developed 17 survey questions to collect the data.

Three research questions:

- What are Finnish consumers aged 18-30 attitudes towards secondhand clothing?
- Which factors affect consumers buying decisions towards secondhand clothing?
- What would make young Finnish adults purchase more secondhand clothing?

The author used an online questionnaire to collect the data. Online questionnaires proved to be the most practical choice for a data collection instrument. Because of the simplicity and easy to use of a particular platform, the author preferred to use Google forms as a tool to collect the data. ABCmodel were used as a help to form the survey questions and analyze the data afterwards. In

17

ABC- model, the first concept affect comes from the feeling that a consumer has towards an object. Second concept behaviour comes from involving a person's intentions to act in response to an attitude object. Third concept cognition comes from a consumer's perceptions of an attitude object. (Solomon, et al. 2010). ABC-model shows the highlighted interrelationships between knowing, feeling, and doing. Thus, value theory of attitudes was used to form survey questions seven and eight. Values frame our attitudes and give us standards and patterns of behavior. (Leiserowitz et al., 2006). Consumers' attitudes towards an attitude object cannot be measured entirely by their beliefs about it. (Solomon, et. al 2010).

3.2 Sample

Sample of this study is 18-30 years old Finnish consumers. This sample size was chosen, because this age range represents young adult consumers. Also, the results of the survey were used as a customer market research for the secondhand clothing shop X, which operates in Finland. The sample size was asked to be this specific age range, thus the secondhand clothing shop targets young adults as customers. The age range and participation of consumers from Finland were important in collecting the right data from the right sample. Data collection was also simple, since the survey was conducted online, and the survey's target audience is experienced with technology and the internet. The survey's respondents were chosen using two sample methods to avoid the sample bias. A non-probability convenience sample, in which participants were chosen based on their availability and willingness to participate. As well as voluntary response sampling method was used, thus author sent a public post on instagram, and asked people voluntarily to respond to the survey form.

First part shows the sample demographics. First chart shows respondents' ages, gender and level of education. There were a total 93 respondents in the survey, and majority of them, 48 respondents, were aged 22-26. The second largest group of respondents were aged 27-30 with a total of 37 respondents. This covers (40%) of the total respondents. Third group were aged 18-21 year olds, and a total of 8 respondents in this age group, covers (8%) of all therespondents.
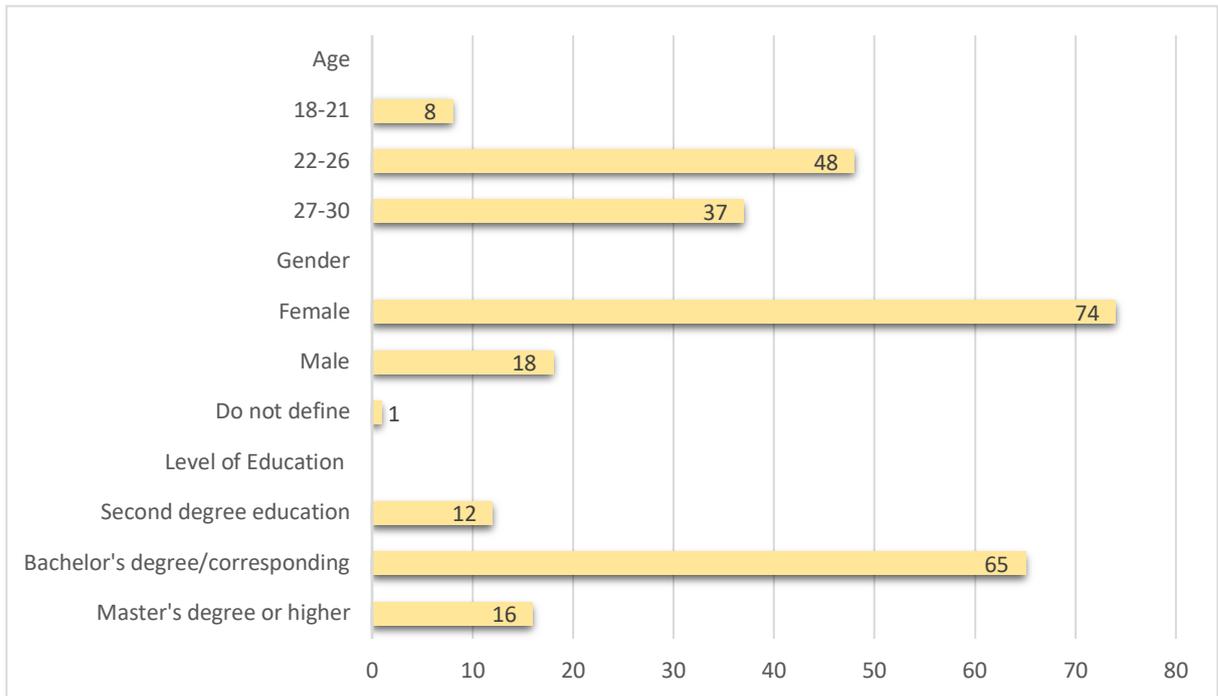
Figure 4. Source: The online questionnaire. "Demographics". n=93. Composed by the author.

74 respondents were female participants which is (80%) from all the 93 participants. Male participants covered (19%) of all the respondents, thus 18 respondents were male participants. One participant chose not to specify their gender. Majority of the respondents, 65 respondents (70%), had Bachelor's degrees or corresponding degree. Second biggest group were participants who had Master's degree or higher education level, a total of 16 respondents (17%). Third group were participants who had second degree education, total of 12 respondents (13%).

3.3 Data collection and analysis

The data was obtained using an online questionnaire and the survey tool was Google Forms. The survey included 17 questions, all of which were focused on the three main research questions. These 17 survey questions were chosen to ensure that the survey questions collected the relevant information and data from the respondents. The 17 questions included multiple-choice questions with a single and multiple responses. Also open-ended questions, likert-scale questions and interval-scale questions were used in this questionnaire. Questions were divided into four groups. First questions were about participant demographic and education information. ABC-model were used to divide the questions in the three other parts. Second-part focused on participants knowledge about secondhand clothing, third part focused on participants feelings towards secondhand clothing, and fourth part a person's intentions to act towards secondhand clothing. Author collected the data of the survey multiple different ways. Surveys were sent to participants through social media platform instagram, where the author asked all her followers, who fit into the sample group, to participate in the survey. Also the author sent questionnaire via Whatsapp to her own contacts and asked her friends who fit the sample to fill the questionnaire. The data collection period was in all 10 days. Data was collected in the period of 9.4.2021-18.4.2021. During this time, the questionnaire received a total of 93 respondents. The author entered the survey data into Excel and analyzed it. In addition, the software SPSS was used to obtain more precise information about the results and to establish correlations between variables.

4. EMPIRICAL ANALYSIS

This empirical analysis part shows the results of the survey. Data analysis part is formed by the 93 responses from the online survey. This data was analysed using a statistical descriptive data analysis method and relational analysis method, thus correlation was used to get more accurate analysis from the data. Thus, ABC-model were used in analyzing and describing the data. First chapter author will show the result and charts which are formed by using MS Excel. Different agegroups and gender responses are compared. Author chose the most relevant and valuable information to show in the results. Second chapter is the correlation part, where two variables are correlated to provide more accurate data about the factors that affect the consumers purchasing decision. The author will explain and describe the findings in the third chapter's discussion section. All percentages in the results, discussion, and conclusion sections are rounded to integer accuracy.

