

Second-Hand Clothing Shoppers' Motivations. An Exploratory Study among Ethnic Hungarians from the Szeklerland Region of Romania

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Abstract. We conducted a non-representative online questionnaire survey among inhabitants of the Szeklerland region in Romania with a view to looking into their second-hand shopping habits. Based on an adapted version of an international scale, the present analysis aims to explore the motivational background of these shopping activities. The exploratory factor analysis indicated five motivational dimensions: economic/austerity, critical/environmental, originality, social interaction, nostalgic and self-expression. The three latter motivational dimensions resemble the hedonic motivational dimensions indicated by the literature. The motivational dimensions can be explained by a series of independent variables; however, the explanatory power of regression models is marginal. As a second step, we adopted a cluster analysis in order to model second-hand shoppers' typical consumer segments. We found three clusters: austerity social interactionist, originality seekers, and nostalgic critics.

Keywords: second-hand shops, thrift, motivations, sustainability, Szeklerland

JEL Classification: Z13, Q56, P46, I31

1. Introduction

Second-hand retail refers to the acquisition of items previously owned and/or used “by at least one person prior to the present owner” (Borusiak et al., 2020). The movement of products takes place in diverse contexts and does not always presume a monetary transaction. One can obtain used products also in the form

of donations, exchanges, sharing, or swapping – this informal context is first of all characteristic of families and groups of friends (Clarke, 2000). In formal contexts, second-hand products appear in charity shops, garage sales, or shops largely resembling first-hand retail settings, and the products can be acquired through purchase, i.e. through monetary transaction (Laitala and Klepp, 2018).

There is an extremely broad palette of products on sale on second-hand markets. Gregson and Crewe (2003) take the view that, except for foods, any sort of product can make it to the stands of second-hand markets. In the case of certain products (e.g. antique books, works of art), we can speak about exclusive second-hand markets, where specific professional activities precede the marketing of goods (Balsa-Budai and Kiss, 2019). The second-hand market of everyday consumer goods reveals a lower price range for second-hand products as compared to new ones, wherefore the consumption of the former category can be defined as frugal, modest consumption (Gregson and Crewe, 2003). Borusiak et al. (2020: 875) also stress that the consumption of second-hand products can be qualified as modest not only due to the low price of the products but also because the consumption of used products offers a second chance for products intended to be disposed of, which may eventually lead to consumers buying less new products. This is exactly what sustainability narratives revolving around second-hand products emphasize: by placing used products back on the market, we can extend product life cycle and reduce waste (Gregson and Crewe, 2003).

One of the most popular categories encountered on the market of second-hand products is represented by used clothing items (Balsa-Budai and Kiss, 2019; Laitala and Klepp, 2018). The market of used products has typical exporting and importing countries. Borusiak et al. (2020) contend that developed nations, such as the USA, Germany, and the UK, are the biggest exporters of second-hand clothes, while the highest amounts of such clothes are imported by developing regions (e.g. Sub-Saharan Africa) and East-Central Europe. For instance, in Romania, the value of the second-hand clothing import was USD 34.8 million in 2011 (Cuc and Tripa, 2013), while in 2013 Poland imported second-hand clothes worth 100 million euros (Mailat, 2014).

Therefore, the market share of used clothing is surprisingly high. Despite that fast-fashion brands' increasingly lower prices make these products available to an ever-wider range of consumers, a rising popularity of second-hand clothes can be observed in western countries as well (Laitala and Klepp, 2018). Data of the *2016 European Quality of Life Survey* (Eurofound, 2016) show that 42% of the Romanian citizens cannot afford to buy new clothes, and so they rather opt for buying from second-hand shops. Therefore, it appears that in countries in a weaker economic position it still pays off more to buy used products instead of new ones.

Consequently, researchers suspect a complex set of motivations underlying the growing popularity of second-hand shops. Besides economic considerations,

a combination of pursuing sustainability, conscious consumption, and consumer experiences related to thrift stores (unique, vintage products, treasure hunt) may determine customers' choice to buy clothing articles in second-hand shops (e.g. Guiot and Roux, 2010; Laitala and Klepp, 2018). Some authors quite boldly state that the popularity of thrift stores amounts to a cultural turn (e.g. Murphy, 2017) and can be explained on the basis of two macro-societal changes: the 2008 economic crisis in whose context second-hand shops offered consumers a form of value shopping (Marzella, 2015; Ferraro et al., 2016; Murphy, 2017) and the rising of ethical consumption megatrend (Törőcsik, 2016; Murphy, 2017).

The ambition of our research was to map the shopping habits related to second-hand clothes among the consumers living in Covasna, Harghita, and Mureş counties in Romania. The investigation based on online questionnaire survey covered several aspects of thrifting, but the present study will include only the results on the motivations behind shopping. These three counties correspond to the context of the historical Szeklerland in the broader sense, whose present-day feature is that it forms an economically less developed region in the territory of Romania. The region shows levels of unemployment below the national average in each economic segment (Kapitány, 2019), foreign investors are sporadic (Csíki, 2019), and the entrepreneurial activity and trade – due to the lack of major cities – are limited compared to the national average (Csata and Csata, 2019). Shops selling second-hand clothes are extremely widespread in the towns of the region; they are essential elements of city centres, wherefore the common slang refers to these areas as “thrift towns” (Bíró, 2008; Antal, 2018). Thrifting appears in these narratives with a negative connotation, as a sign of poverty, and indicates that, on the one hand, cities are unable to attract investors (e.g. malls) that could offer a broad spectrum of new wearing apparel, while, on the other, the earning potential of the local population does not allow for the purchasing of new products. Consequently, we expected our research to reveal that thrift shopping constitutes a popular activity among the respondents and that it can be accounted for primarily by motivations associated with financial constraints. At the same time, in connection with the literature, we were also curious if some other motivations emerged besides the scarcity of financial resources and wished to see what variables each motivation involves. For this purpose, we carried out multivariate analyses (factor analysis, regression, cluster analysis).