4.1. Research results and analysis

According to ABC-model, the behaviour (B) concept comes from involving a person's intentions to act in response to an attitude object. Behavioral intentions with respect to specific attributes or overall object. In question "If the design is the same and condition of clothing good, are you willing to buy the clothing secondhand versus new?" and "Are you willing to change your purchasing habits and buy more clothes secondhand?" this component was used to form the questions.

Majority of the participants, a total of 92 respondents (99%), had heard the term secondhand clothing before. One respondent did not know whether they heard the term secondhand clothing before. Participants had the change to explain a few words which words came to their mind of the term "secondhand clothes". Author picked ten outstanding and most common responses of all the 93 responses. Thus, these responses give a good outlook of the attitudes towards secondhand clothing. According to ABC-Model the concept cognition comes from a consumer's perceptions of an attitude object. (Solomon, et al. 2010).

- "Recycling
- "Sustainability. Giving the clothes a new home"
- "Saving money and saving the environment"
- "Bad quality and availability"
- "Old and used clothes"

- "Vintage and beauty"
- "Pioneer"
- "Ethical and cheap clothing"
- "Saving money and saving the environment"
- "Clothes which are dirty, ugly and poor"

Respondents had a mainly positive perceptions towards secondhand clothing. The most common words which came to respondents' minds were recycling, sustainability and used clothes. Thus, there were a also negative perceptions. Some respondents had negative responses and associations toward secondhand clothing. Some of these words associated towards secondhand clothing were "dirty", "poor", "ugly" and "bad quality".

Feeling is straight linked to the attitude of the person by the ABC-model. The component "Affect" comes from the feeling that a consumer has towards an object. The consumer's core values and self-concept are expressed by the value-expressive function. Values tell about a person's ideals of such topics as sustainability. They often provoke emotional responses, which are commonly articulated in terms of good or bad, better or worse, desirability or avoidance. (Solomon, et al. 2010). Survey data result from the questions 6 and 12 are shown in the figure below.
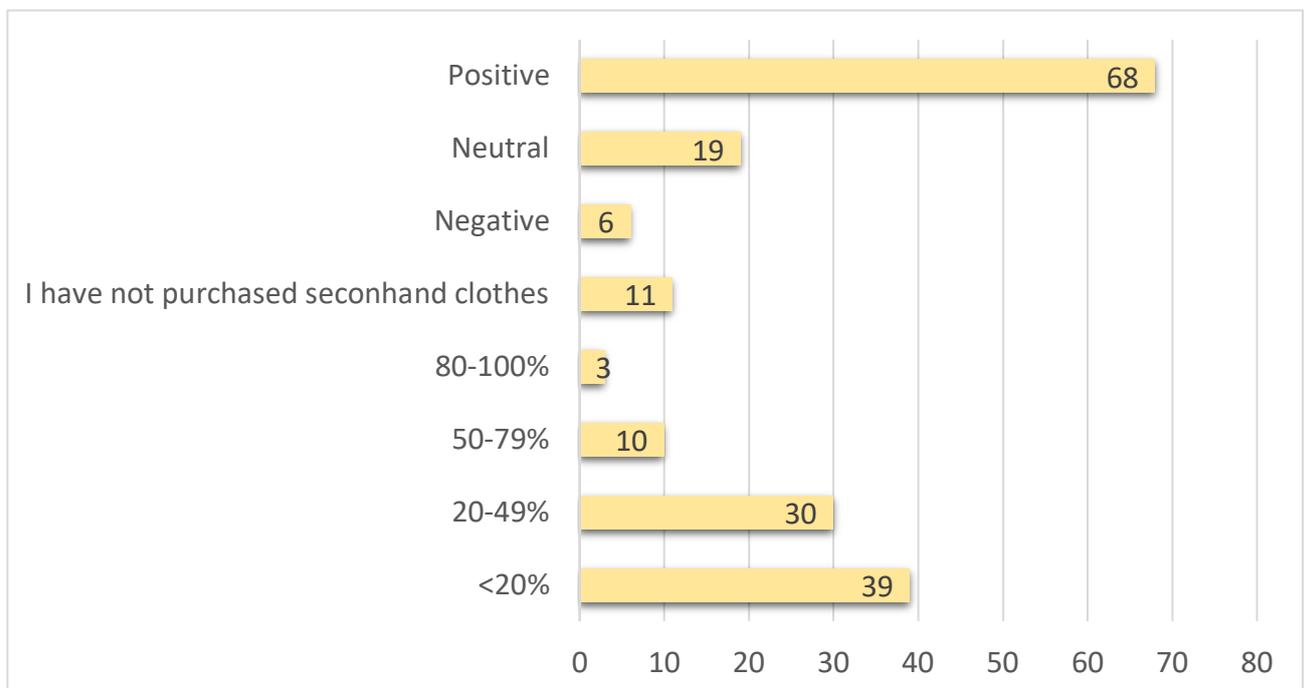

Figure 5. Source: The online questionnaire. Question "If you think about buying secondhand clothes, is your feeling". Question " How much of your clothes are purchased in secondhand". Number of units=93. Composed by the author.

68 respondents (73%) were feeling positively of thinking about buying secondhand clothing. 19 respondents (20%) were feeling neutral thinking about buying secondhand clothing. 6 respondents (7%) were having negative feelings thinking about buying secondhand clothing. Majority of respondents 39 (42%) have less than (20%) of their clothes purchased secondhand. 30 respondents (32%) have purchased 20-49% of their clothes secondhand. 3 respondents (3%), have purchased 80-100% of their clothes secondhand. Also 11 participants (12%) have not purchased secondhand clothes.

Figure 12. shows that the majority of participants are concerned about the clothing waste impact of the planet.
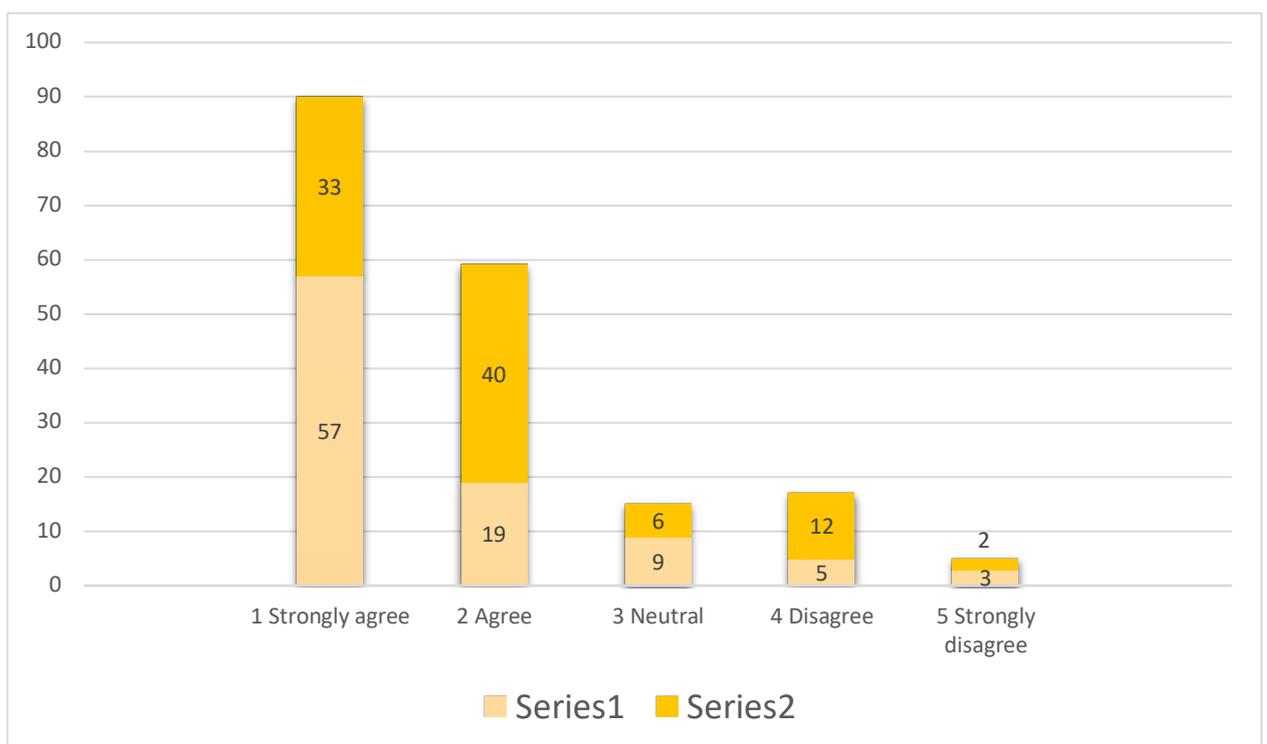

Figure 6. Number of units (series 1 n=93), (series 2 n=93). Source: The online questionnaire. Question in series 1 "Are you concern about clothing waste impact of the environment?" Series 2 "Are you willing to change your purchasing habits and buy more clothes secondhand?". Composed by the author.

In the (series 1) the answers 1 and 2 indicate the fact that the respondent is concerned of the clothing waste impact of the planet. Choices 4 and 5 indicates the participant is not concerned. Number 3 indicated a neutral response. Majority, 44 respondents (43%) choose 2 and 33 respondents, (34%) choose 1 which indicates the majority of respondents are concerned of the clothing waste impact of the planet. 12 respondents (13%) answered 4 which indicated they are

23

not concerned and 2 respondents (2%) chose number 5, which means they are not concerned at all. Number 3, which indicated a neutral answer, was chosen by 6 of the participants which is (7%) of all the participants.

In the (series 2) the 57 of the respondents' (61%) were very willing to buy clothing secondhand and 19 respondents' (20%) were willing to buy clothing secondhand if the design and condition of the clothing is good. This indicates 76 respondents (82%) were willing to buy clothing secondhand if the design and condition of the clothing is good. Less responses got choices 4 with 5 total of 8 responses (9%), which indicates " I am not willing at all" to buy clothing secondhand, even if the design is the same and the condition of the clothing good.

In the question "Do you think buying secondhand clothes is more sustainable for the environment versus buying new clothes?" Majority of the respondents 84 (90%) think buying secondhand clothing is better for the environment than buying new clothes. 3 of the respondents (3%), did not know buying secondhand clothing was more sustainable for the environment than buying new clothes. 2 respondents (2%) do not think that buying clothing secondhand is more sustainable for the environment versus buying new clothes.

Questions "How often do you buy new clothes. (Not secondhand)" and "How often do you buy secondhand clothes?" result are shown in the figure below.
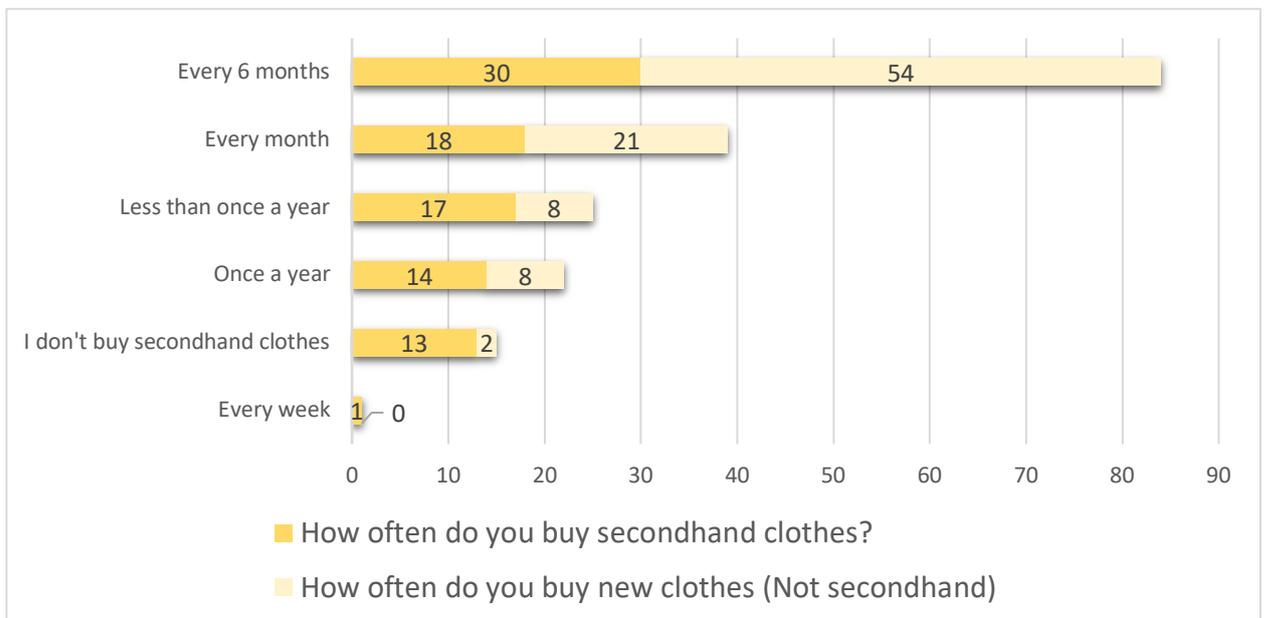

Figure 7. n=93 Source: The online questionnaire. "How often you buy secondhand clothes versus how often you buy clothes (not secondhand)". Composed by the author.

Majority of respondents buy more new clothes versus secondhand clothes. 54 respondents (58%) of the respondents buy new clothing every six months and 30 respondents (3%) buy second hand every six months. Participants do buy more new clothing than secondhand clothing.13 respondents (14%), do not buy second hand clothing at all. 2 respondents (2%), do not buy new clothes at all.