The paper develops as follows: in Section 2, we elaborate on the viewpoints expounded in the literature regarding the motivations of second-hand shopping, and here we present the *Second-Hand Shoppers' Motivation Scale* created by Guiot and Roux (2010). In Section 3, we outline the methodology of our research, while in Section 4 we present and discuss the results. Lastly, we formulate the major conclusions of the study.

2. Literature Review

The history of second-hand retail practices shows that they emerged in the 18th/19th centuries, but due to the proliferation of mass production in the mid-20th century they became marginal, unpopular, and stigmatized sites of shopping (e.g. Balsa-Budai and Kiss, 2019). Later, in the context of growing incomes and the large-scale availability of new products, purchasing used items instead of new ones was considered a sign of social failure and poverty (Guiot and Roux, 2010). However, second-hand shops started to proliferate since the 2000s, not only in the developing world but also among the wealthy nations (Williams and Paddock, 2003).

As summarized elsewhere (Nistor, 2021), scholars interpret the growing popularity of second-hand shops on the basis of two macro-societal changes. 1) The 2008 economic crisis: in this austere context, second-hand shops offered consumers a form of value shopping (Marzella, 2015; Ferraro et al., 2016; Murphy, 2017). 2) The rising of ethical consumption mega-trend (Törőcsik, 2016) is assumed to also contribute to the popularity of second-hand settings (Murphy, 2017). According to this trend, nowadays' reflexive consumers not only wish to satisfy their material needs but also want to contribute to the wellbeing of others (i.e. the living planet). In this respect, second-hand products allow them to practise reuse and recycling and to help extend the lifecycle of products. From this point of view, second-hand practices are, in fact, an example of circular economy (Tranberg Hansen and Le Zotte, 2019) and ethical consumption (Franklin, 2011). By reducing the acquisition of new products and reusing some previously owned products (i.e. recycling), consumers contribute to the advancement of sustainability (Borusiak et al., 2020).

The growing popularity of second-hand shops has resulted in valuable empirical research, much of the analyses being concerned with the motivations of second-hand shopping, i.e. with “the psychological and material motives which orient consumers toward second-hand products and/or channels” (Guiot and Roux, 2010: 385). Thus, most recent research has started to shift away from the initial scarcity-centred explanations and increasingly points to the complex motivational background behind thrift shopping, which for the most part cannot be reduced to economic motivations. Williams and Paddock (2003) divide motivations behind thrifting into two large categories: 1) economistic reading, under which financial constraints account for this sort of shopping; 2) agency-oriented reading, under which such shopping activities are attributable to individual preferences such as uniqueness, recyclability, thrifting-related experiences, etc. Classifying thrift shoppers into two large categories based on their motivations, Thompson and Haytko (1997) and Waight (2013) suggest a similar division: shopping in thrift stores out of necessity and due to individual preferences. Of course, motivations behind thrift shopping can be further divided within these two large groups.

Pursuant to economic motivations (e.g. thriftiness), thrift shopping is explained by the scarcity of financial means (Bardhi and Arnould, 2005), which is why it comes as no surprise that this kind of motivation was generally used to describe customers who prefer these shops because of their lower price range. Williams and Windebank (2002: 501) make use of the “excluded consumers” concept to describe customers who cannot afford to buy new products owing to their more modest financial situation, wherefore second-hand stores become the main scenes of shopping for them by default. In their Leicester-based study, Williams and Paddock (2003) showed that economic motivations are primordial in the case of economically less wealthy households; the authors revealed that in such households 94% of the second-hand products are bought based on economic motivation (i.e. “It is their first option but second choice.” – Williams and Paddock, 2003: 326). The authors thus consider that in the case of economically disadvantaged consumers shopping from second-hand settings becomes a “symbol of social exclusion” and shapes the identity of such consumers by further accentuating their economic limits and inability to shop according to their preferences (i.e. new goods from traditional shops).

Economic motivations behind thrift shopping lose much of their explanatory power if we consider that new clothing items are becoming increasingly cheaper nowadays: the case of fast-fashion brands or the clothing collections of hypermarkets often reveals price ranges not (much) higher than that of the products on sale in second-hand shops. Hence, as Laitala and Klepp (2018) also postulate, there are reasonable grounds for suspecting that present-day thrift shopping has much more diversified motivations than the single rationale of the past decades, represented by financial scarcity. The economic, scarcity factor as the underlying reason is a hardly tenable explanation also because better-off customers, too, were found to be in the habit of thrifting: members of the middle class pay frequent visits to second-hand shops with a view to acquiring products at a favourable price:quality ratio and to make some good bargains (Guiot and Roux, 2010; William and Paddock, 2003; Waight, 2013). Gregson and Crewe (2003) found that thrift stores provide a fertile ground also for middle-class consumers to purchase branded products at a relatively low price. Based on previous research, Laitala and Klepp (2018) also note that the scarcity motivation is much more present in research carried out among the general population. Among the various consumer subcultures (e.g. conscious or vintage consumers), sustainability and experiences linked to thrift shopping constitute a stronger motivation than the price of the products on sale in such stores.

Based on a complex, mixed-mode research performed in France, Guiot and Roux (2010) created the Second-Hand Shoppers' Motivation Scale. Since we have also made use of this scale as a starting-point in the exploration of the motivations included in our questionnaire, we must note that the authors distinguished between

four motivational dimensions on the scale, which were eventually classified into three second-order dimensions. In addition to economic motivation, critical/conscious consumption, experience consumption, and nostalgia appeared as motivations for thrifting. Consequently, it must be observed that in keeping with thrifting-related individual preferences we can find motivations that 1) reflect customers' critical, conscious consumer status and 2) are connected with pleasant experiences provided by thrift shopping.

According to the logic behind the consumption-critical, ethical, and environmental motivations, consumers opt for thrifting out of moral, ethical conviction (Bardhi and Arnould, 2005; Franklin, 2011; Waight, 2013). On the other hand, customers driven by even more radical motivations might opt for used products also as a way of expressing their critical attitudes about "the market system, consumption, and the characteristics and offerings of conventional channels" (Guiot and Roux, 2010: 385). Thus, consuming from second-hand shops can also stand as a possibility of boycotting conventional retail practices to avoid consumerist ostentation and contribute to the broader idea of sustainability (Guiot and Roux, 2010). Williams and Paddock (2003) note that these motivations associated with conscious consumption are correlated with ostentatious, spectacular consumption as well: thrift shopping conveys the message that consumers are making the right choice, as they are well aware of the issues around sustainability and environmentalism. In this context, Gregson and Crewe (2003) found that consumers who prefer second-hand shops form a peculiar subculture given that "second-hand spaces provide key resources for particular discursive communities to enact both distinction and skill" (id.: 86). Thus, in line with the environmental motivations surrounding second-hand shopping, there is also the possibility for the consumers to "elevate cultural over economic capital" (Gregson and Crewe, 2003: 100).

Experiences provided by thrifting are referred to as hedonic motivations in literature: those consumers will be driven by such motivations who visit second-hand stores because they find shopping there interesting, exciting, and adventurous. Bardhi and Arnould (2005) distinguish between two types of hedonic motivations: on the one hand, there is the realization of consumer fantasies, which means that due to the lower price of the products, consumers can satisfy their preferences for luxury, and they can accumulate a larger amount of products which may seem satisfying to them (i.e. self-gratification). At this point, it also becomes clear that the materialization of experiences provided by thrifting is eventually linked with the lower price range of the goods on sale in second-hand shops. On the other hand, thrift shopping allows the pursuit of the unexpected, and it can mean a "shopping for surprise and luck" (id.: 230). Thus, "the pursuit or practice of thrift itself provides hedonic benefits", it is "a way of indulging" (Bardhi and Arnould, 2005: 225).

A whole set of motivations can be associated with thrift shopping: searching for special, unique goods (Mitchell and Montgomery, 2010; Guiot and Roux, 2010) or

having nostalgia about old times and products (Roux, 2006) – these elements jointly account for consumer demand for vintage fashion products (e.g. Thompson and Haytko, 1997; Gregson and Crewe, 2003; Palmer and Clark, 2005). On the basis of the supply of unique, special products and environmental awareness associated with thrift shopping, it can be contended that second-hand clothing “has become a desirable fashion” (Ferraro et al., 2016: 264), which means that fashionability itself is an important motivation that can be quoted under the set of hedonic values.

Some consumers tend to see a connection between the thrifting experience and social interaction: shopping in second-hand settings often takes place in groups, visiting such stores in the company of friends and family members, chatting, conversing with each other while shopping around, which makes the shopping activity easy to be connected with the pleasant experience that recreational activities can provide, with the ludic context of thrifting (Williams and Paddock, 2003; Guiot and Roux, 2010; Laitala and Klepp, 2018). Gregson and Crewe (2003) also remark that social interaction associated with thrifting is not only realized during shopping itself but also before and after this activity, when consumers share their experiences about second-hand shops in the form of a quasi-word-of-mouth marketing (e.g. where and what products are worth looking for).

Finally, it is important to mention that the various motivations are not mutually exclusive, and in most cases they become altogether important in shaping the shopping behaviours in second-hand settings (Bardhi and Arnould, 2005; Laitala and Klepp, 2018). However, it should also be borne in mind that staying away from second-hand shops has at least a similarly wide range of motivations (Laitala and Klepp, 2018), starting from fears associated with hygiene all the way to social stigmatization. The present research has been conducted among consumers who, although with varying frequency, are in the habit of thrifting, wherefore we did not look into the motivations associated with avoidance related to thrift shopping. Consequently, these motivations will not be covered in this paper.

3. Methodology and Research Questions

The online questionnaire survey was conducted among the population of Harghita, Covasna, and Mureş counties in the period of 4–19 June 2020. Although the timing of the research occurred after the first wave of the COVID-19 pandemic and the associated lockdown, our aim was not to investigate the influence of the pandemic and its economic outcomes on second-hand clothes shopping. In our questionnaire, we have included solely one question related to this context, i.e. whether the respondent has become unemployed due to the pandemic, so that in this way we succeeded to control the influence of recent financial scarcity on second-hand clothes shopping. The results showed that this situation was not

widespread among the respondents, but obviously we are aware that this specific context could have resulted in some sort of bias, and thus we quote the timing of our research as one of the limitations of the study. Our questionnaire included 27 questions altogether and addressed participants' habits of shopping for second-hand clothes, particular focus being placed on the motivations behind buying used clothing items (Guiot and Roux, 2010). Hence, the target group of the research was made up of individuals living in the Szeklerland area and shopping for second-hand clothing articles. The questionnaire was published in Hungarian language, thus targeting ethnic Hungarian customers.

The exploratory and explanatory analysis belonged to the type of open research, during which convenience sampling was adopted by applying the self-selection method. The questionnaire could be accessed via links placed on social media websites and was filled in by a total of 381 valid respondents. The greatest handicap of this type of research is the lack of researcher control, as sample size and composition could not be regulated: this latter problem is also reflected by the normal distributions (*Table 1*).