The question "When was the last time you purchased secondhand clothing?" The result are shown in the figure below.
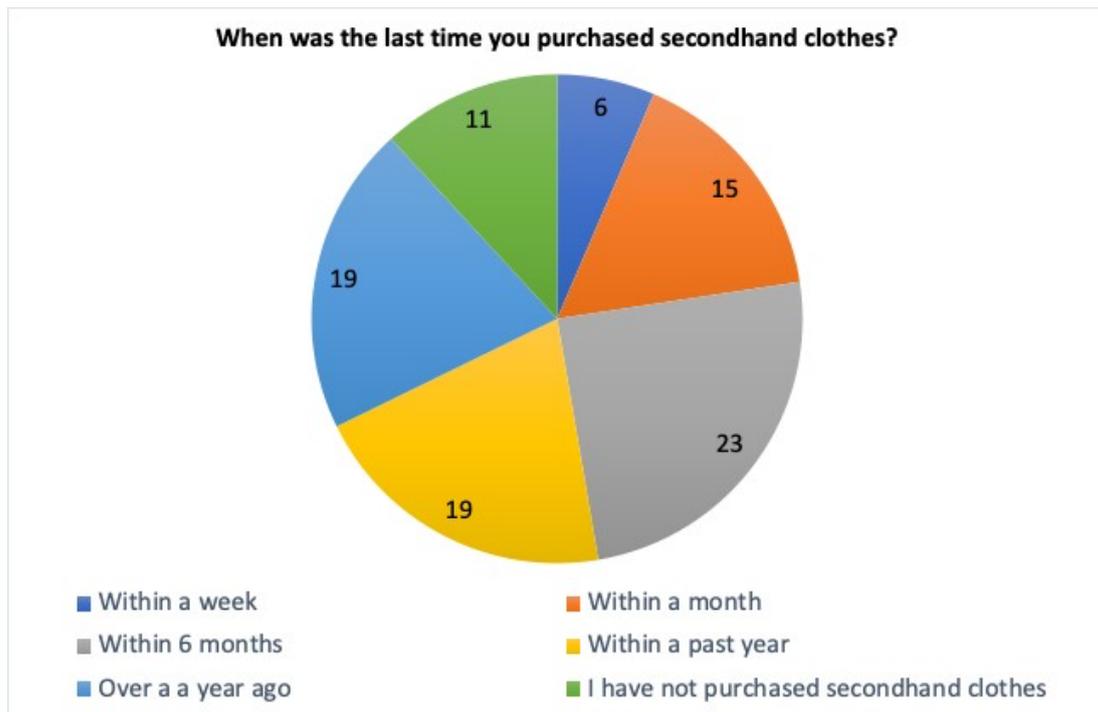

Figure 8. n=93. Source: The online questionnaire. "When was the last time you purchased secondhand clothing". Source: Composed by the author

Majority of participants, 23 respondents (25%) have bought secondhand clothes within six months. 19 respondents (20%) within a past year and 19 respondents (20%), over a year ago. 6 respondents which is (7%) of all respondents have bought secondhand clothes within a week.

Questions "What factors effect your purchasing decision when purchasing secondhand clothes?" and "What would make you buy more secondhand clothes? (In secondhand shops) (You can select more than one option)" results are shown in the figure below.
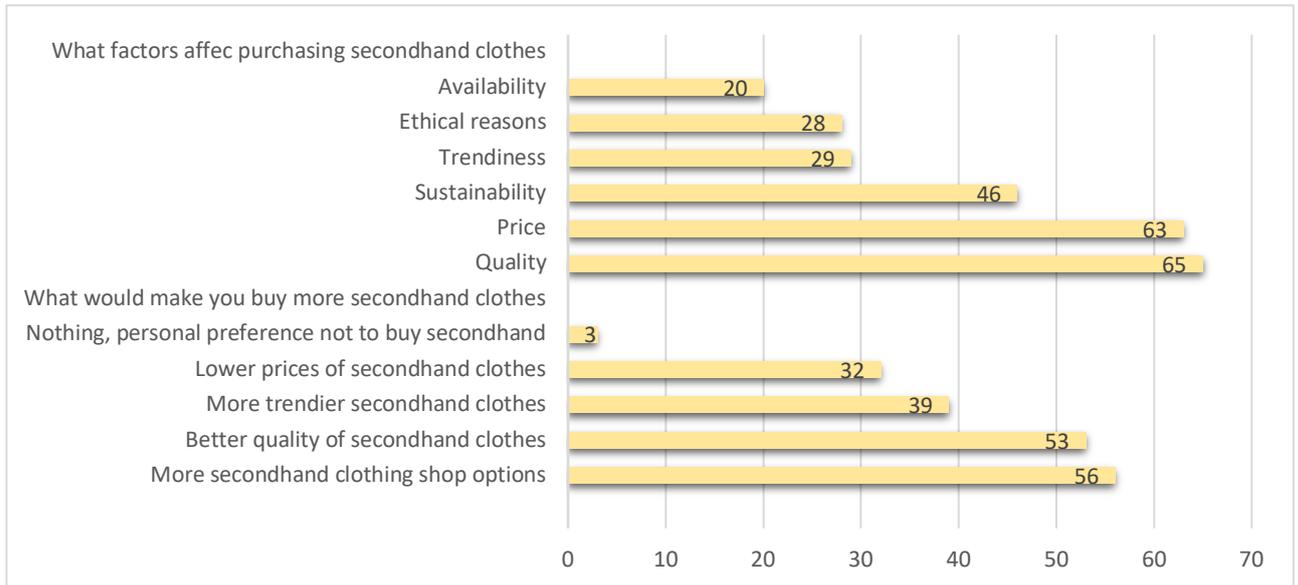

Figure 9. n=93   Source: Online questionnaire. "What factors affect purchasing secondhand clothes", "What would make you buy more secondhand clothes". Composed by the author.

Majority, 65 responses (70%) was quality. Second most responses got price with 63 responses (68%). The factors that affect the most purchasing decision towards secondhand clothing, is quality and price. The least responses got availability which got 20 responses (22%) and ethical reasons which got 28 responses (30%). The factors that affect the least purchasing decision towards secondhand clothing is ethical reasons and availability. There were also individual responses, thus the author gave the opportunity to add participants' own factors which affect the purchasing of secondhand clothes. Some of these factors were, "afraid of bugs", "if it fits my style or not" and "classic styles". Question fourteen was linked to question thirteen and was "What factors affect your purchasing decision when purchasing secondhand clothes?". The difference with these two questions is the fact that question fourteen was a likert-scale question and not multiple choice question, like the question thirteen. 44 responded (47%) buying secondhand clothing because of the low price. 31 responded (33%) buying secondhand clothes because of good quality. 30 responded (32%) buying secondhand clothing because of availability and 28 responded (30%) they buy secondhand clothing because it is trendy. Question "What would make you buy more secondhand clothes? (In secondhand shops) (You can select more than one option)". 56 responded (60%) they would buy more secondhand clothes, if there were more secondhand clothing shop options. 53 responded (57%) that they would buy more secondhand clothes if the

secondhand clothes were better quality. The least responses 32, (34%) would buy more secondhand clothing if the prices of secondhand clothes were lower. Three of the respondents' (3%) responded nothing would make them buy more secondhand clothes.

Final question of the questionnaire was about willingness to change purchasing habits and buy more clothes secondhand?" This question indicates the attitudes and willingness of the respondents' changing their purchasing habits and buy more secondhand clothes in the future.
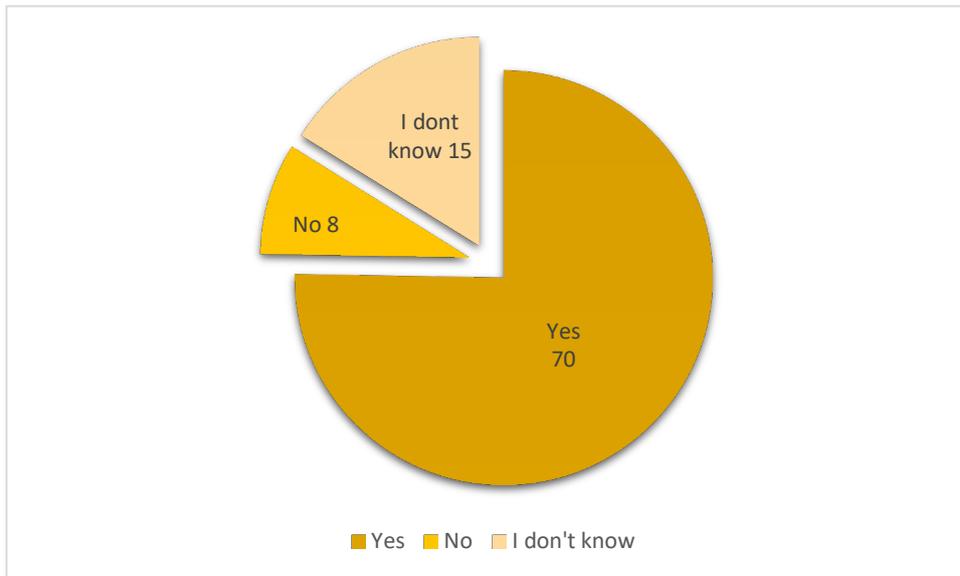

Figure 10. n=93 Source: The online questionnaire. "Are you willing to change your purchasing habits and buy more secondhand". Composed by the author

As we can see in the figure, 70 of the respondents (75%) are willing to change their purchasing habits and buy more clothes secondhand. 15 (16%) of the respondents do not know and 8 of the respondents (9%) are not willing to change their purchasing habits and buy more clothing secondhand.

4.2 Correlations

Author would use correlation as a tool to analyze the data in this section and provide a stronger proof of the findings that were fomented in the research results and interpretation section. In the statistics, Pearson's correlation coefficient is a covariance method, and it measures the association between variables of interest. Thus, it is best to know for measuring the associations between variables. (Statistics Solutions). Correlation is calculated by;

0.00-0.1 – "no correlation"

0.1-0.5 – "weak correlation"

0.5-0.8 – "moderate correlation"
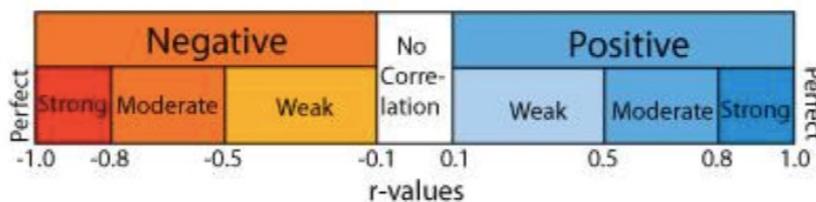
0.8- 1.0 – "strong correlation".

Figure 11. Strength and direction of the correlation coefficient. Source: Devore and Farnum 2005: 109.

Correlation is positive if the correlation coefficient is close to 1. If the correlation coefficient is close to -1, it means the correlation is negative. If the correlation coefficient is close to 0, it does not mean that there is no correlation between variables, but rather that there is only a linear correlation. Both correlation strength must be decent to ensure there is a correlation between two variables (at least 0.1 in absolute value) and p-value (correlation extent) determining statistical significance levels must be sufficient (no more than 0.05)..

Research question 2 "Which factors affect consumers buying decisions towards secondhand clothing?" The analysis part shows that price and quality of clothing affect the consumers buying decision towards secondhand clothing. This correlation will show how significantly the environmental concerns affect the consumer buying decision towards secondhand clothing and is

the environmental factor affecting consumers buying decision towards secondhand clothing. Correlations have been made between the survey questions "Are you concern about clothing waste impact of the environment?" → "How much of your clothes are purchased in secondhand?"

Correlations

		Impact	Clothes
Impact	Pearson Correlation	1	.199
	Sig. (2–tailed)		.056
	N	93	93
Clothes	Pearson Correlation	.199	1
	Sig. (2–tailed)	.056	
	N	93	93

Figure 12. Source: Composed by the author using SPSS (Correlations between the online questionnaire responses "Are you concern about clothing waste impact of the environment?". "How much of your clothes are purchased in secondhand?")

The correlation of Pearson Correlation is 0.199. Significance level is .056. This indicates that there is a small positive correlation between these two variables, but the positive correlation is weak. Thus, the significance level (P value) is 0.56 > 0.05 which makes correlation not significant. Small sample size can affect the significance level.

4.3 Discussion

Majority of respondents had heard the term secondhand clothing before (99%) of the respondents. Secondhand clothing has been on the surface and its popularity has grown during the recent years. People have become worried about the clothing waste impact of the planet and as a survey results show, majority of young finnish adult consumers, a total of 73 respondents (79%) were concerned of the clothing waste impact for the planet. There were no differences between genders in responses. Thus, there were differences between age groups. The most concerned of the clothing waste impact for the environment were the age group of 22-26 years olds. In that age group (92%) were concerned of the impacts of clothing waste for the environment. The least concerned of the clothing waste impact of the planet were age group 27-30 years olds with the (24%) of the respondents in that age group were not concerned of the clothing waste impact of the planet. Thus, 84 respondents (90%), think that buying secondhand clothes is more sustainable for the environment versus buying new clothes. There was a positive small correlation found in between respondents concern about the clothing waste impact for the planet and buying secondhand clothes. The correlation however, is not considered significant.

Majority of the respondents had a positive feeling of thinking of the term secondhand clothing. There were not many differences between age groups in the results. All the age groups had a majority of positive responses. Thus, age group 22-26 had majority of the positive feelings towards the term secondhand clothing. In that age group, (77%) had positive feelings of the term secondhand clothing. The most negative feelings thinking of the term secondhand clothing, had the age group 27-30 years olds, where (14%) had negative feelings towards the term secondhand clothing. There were also differences between male and female respondents. Thus, (67%) of the negative feelings towards the term secondhand clothing, came from male participants. Also, (67%) of the negative answers came from people who had Master's degrees or higher education.

Comparing the results of respondents buying new clothing, versus respondents buying secondhand clothing, both female participants and male participants buy more clothes new than clothing secondhand. Females, the most popular period to buy new clothing is every six months (57%). Thus, among females also the most popular period of buying secondhand clothing was every six months, but only (36%) of females bought clothing secondhand. Compared to male participants, the most popular period of buying new clothing was every six months (67%). Thus, buying secondhand clothing less than once a year was the most popular response among the male participants (67%). Thus, (22%) of males do not buy secondhand clothing at all and (12%) of

female respondents do not buy secondhand clothing at all. There were no big differences between age groups of buying new clothing versus buying secondhand clothing, thus the majority of respondents that do not buy secondhand clothing, came from the age group 27-30 years olds (19%). In age group 22-26 years olds (10%) never buy secondhand clothes and at the age group of 18-21 (13%). Among participants who had a Master's degree of higher were the highest of not buying secondhand clothes (31%). Results show the older person is and the higher the degree person has the less they buy clothing secondhand. The amount of secondhand clothes that respondents have did not different much from the age groups. Most respondents' clothes less than 20% are secondhand clothing. Between genders, (22%) of male participants have not purchased secondhand clothing, and female participants only (9%) have not purchased secondhand clothing.