Table 1. *The demographic composition of the sample*

Variable	Category	Frequency	Percent (%)
Gender	Male	13	3.4
	Female	368	96.6
	<i>Total</i>	381	100.0
Age	17–30	136	35.7
	30–45	188	49.3
	46–70	57	15.0
	<i>Total</i>	381	100.0
Education	Medium level	123	32.3
	Upper level	258	67.7
	<i>Total</i>	381	100.0
Marital status	Married/in partnership	282	74.0
	Single	82	21.5
	Divorced	14	3.7
	Widowed	3	0.8
	<i>Total</i>	381	100.0
Type of settlement	Urban	256	67.2
	Rural	125	32.8
	<i>Total</i>	381	100.0

Similarly to most online questionnaire surveys, the following could be observed as compared to population distributions: greater proportion of female respondents (also justified by the topic under analysis); lower average age of

the participants (by 6.6 years than the average age in Romania on 1 January 2020);¹ higher educational attainment (14.4% of the Romanian population over 10 years of age had a post-secondary education degree in 2011);² higher share of intellectual professions, married individuals/living in a consensual union, and urban residents.

Obviously, literature on non-representative online questionnaires admits that these investigations fall short of the ones based on representative data collections, but at the same time researchers make it clear that online questionnaires offer a relatively cheap, fast, and widely used possibility for exploratory research (Sue and Ritter, 2006; Kholos and Wysocki, 2008; Leiner, 2016). Given that the topic under study as well as the context are new (as to our knowledge, there has not yet been any similar research either in Romania or, more specifically, in the analysed region), we consider the selected method suitable to create a prior image of our research questions and, based on our results, to establish some starting points for future research. The questionnaire survey was preceded by a qualitative research as well (Nistor, 2021), which assisted in formulating the questions, thus meeting research expectations with regard to non-representative online surveys, i.e. to complete them with other data collection methods. International surveys using non-representative online questionnaire methods in their analysis of shopping for used clothing items also served as a reference point to our research method (e.g. Guiot and Roux, 2010; Balsa-Budai and Kiss, 2019).

The topic of the present research is mapping the motivations behind shopping for second-hand clothes. For this purpose, we relied on Guiot and Roux's 2010 work. Based on a complex, mixed-method research performed in France, the authors designed the Second-Hand Shoppers' Motivation Scale. The original scale was composed of 24 statements, which corresponded to eight first-order and three second-order factors (critical, economic, and recreational motivations). Due to space limitations deriving from the nature of online questionnaires, our research adopted only 19 Likert-type items from the original Second-Hand Shoppers' Motivation Scale (response options with five gradations: 1 – strongly disagree, 2 – disagree, 3 – neither disagree nor agree, 4 – agree, 5 – strongly agree), in accordance with the three dimensions (see *Table 1* in the *Appendix*). Since the questionnaire was compiled in Hungarian, the statements included in the originally English-language scale were translated into Hungarian, thus inevitably causing subtle differences compared to the original items. When creating the items, consideration was taken of qualitative research results as well, the original scale thus suffering further modifications (some of the statements were omitted or slightly altered), which eventually meant working with a motivation scale adapted from Guiot and Roux (2010).

1 https://insse.ro/cms/sites/default/files/com_presa/com_pdf/popdom1ian2020r.pdf.

2 <http://www.recensamantromania.ro/rezultate-2>.

Hypotheses and research questions were equally formulated in our research.

Hypothesis 1: Our research rests on the assumption that, given the economically disadvantaged position of the region, the structural features manifested through the large number of second-hand shops, and the relatively low share of other kind of clothing stores, it is most likely that economic motivations will be the most dominant elements.

Hypothesis 2: The second hypothesis relied on assertions found in the literature according to which the motivations behind thrift shopping may reach beyond scarcity explanations even with economically disadvantaged groups. Therefore, it was hypothesized that, although less dominantly, some other motivations for second-hand shopping may appear such as experiences and critical consumer attitude.

Besides these two hypotheses, our research focused on exploring some research questions as well: 1) Which are those individual-level socio-demographic and axiological variables that influence the different motivational basis of second-hand shopping? 2) Which are the specific segments of second-hand clothes shoppers? 3) To what degree do these segments resemble those revealed by previous international research? In order to explore the hypotheses and answer these questions, we have performed a deeper analysis of the motivations behind thrifting. Three multivariate analysis methods were adopted as follows: as a first step, we carried out an exploratory factor analysis (in lack of similar regional research, confirmatory modelling was discarded); secondly, linear regression analysis was performed to examine the variables explaining factor variables; finally, in a similar vein to Guiot and Roux's (2010) and Balsa-Budai and Kiss's (2019) research, the major groups of second-hand shoppers were explored using the method of non-hierarchical (K-Means Cluster) cluster analysis.

The dependent variables of the factor analysis were represented by 19 Likert-type statements which explored respondents' motivations for opting for second-hand clothes shopping (*Table 1* in the *Appendix*). As outlined in the section below, the analysis resulted in five motivational factors, which then were considered dependent variables in five linear regression analyses, in which we explored the influence of socio-demographic (i.e. age, gender, educational attainment, type of locality, employment status, financial situation,³ presence/number of children⁴) and axiological (the importance of several values for the respondents – i.e. family, friends, work, material objects, politics, etc.) variables. Some variables regarding

3 In the case of this variable, we have accounted for households' monthly net income/person because in this way we were able to better control the financial disparities among the respondents.

4 The inclusion of this variable was motivated by prior results of the literature showing that shopping for second-hand clothes is a widespread practice among parents. Due to economic reasons and to the relatively short lifecycle of children's clothes, parents frequently opt for shopping for their children's clothes from second-hand stores (e.g. Clarke, 2000). Similar findings were signalled by the qualitative study which preceded the present investigation (Nistor, 2021).

second-hand shopping, i.e. the frequency of shopping and shopping alone/with friends, were also included among the independent variables.⁵ For the list of the independent variables, see *List 1* and *List 2* in the *Appendix*.

4. Results and Discussions

4.1. Results of the Principal Component Analysis

We ran a factor analysis based on the 19 statements measured on a 5-point Likert scale (see *Table 1* in the *Appendix*). The situation of multicollinearity can be excluded (the highest $r = 0.678$), and the measure of sampling adequacy is good since according to the anti-image correlation matrix each variable fits the factorial model (the values of the diagonal range between 0.682 and 0.925). The value of the KMO⁶ test is 0.832, and Bartlett's Test of Sphericity is significant (approx. chi-square = 2659.495, $p = 0.000$), so that the data were highly suitable for the purposes of factor analysis.

The final factor model (principal component method based on the Kaiser Criterion and Varimax rotation) contained only 15 variables. Four of the initial variables (the b, k, l, and q statements from *Table 1* in the *Appendix*) had high factor loadings on more factors, so that they were left out of the final model. The KMO value of the final model is 0.798, Bartlett's Test of Sphericity is significant (approx. chi-square = 1956.237, $p = 0.000$), and the communalities of the original variables have values ranging between 0.424 and 0.825. The resulted 5-factor solution explained 68.556% of the original variance. *Table 2* presents the motivational dimensions as reflected by the five factors.

Table 2. *Factor structures (Model 1)*

1. Economic/austerity motivations	
f)	For the same amount of money, I can buy more things in second-hand shops compared to traditional shops.
g)	Second-hand shops tend to come up with such good offers that it would be a pity not to buy them.
e)	By buying in second-hand shops, I can experience the feeling of not having to leave the product in the shop.

5 Their inclusion in the models was based on the results of international literature (e.g. Guiot and Roux, 2010) and those of the qualitative investigation preceding this study (Nistor, 2021): those who shop more frequently in second-hand shops usually opt for shops with lower price offerings, i.e. they are more motivated by the economic factor; those who shop with friends use second-hand shopping as a pretext for leisure and socialization, i.e. they can be more motivated by the hedonistic, self-indulging aspects of second-hand shops.

6 The Kaiser–Meyer–Olkin (KMO) test measures sampling adequacy for each variable in the model and for the complete model.

h) I have often found new products in second-hand shops for a fraction of their regular price.

i) I consider that second-hand shops have fair prices.

j) I think that new products on sale in traditional shops are overpriced.

2. Critical/environmental motivations

d) By buying in second-hand shops, I can contribute to reducing waste.

c) I like to buy in second-hand shops because this way I can save clothes intended to be discarded but that are still in a good condition.

a) By buying in second-hand shops, I can distance myself from the consumer society.

3. Originality motivation

n) One can find products in second-hand shops that are not available in traditional shops.

m) Unique and special products can be found in second-hand shops.

4. Social interaction motivation

o) In second-hand shops, there is often opportunity to initiate a conversation with other people.

p) Visiting second-hand shops is, for me, a way of spending leisure time in the company of others.

5. Nostalgic and self-expression motivation

r) I am more into old-time fashion than today's trends.

s) I can express myself better with products bought in second-hand shops.

The value of Cronbach's alpha is higher than 0.7 in the case of each factor, and in the case of the 1st and 3rd factors it is even higher than 0.8, which means that the internal consistency of the variables corresponding to the specific factors is good (see *Table 2* in the *Appendix*).

The results confirm our first hypothesis: the economic/austerity motivations are the most important determinants of second-hand clothing shopping. This result is similar to those found in Hungary by Balsa-Budai and Kiss (2019) and is in contrast with recent results found in Norway (Laitala and Klepp, 2018), where the sustainability motivations were dominant. Thus, it can be suspected that in economically less developed settings the economic/austerity motivations are more dominant in shaping consumers' preferences for second-hand shopping. The second hypothesis is also confirmed: the existence of the other four factors shows that even in less developed contexts the motivations are more diverse than the austerity/economic reasons (Bardhi and Arnould, 2003; Laitala and Klepp, 2018); the second most important set of motivations is made up by the critical/environmental motivations. The following three factors can be subscribed under the stimulation/hedonic dimension, as each of them refers to specific preferences linked to second-hand shopping: the possibility to find unique, original articles, nostalgia, and social interaction.

The obtained motivational dimensions are consistent with the previous international results presented in the section dedicated to literature review (e.g. Bardhi and Arnould, 2005; Steffen, 2017; Laitala and Klepp, 2018) as well as with the results of the Second-Hand Shoppers' Motivation Scale developed by Guiot

and Roux (2010). While it is true that the present research made use of the adapted, modified version of the original scale and we found five motivational dimensions, yet these five dimensions point in the direction of the dimensions corresponding with the original scale, as the nostalgia, interaction, and uniqueness factors related to thrifting are also categorized by Guiot and Roux (2010) under stimulation/hedonism. Consequently, it can be stated that besides economic/scarcity and critical/environmental reasons, thrift shopping has some distinctive individual motivations that are bound up with the thrifting context and the characteristics of the products to be found there, and as such it can be associated with experiences related to second-hand shopping (stimulation/hedonism) (see also Cassidy and Bennett, 2012). Hence, our results suggest that the motivations behind thrift shopping in the Szeklerland region are not of economic nature alone.