The factors that affect the most respondents' purchasing decision towards secondhand clothing was quality (70%). Price was a second important factor, (68%) respondents indicated price was the important factor of purchasing secondhand clothing. Availability and ethical reasons were the least popular factors to affect the respondents purchasing decision towards secondhand clothing. Only (30%) of the respondents thought that ethical reasons were an important factor, and only (22%) of the respondents thought that availability was an important factor. There were no big differences between age groups or gender. The majority of respondents (60%) would buy more secondhand clothing, if more secondhand clothing shop options were around. Also better quality of secondhand shops would make respondents to buy more secondhand clothing (57%).

Majority of respondents (82%) were positive about buying clothing secondhand versus new, if the design is the same and the condition of the clothing good. Only (9%) of the respondents had negative attitudes towards buying clothing secondhand, even though the design and condition of the clothing was good. Age group 22-26 years olds had the most positive outlook of buying clothing second hand. (92%) of that age group would buy clothing secondhand if the design was the same as the new clothing, and condition good. Biggest difference was between men and females. Of men (17%) are not willing to buy clothing secondhand.

End of the questionnaire respondents were asked about their willingness and a person's intentions to act in response to an attitude object according to ABC-model. In general (75%) of the respondents were willing to change their purchasing habits and buy more clothing secondhand. Only (9%) of the respondents were not willing to change their purchasing habits towards more secondhand clothing. Most willing to change their purchasing habits were people aged 22-26 and people who had Bachelors Degree of corresponding. Females were more willing to change their

purchasing habits than males. In general respondents do hold a positive attitude and intentions to act in response to an attitude object of changing their purchasing habits towards more secondhand clothing.

CONCLUSION

The aim is this research to find out what attitudes young Finnish adults hold towards secondhand clothing and what would make them buy more clothing secondhand. The online questionnaire was used as a research instrument for this analysis in order to achieve the study's aim. Author chose three research questions to help her navigate and investigate the study aim. The three research questions;

- What are Finnish consumers aged 18-30 attitudes towards secondhand clothing?
- Which factors affect most consumers buying decisions towards secondhand clothing?
- What would make young Finnish adults purchase more clothing secondhand?

Secondhand clothing was a familiar term and the majority hold positive feelings towards the term secondhand clothing. Clothing waste is more apparent than it has ever been and the results of the research show that young finnish consumers are concerned about the clothing waste impact on the planet and majority do find buying clothing secondhand more sustainable for the environment than buying clothes new. Consumers' attitudes towards secondhand clothing has a big impact on the climate. Thus the fashion industry is a major polluter and a clothing waist is a major problem for the environment. The correlation analysis show, that there is only a small positive correlation between the concern of clothing waist impact of the planet and buying secondhand clothing. Thus, concern of the clothing waist impact for the environment do not play a significant factor affecting consumers buying decision towards secondhand clothing.

The main findings of the research are; the majority held positive attitudes towards the term secondhand clothing and majority were also willing to change their purchasing habits and buy more clothing secondhand. Majority also thought that buying clothing secondhand is more sustainable and were concerned how the clothing waste impacted the planet. Although people were concerned, the correlation analysis show that the environmental factor does not correlate with the amount of secondhand clothes consumers buy. The main reasons why consumers were buying clothes secondhand were the price and the quality of the secondhand clothing. The majority respondents would be willing to buy more secondhand clothing, if there were more secondhand clothing shop options and if the quality of the secondhand clothing were good.

Men consumers were less likely to change their purchasing habits towards secondhand clothing than female consumers. Female consumers aged 22-26 hold the most positive attitudes towards secondhand clothing and their willingness to change their purchasing habits towards more secondhand clothes were the highest.

Author wanted to raise some phrases that respondents held towards the term secondhand clothing. The most popular ones were "sustainability", "recycling", "secondhand shops" and "cheap". Also the phrases, "used, unique pieces of clothing", "pre-used, old clothing" "better for the environment but not necessarily good looking", "vintage and beauty" and "clothes which are dirty, ugly and poor".

Author is keen to show the results for secondhand clothing shop X. Author is hopeful that more consumers will change their purchasing habits more towards secondhand and pre-used clothes in the future. Author suggests according the research results to the secondhand shop X, to make the secondhand shop comfortable and clean and sell secondhand clothing which are in good condition and at affordable prices. Consumers are willing to change their purchasing habits and buy more clothing secondhand, if there were more secondhand shop options and better quality clothing for sale. Also author suggest to make more studies concerning the attitudes towards secondhand clothing, thus this research only covered a small sample of Finnish young adults.

This study holds some limitations. In the study the sampling method was a non-probability sampling method, and did not cover the whole population of Finnish consumers 18-30 years old. Only people who had access on the internet had the opportunity to participate in the study. Also, the age and gender groups are not evenly divided, because people who were interested in the topic, more willingly participate in the questionnaire and majority were females. With an internet survey the data collected may not be the most accurate, because participants may fill up the questionnaire precisely, if they are in a hurry etc. Also, most of the respondents were found via Authors relatives, friends and via her social media platform instagram, thus most of the participants knew the author beforehand.

For further studies, for example author Masters' thesis, or more accurate market research for secondhand shop X, the author would dive deeper in consumers attitudes and values. Also qualitative research method would be an option to use, because with a qualitative research method author would get more in depth understanding of participant attitudes, values and buying behaviour towards secondhand clothing.

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APPENDICES

Appendix 1. Survey questions

Questions	• Scale items	Scale type
1. Your age?	• 18-21 • 22-26 • 27-30	Nominal scale
2. What is your gender?	• Female • Male • Open ended	Nominal scale
3. What is you level of education	• Primary school • Second degree education • Bachelor's degree/corresponding • Master's degree or higher	Nominal scale

4. Have you heard the term secondhand clothes before?	• Yes • No • I don't know	Nominal scale
5. If you think about the term secondhand clothes what comes to your mind?	• (Results are shown in appendix 2.)	Open question
6. If you think about buying secondhand clothes, is your feeling	• Positive • Negative • Neutral • I don't know	Nominal scale
7. Are you concern about clothing waste impact of the environment?	1- very concerned 5 - not concerned at all :_:_:_:_:_:_: 1 2 3 4 5	Likert scale 1- very concerned 5 - not concerned at all :_:_:_:_:_:_: 1 2 3 4 5

8. Do you think buying secondhand clothes is more sustainable for the environment versus buying new clothes?	• Yes • No • I don't know • Open ended	Nominal scale

9. How often do you buy new clothes? (Not secondhand)	• Every week • Every month • Every 6 months • Once a year • Less than once a year • don't buy new clothes •	Nominal scale
10. How often do you buy secondhand clothes?	• Every week • Every month • Every 6 months • Once a year • Less than once a year • I don't buy secondhand clothes •	Nominal scale
11. When was the last time you purchased secondhand clothes?	• Within a week • Within a month • Within 6 months • Within a past year • Over a year ago • I have not • purchased secondhand clothes •	Nominal scale