It is also interesting to note that, e.g. thrifting as a treasure hunt experience or second-hand shops as “scouting grounds”, which are both typical components of the hedonic motivational dimension (e.g. Guiot and Roux, 2010; Cassidy and Bennett, 2012), have a high factor loading for all factors in our case (ergo we excluded them from the final model). This outcome indicates at the same time that this stimulative, adventurous element of thrift shopping essentially defines our respondents' thrifting-related activities and thus is also linked to the scarcity motivation, for instance.

4.2. Determinants of the Motivations for Second-Hand Shopping

With a view to explaining the various motivations behind second-hand shopping, a linear regression analysis (stepwise and enter selection methods) was performed to examine the independent variables included in the research. Eleven out of the twenty-five explanatory variables used during the analysis (*List 2* in the *Appendix*) do not contribute significantly to the explanation of any of the motivations for thrift shopping. It can be said therefore that the amount spent during a thrifting session, shopping alone or with someone else in a second-hand setting, living in cohabitation/marital relationship, the number of own children, the number of members in the household, having a full-time job, subjective financial situation, recent experiences about working abroad, and the importance of acquaintances and leisure time are not related to the various motivations behind second-hand shopping.

As we have seen in the previous subchapter, the economic/scarcity motivation is the most essential item of the five well-defined motivations for thrift shopping (Model 1). Therefore, the first regression model (Model 2 from *Table 3*) looks into the effects on this motivation. As the table summarizing the significant correlations indicates, frequent thrifting increases while the average net income of the households as well as growing older reduce financial motivation. In other

words, the older the second-hand shopper and the greater the household income, the less typical financial motivation becomes. Frequent second-hand shoppers are financially more motivated to shop in such settings than individuals who rarely pursue this kind of activity. Thus, our case reinforces the findings according to which the so-called “excluded consumers” (William and Windebank, 2000; Williams and Paddock, 2003), whose limited financial resources prevents them from accessing new products, prefer to shop in second-hand settings where the lower price of the products allows them to take part in the consumer society. This outcome is consistent with the qualitative study preceding the research at hand (Nistor, 2021), whose results indicate that frequent thrifters tend to buy small stuffs, which makes it essential for them to make cheap bargains. The three variables included in the regression model jointly account for 6.1% of the dispersion of financial motivation, the biggest one being the impact of the frequency of second-hand shopping – results thus continue to underline the fact that it is important for frequent thrifters to get their products at a fair price. Apart from the already indicated variables (11), financial motivation does not appear to show any correlation at all with any measured value variable (importance of work, friends, family, material resources, politics, and religion) and is not significantly affected by higher educational attainment, settlement type, or economic status.

Table 3. *The significant determinants of the economic/austerity motivational factor (Model 2)*

	Coefficients		T-values	P-value (t)	VIF
	B	Beta			
Frequency of shopping	0.421	0.210	4.120	0.000	1.005
Age	-0.010	-0.119	-2.313	0.021	1.018
Households’ monthly net income/person (RON)	-0,000	-0.104	-2.025	0.044	1.023
Adjusted R ²	0.061				
F-statistic	8.806				
P-value (F-statistic)	0.000				
Number of observations	364				

Note: B – Unstandardized Regression Coefficient, Beta – Standardized Regression Coefficient, VIF – Variance Inflation Factor.

The second most important factor variable was the ecological and anti-consumerist motivation behind thrift shopping. The six variables (Model 3 from Table 4) included in our second model jointly account for 9.9% of the dispersion of the factor variable, and the influence of age shows the greatest significance: the older the second-hand shopper, the less likely it is to shop out of ecological and anti-consumerist motivation. Additionally, it also appears that the more important one considers the financial side, the less relevant this motivation becomes for

them. Also, the more important politics and friends are and the higher the net monthly income per capita and educational attainment, the more predominant this motivation is.

Table 4. *The significant determinants of the environmental/critical motivational factor (Model 3)*

	Coefficients		T-values	P-value (t)	VIF
	B	Beta			
Age	-0.0019	-0.209	-3.968	0.000	1.121
Upper level education	0.347	0.161	3.052	0.002	1.122
Material values are important	-0.277	-0.138	-2.663	0.008	1.082
Politics is important	0.601	0.140	2.773	0.006	1.027
Friends are important	0.324	0.128	2.502	0.013	1.058
Households' monthly net income/person (RON)	0.000	-0.123	-2.351	0.019	1.105
Adjusted R ²	0.099				
F-statistic	7.633				
P-value (F-statistic)	0.000				
Number of Observations	364				

Note: B – Unstandardized Regression Coefficient, Beta – Standardized Regression Coefficient, VIF – Variance Inflation Factor.

Our results are consistent with previous results in the literature, according to which the importance of material values are negatively related to the critical motivations of second-hand shopping (Guiot and Roux, 2010) since individuals seeing possession as a relevant feature usually invest in new products and are less open to recycling and environmentalism. Analyses in environmental sociology reinforce the finding that environmental awareness is linked with the post-material value system (e.g. Mayerl and Best, 2018). Variables with a significant influence on the motivational dimension point to the consumer profile typically referred to as the LOHAS (Lifestyle of Health and Sustainability) consumer segment: they are knowledgeable due to their high level of educational attainment, tend to espouse post-material values, are open to public affairs, have a good financial status, and are mostly young people (Natural Marketing Institute, 2002; Szakály et al., 2015). Therefore, it appears that among the consumers in the region of Szeklerland there is an emerging LOHAS group, whose members tend to associate second-hand shopping with sustainability and responsible consumption.

The originality motivation behind thrifting is related solely to the frequency of second-hand shopping (Model 4 from *Table 5*): frequent thrift shoppers are more characterized by the originality motivation compared to individuals shopping for second-hand goods on rare occasions.

Table 5. *The significant determinants of the originality motivational factor (Model 4)*

	Coefficients		T-values	P-value (t)
	B	Beta		
Frequency of shopping	0.389	0.193	3.837	0.000
Adjusted R ²	0.035			
F-statistic	14.725			
P-value (F-statistic)	0.000			
Number of Observations	381			

Note: B – Unstandardized Regression Coefficient, Beta – Standardized Regression Coefficient, VIF – Variance Inflation Factor.

The social interaction motivation indicates a relationship with five independent variables, which jointly have an explanatory power of 13.7% (Model 5 from Table 6). Individuals who consider religion and friendship important, go to thrift stores more often, live in rural areas, and have a lower educational attainment usually visit second-hand shops because of the social interaction motivation. The qualitative study preceding the research at hand (Nistor, 2021) included several interview subjects who referred to thrift shopping as a recreational activity that is in many cases rather about looking around in second-hand shops in the company of friends. Our results strongly corroborate this social capital component of thrifting and are similar to the findings described by Bardhi and Arnould (2005) and Guiot and Roux (2010), i.e.: recreational motivation assumes shopping around in groups.

Table 6. *The significant determinants of the social interaction motivational factor (Model 5)*

	Coefficients		T-values	P-value (t)	VIF
	B	Beta			
Frequency of shopping	0.257	0.128	2.666	0.008	1.011
Upper level education	-0.522	-0.244	-5.013	0.000	1.044
Importance of friends	0.324	0.129	2.687	0.008	1.014
Importance of religion	0.326	0.159	3.268	0.001	1.047
Size of locality	-0.221	-0.104	-2.109	0.036	1.070
Adjusted R ²	0.137				
F-statistic	13.064				
P-value (F-statistic)	0.000				
Number of Observations	381				

Note: B – Unstandardized Regression Coefficient, Beta – Standardized Regression Coefficient, VIF – Variance Inflation Factor.

The final factor variable is the nostalgia and self-expression motivation. This regression model (Model 6 from *Table 7*) includes four independent variables with a significant role, which jointly account for 4.8% of the variability of the nostalgia and self-expression motivation. This motivation is a characteristic feature of individuals who have no children, are economically active, and see friendship and work as relevant values. This has a very-difficult-to-explain rationale: it is most likely that a specific clothing (vintage) subculture emerging along independent, economically active respondents is what lies behind this motivation (Jenss, 2005; Cassidy and Bennett, 2012).

Table 7. *The significant determinants of the nostalgic and self-expression motivational factor (Model 6)*

	Coefficients		T-values	P-value (t)	VIF
	B	Beta			
Presence of children	-0.242	-0.120	-2.240	0.026	1.065
The importance of work	-0.331	-0.147	-2.771	0.006	1.051
The importance of friends	-0.287	-0.111	-2.108	0.036	1.033
Economically active	0.287	0.132	2.481	0.014	1.048
Adjusted R ²	0.048				
F-statistic	5.431				
P-value (F-statistic)	0.000				
Number of Observations	356				

Note: B – Unstandardized Regression Coefficient, Beta – Standardized Regression Coefficient, VIF – Variance Inflation Factor.

Summing up the last three motivational factors that together outline the stimulation/hedonism dimension, we can find personal lifestyle, various value preferences, social capital, and the frequency of second-hand shopping to be included among the explanatory variables. All of this leads to the conclusion that there is a group whose members see second-hand shopping as neither an economic nor a sustainability issue but as a specific ground and opportunity for spending their free time and expressing themselves.

4.3. The Size and Patterns of Specific Second-Hand Shopping Groups

Similarly to other scholars' works (specifically: Guiot and Roux, 2010; Balsa-Budai and Kiss, 2019), in order to reveal the composition of specific second-hand shoppers' segments, we ran a cluster analysis (K-Means method) on the motivations of second-hand shopping as well as on the already presented independent variables (see the list of variables in the *Appendix, lists 1–2*). Following 13 iterations, a stable and homogenous 3-cluster solution along 14 variables was obtained (Model 7). According to the 7th model of our analysis (*Table 3* from the *Appendix*), the most

important variable of cluster segmentation is represented by age, followed by importance attached to work, post-secondary education, material values, the environmental/critical motivation, and the monthly net income/person in a household.

Thus, contrary to the results of Guiot and Roux (2010) as well as Balsa-Budai and Kiss (2019), which revealed four clusters, we managed to discover three segments (Model 7 from *Table 8*). None of these segments are extremely clear in their composition, i.e. there exist specific second-hand-shopping-related and socio-demographic variables that can be found across each cluster, which means that there is a polymorphous background in each of the segments (see Guiot and Roux, 2010). However, there are certain aspects that clearly differentiate the segments and based on which it is possible to denominate the revealed clusters.

Table 8. *The final cluster centres (Model 7)*

	Clusters		
	1	2	3
Zscore: Household monthly net income/person	-0.44478	0.64171	-0.16844
Zscore: Age	-0.71650	0.69715	0.12983
Zscore: Type of locality	-0.40755	0.42974	0.01287
Economic/austerity motivations	0.20200	-0.06914	-0.15001
Originality motivation	-0.09710	0.24390	-0.10898
Social interaction motivation	0.46914	-0.22679	-0.27207
Nostalgia and self-expression motivation	-0.35618	-0.06861	0.47064
Zscore: Importance of work	0.34268	0.40395	-0.77379
Zscore: Importance of friends	0.30291	-0.09380	-0.23886
Zscore: Importance of material values	0.60583	-0.10132	-0.55983
Environmental and critical motivations	0.02700	-0.59365	0.57357
Zscore: Importance of politics	0.18876	0.09962	-0.30238
Zscore: Level of education	-0.67274	0.34853	0.41804
Zscore: Frequency of shopping in second-hand shops	-0.19522	0.42595	-0.22728