12. How much of your clothes are purchased in secondhand?	• <20% • 20-49% • 50-79% • 80-100% • I have not purchased secondhand clothes	Nominal scale
13. What factors affect the most when purchasing secondhand clothes? (You can select more than one option)	• Price • Quality • Sustainability • Ethical reasons • Availability • Trendiness •	Multiple-choice question (Participants could choose more than one option)

14. What factors affect your purchasing decision when purchasing secondhand clothes?	• I buy secondhand clothes because of the low price I • buy secondhand clothes because of good quality I • buy secondhand clothes because of the availability • I buy secondhand clothes because it is trendy I buy • secondhand clothes because of social pressure I buy • secondhand clothes because it's more sustainable option versus buying new clothes I buy secondhand clothes • because of ethical reasons	Interval scale questions *Strongly agree *Agree *Neutral *Disagree *Strongly Disagree (In each question 15 participants chose the option)

15. What would make you buy more secondhand clothes? (In secondhand shops) (You can select more than one option)	• More secondhand clothing shop options • More trendier secondhand clothes • Better quality of secondhand clothes • Lower prices of secondhand clothes • Open Ended	Multiple-choice question
16. If the design is the same and the condition of clothing good, are you willing to buy the clothing secondhand versus new?	Likert scale 1: Very likely 5: Not very likely at all :_:_:_:_:_:_: 12345	Likert scale 1 - Very willing 5: Not willing at all :_:_:_:_:_:_: 12345
17. Are you willing to change your purchasing habits and buy more clothes secondhand?	• Yes • No • I don't know	Nominal scale

Source: (Author, 2021) Survey questions

Appendix 2. Questions 5,8,13,15 (Open ended questions)

5. If you think about the term secondhand clothes what comes to your mind?

secondhand stores / kirpparit

Used clothes

Usually when you shop for second-hand clothes, you won't really find nice clothes. On the other hand, you can find some great pieces of clothing for very cheap.

Old and used clothes

Old and used clothes

Flee market

Used, unique pieces of clothing✨

Clothes that have already been used and which the owner doesn't need anymore so they want to sell them to someone else

Fast fashion, sustainability, recycling, cheap

Once used but still fresh to reuse

Pre-owned clothes

Used clothes sold with low price

Vaatteet joille on annettu toinen mahdollisuus ja joiden käyttöikä pitenee. Ostajan näkökulmasta kyse on yleensä suhteessa vähän edullisemmista vaatteista suhteessa uutena ostettuihin.

Kierrätys, löydöt, halvat vaatteet, tuunauksen mahdollisuus

Käytetyt, hyväkuntoiset vaatteet.

Sustainability, lower prices

Tavaroita/vaatteita edullisesti, yllättäviä positiivia löytöjä
Old clothing

Sustainability. "Giving the clothes a new home".

Sustainability. "Giving the clothes a new home".

Reusing clothes, no need to make new clothes constantly as we already have a lot of clothes.

Reusing clothes, no need to make new clothes constantly as we already have a lot of clothes.

Sustainability, vintage, affordable, stylish, ethical
That they might be used and sold after somebody has came to the the conclusion that they don't need/like/use it anymore.
Vintage and beauty
Concious shopping

Nice clothes at an affordable price

Recycled clothes someone doesn't want anymore

Recycled clothes someone doesn't want anymore

Recycled clothes, passing clothes that are not in use anymore to some other party

Recycled clothes, passing clothes that are not in use anymore to some other party
cheaper clothes
Recycling

Previiusly owned / worn clothes
Clothes are used
Clothes are used
When I think about the term secondhand clothes two things come to my mind. I get positive thoughts, because I think that buying secondhand is environment friendly solutions. Not all of the clothes we buy have to be fresh from the rack, especially since a lot of clothes that end up in secondhand stores or sales are basically brand new. However, it also evokes negative feelings. I don't often find secondhand clothes that fit my body well. I feel like a lot of stuff I find, that's fits me, are "grandma rags" while many of my friends find really nice clothes. If I spot something nice it probably won't fit me. That is one reason why I don't usually like to shop secondhand clothes. However, when I do decide to go and check the shops, I take my time going through the clothes and hope that I find something I can work with.
Recycled clothing, budget friendly, possibly environmentally friendly
Used clothes, may not be the best quality
Used clothes, may not be the best quality
Pioneer
Saving money

Recycling
Dirty kelarottas
Sustainable
Sustainable
Recycling
Used clothes
Sustainability, recycling, cheap
Hipster clothes

Kirpputorit, fb marletplace, tori yms sivustot netissä, yleisesti kaikki uudelleen myytävät käytetyt tuotteet
Saving money and saving the environment
Yardsale
Someone else has used them and doesnt want them anymore
Kirpputori
Used clothes sold at a flea market
Löytämisen ja kierrättämisen ilo, eettisyys, persoonallisuus
Edullinen ja käytetty
Ekological clothing
Cheaper clothes compared to the new ones
Pre-used, old clothing. Better for the environment but not necessarily good looking.
Kirpparit
Ethical and cheap clothes
Ethical and cheap clothes
Good quality used clothes than are sold to give them a new life with someone else
Kierrätys, vaatteiden uusiokäyttö, vintage
Positive
Shopping nice clothes with cheap price. And finding treasures!
Recycling

Vintage
Quality (possible not even used) cheaper
Thrift shops
used clothes
Good quality clothes but less expensive. Sometimes secondhand shops sell clothes that are not available at any other store (rare items)
Drift shop
Vastuullisuus, muodikkuus
Ympäristö, trendikkyys, laatu, uusiokäyttö
Thinking about environment, ethical reasons. Uff/Relove/Other second hand shops
Used clothes
Bad quality and availability
Great
Great
Good quality
Clothes which are dirty, ugly and poor.
Sustainability and recycling
Flea market
Used stuff
Tainted, used, cheap
Varusteleka

Recycling smart affordable
Vintage clothing and clothes bought from thriftstores
Kierrätys
Se on hyvä asia, että asioita pidetä kertakäyttöisenä.

Source: (Author, 2021) Survey results

Question 8 (Open ended part)

-it depends what you are buying, highstreet vs. High end, quality is different

-Yes and no. On one hand, the clothes get a new life. On the other hand, it enables fast fashion consumers to buy more and get money from the old stuff they never even used.

-At the end of the day new clothes are being bought and the scouting for seconhand clothes are increasing the toll on the environment in its own way, however the clothes are getting and extended use of life

Question 13 (Open ended part)

-I have a chance to get brand clothes/more expensive clothes much cheaper if I buy them second hand

if it fits my style or not

-Koot yleisesti, itsellä ylipainoa mikä vaikeuttaa vaatteiden löytämistä ja myös alternative tyyli - Afraid of bugs

-Usually I just walk between the racks and somehow the clothes I want/need points out. I go for "kirpparikierros" maybe every three/four months. From FB etc. I buy clothes super randomly. Classic styles

Question 15 (Open ended part)

-Nothing, personal preference not to buy secondhand

-Nothing

-More street level shops (kivijalkakauppoja)

-Selkeämpää järjestelmällisyyttä teemojen, kokojen ja hintaluokkien suhteen

-Jos kokoja olisi olemassa kaikenkokoisille ihmisille

-Ensuring and promoting that there are no bugs

The trends would not come about so fast

Source: (Author, 2021) survey results

Appendix 3. Survey results

Question	Number of respondents		Proportion in present 93=100 % (Rounded by one decimal place)
1. Your age?	Number of respondent = 93 9	• 18-21=8 • 22-26=48 • 27-30=37	A. 8.6 B. 39.8 C. 51.6
2. What is your gender?	Number of respondent = 93	• Female=74 • Male=18 • En määrittele=1	A. 79.6 B. 19.4 C. 1.1
3. What is you level of education	Number of respondent = 93	• Primary school=0 • Second degree education=12 • Bachelor's degree/corresponding=65 • Master's degree or higher =16	A. 0 B. 12.9 C. 69.9 D. 17.2
4. Have you heard the term secondhand clothes before?	Number of respondent = 93	• Yes = 92 • No = 0 • I don't know = 1	A. 98.9 B. 0 C. 1.1

6. If you think about buying secondhand clothes, is your feeling:	Number of respondent = 93	• Positive = 68 • Negative = 6 • Neutral =19 • I don't know=0	A. 73.1 B. 6.5 C. 20.4 D. 0

7. Are you concern about clothing waste impact of the environment?	Number of respondent = 93	1. 1=33 2. 2= 40 3. 3= 6 4. 4=12 5. 5= 2	1. 35.5 2. 43.0 3. 6.5 4. 12.9 5. 2.2
8. Do you think buying secondhand clothes is more sustainable for the environment versus buying new clothes?	Number of respondent = 93	• Yes=84 • No=2 • I don't know=3 • Open ended (Results are shown in Appendix. 3) =4	A. 90.3 B. 2.2 C. 3.2 D. 4.4
9. How often do you buy new clothes? (Not secondhand)	Number of respondent = 93	• Every week=0 • Every month=21 • Every 6 months=54 • Once a year=8 • Less than once a year=8 • I don't buy new clothes= 2	A. 0 B. 22.6 C. 58.1 D. 8.6 E. 8.6 F. 2.2
10. How often do you buy secondhand clothes?	Number of respondent = 93	• Every week=1 • Every month=18 • Every 6 months=30 • Once a year=14 • Less than once a year=17 • I don't buy secondhand clothes= 13	A. 1.1 B. 19.4 C. 32.3 D. 15.1 E. 18.3 F. 14.0

11. When was the last time you purchased secondhand clothes?	Number of respondent = 93	• Within a week=6 • Within a month=15 • Within 6 months=23 • Within a past year=19 • Over a year ago=19 I • have not purchased • secondhand clothes=11	A. B. C. D. E. F.	6.5 16.1 24.7 20.4 20.4 11.8
12. How much of your clothes are purchased in secondhand?	Number of respondent = 93	• <20%=39 • 20-49%=30 • 50-79%=10 • 80-100%=3 • I have not purchased • secondhand clothes=11	A. B. C. D. E.	41.9 32.3 10.8 3.2 11.8

13. What factors affect the most when purchasing secondhand clothes? (You can select more than one option)	Number of respondent = 93 (Respondent could choose more than one option, responses total of =259)	• Price = 63 • Quality = 65 • Sustainability = 46 • Ethical reasons = 28 • Availability = 20 • Trendiness = 29 • (Open ended, results are shown in Appendix. 3) = 8	A. B. C. D. E. F. G.	67.7 69.9 49.5 30.1 21.5 31.2 8.8

14. What factors affect your purchasing decision when purchasing second hand clothes?	Number of respondent = 93 (Respondent could choose more than one option, responses total of =651)	1) • I buy secondhand clothes because of the low price, Strongly agree =30 Agree =44 Neural = 7 Slightly disagree=4 Disagree = 1 Strongly disagree=7	1) Strongly agree =32.3 Agree =47.4 Neural = 7. Slightly disagree=4.3 Disagree=1.1 Strongly disagree =7.5
		2) • I buy secondhand clothes because of good quality, Strongly agree =13 Agree =29 Neural = 31 Slightly disagree =10 Disagree=7 Strongly disagree=3	2) Strongly agree= 14.0 Agree=31.2 Neutral=33.3 Slightly disagree=10.8 Disagree=7.5 Strongly disagree =3.2
		3) • I buy secondhand clothes because of the availability, Strongly agree =6 Agree =28 Neural = 30 Slightly disagree=18 Disagree = 5 Strongly disagree =6	3) Strongly agree=6.5 Agree=30.1 Neural =32.3 Slightly disagree=19.4 Disagree=5.4 Strongly disagree= 6.5
		4)	4)

		• I buy secondhand clothes because it is trendy, Strongly agree =8 Agree =17 Neural = 28 Slightly disagree=10 Disagree = 17 Strongly disagree =13	Strongly agree=8.6 Agree=18.3 Neutral =30.1 Slightly disagree=10.7 Disagree=18.3 Strongly disagree=14.0
		5) • I buy secondhand clothes because ofsocialpressure, Strongly agree =2 Agree =4 Neutral = 13 Slightly disagree=16 Disagree = 19 Strongly disagree=39	5) Strongly agree=2.2 Agree=4.3 Neutral=14.0 Slightly disagree=17.2 Disagree=20.4 Strongly disagree= 42.0
		6) • I buy secondhand clothes because it's more sustainable option versus buying new clothes, Strongly agree =29 Agree =33 Neural = 18 Slightly disagree=2 Disagree = 6 Strongly disagree =5	6) Strongly agree=31.2 Agree=35.5 Neural= 19.4 Slightly disagree=2.2 Disagree=6.5 Strongly disagree=5.4
		7) • I buy secondhand clothes because of ethical reasons, Strongly agree =11 Agree =40 Neural = 20 Slightly disagree=6 Disagree = 10 Strongly disagree =6	7) Strongly agree=11.8 Agree=43.0 Neural= 21.5 Slightly disagree Disagree=6.5 Disagree=10.8 Strongly disagree =6.5

15. What would make you buy more secondhand clothes? (In secondhand shops) (You can select more than one option)	Number of respondent = 93 (Respondents could answer more than one option) Responses total= 189	A.More secondhand clothing shop options=56 B.More trendier secondhand clothes=39 C.Better quality of secondhand clothes=53 D.Lower prices of secondhand clothes=32 E. Open Ended (Results are shown in Appendix 3.) =9	A. 60.2 B. 41.9 C. 57.0 D. 34.4 E. 9.9
16. If the design is the same and the condition of clothing good, are you willing to buy the clothing secondhand versus new?	Number of respondent = 93	1. 1=57 2. 2=19 3. 3=9 4. 4=5 5. 5=3	1. 61.3 2. 20.4 3. 9.7 4. 5.4 5. 3.2
17. Are you willing to change your purchasing habits and buy more clothes secondhand?	Number of respondent = 93	• Yes=70 • No=8 • I don't know=15	• 75.3 • 8.6 • 16.1

Source: (Author, 2021) Survey results

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