The first cluster comprises 127 respondents (34.9% of the sample) and can be defined as the thrifty social interactionist segment. This cluster comprises respondents who have the lowest monthly net income/person in the household, are the youngest, and are mostly from rural areas. The two major motivations determining their second-hand shopping are the economic/austerity and the social interaction motivation. Those belonging to this segment have a medium level of education, and show a moderate frequency of second-hand shopping. Work and friends are important to them, and they put importance on material values as well, the latter showing that this thrifty segment considers material belongings important, and thus second-hand shopping can offer them an avenue for taking

part in the consumer society (i.e. excluded consumers – William and Windebank, 2000). This result is also a proof that – contrary to the study of Guiot and Roux (2010) or Balsa-Budai and Kiss (2019) – our segment of thrift shoppers are not critical towards the consumer society: on the contrary, they find pleasure in locating lower-price products in second-hand shops, which can lead to overconsumption in the long run. However, our result is similar to that of Guiot and Roux (2010) and Balsa-Budai and Kiss (2019) in the sense that the cited authors did not find themselves a segment attributable to purely economic motivations. The authors of both studies found economic motivation to be accompanied by critical motivation (i.e. thrifty critics). All the same, there are also differences between our results and the antecedents in the literature, as we did not find ecological and critical motivation to be associated with economic motivation.

The second cluster comprises 119 respondents (32.7%), and its members can be defined as originality seekers. They are respondents to whom the most important motivation of second-hand shopping is the originality motivation and who visit these shops in order to find unique, original clothes. They are the oldest respondents (above 40 years old) with the highest monthly income, mostly living in urban areas, generally having a higher level of education, and visiting second-hand shops frequently. This segment was not clearly revealed either by Guiot and Roux (2010) or by Balsa-Budai and Kiss (2019). The closest segment to ours is the so-called polymorphous enthusiast group (Guiot and Roux, 2010): in the case of this segment revealed in France, the authors found respondents who were middle-aged, had above the average income, and were frequent customers of different second-hand shops; however, the originality motivation was present together with other reasons (this being the reason why they are named polymorphous). Thus, compared to the cited sources, our segment reveals a clearer profile.

The third cluster includes 118 respondents (32.4%). Given that the two most important motivations for second-hand shopping are represented in this segment by the environmental/critical as well as the nostalgia and self-expression motivation, we define this segment as nostalgic critics. They are middle-aged individuals, mostly city dwellers with a higher level of education who visit second-hand shops with a lower frequency. They do not attach importance to material values, which is also a proof in the direction that this is a critical segment towards the consumption society. They do not use second-hand shops as a form of consumerism, i.e. in order to frequently shop lower-price products, but rather as a context in which they can sporadically shop for original items and a context through which they can prolong the lifecycle of products and thus can formulate a criticism at the address of the consumer society.

As already mentioned, Guiot and Roux (2010) found the critical motivation to be tied to thriftiness (cf. thrifty critics), while the nostalgic motivation was found to be linked to hedonism in the already indicated France-based research

(cf. nostalgic hedonist), which thus means that in our socio-cultural context the second-hand shoppers' segment is different. Balsa-Budai and Kiss (2019) in their Hungary-based study found that the critical-environmental motivation (the so-called decisive segment) is linked to the frugal, less frequent use of second-hand shops, and this is in accordance with our data: nostalgic critics visit second-hand shops with the lowest frequency.

The fact that we revealed three clusters (compared to four, which are more specific in the literature), whose bases are more or less different compared to what has been found in the literature, calls for three possible explanations. The first is a methodological explanation linked to the surveys and questionnaires: the variables used in our research are not the same as the ones explored in the previously mentioned two studies. Neither Guiot and Roux (2010) nor Balsa-Budai and Kiss (2019) use the same set of variables in their study. The other explanation is linked to the different socio-geographical context of the research: in western countries, such as France, second-hand shopping can be traced back to the same set of motivations; however, these motivations can be combined in different ways by shoppers (e.g. thriftiness can go hand in hand with critical motivations), so that the resulted segments are different from ours. The role of the context is just as much important since our results obtained at the level of the Szeklerland-based ethnic Hungarian population are closer to those found previously in Hungary (Balsa-Budai and Kiss, 2019). The third explanation is again a methodological standpoint, which also accentuates the limitations of our research: we made use of a non-representative, non-probability sample, which makes it possible that a stricter methodology could bring slightly different results.

5. Conclusions

Second-hand shops are becoming increasingly widespread across the globe: besides economically less developed countries, the developed countries of the Western world are also home to an ever-growing number of second-hand settings (Williams and Paddock, 2003; Gregson and Crewe, 2003; Laitala and Klepp, 2018). The literature therefore seems to break away from the earlier paradigm according to which second-hand shops provide spaces for the so-called excluded consumers, individuals struggling with financial constraints (William and Windebank, 2000). A question ever more frequently raised by researchers inquires about what other motivations, pointing beyond material considerations, there can exist behind second-hand shopping; consequently, most research on thrifting is built around the issue of motivations (Guiot and Roux, 2010; Laitala and Klepp, 2018). Research so far has revealed numerous motivations for shopping related to second-hand settings. These can be broadly divided into two – thrifting as a constraint vs.

thrifting as a choice (Williams and Paddock, 2003; Waight, 2013) – and more specifically into three – economic/austerity, ecological/critical, and hedonic/experience-oriented (e.g. Guiot and Roux, 2010; Laitala and Klepp, 2018; Hur, 2020) – motivational groups.

The ambition of our research was to conduct a survey among the population of three counties in Romania (Covasna, Harghita, and Mureş) in order to look into the characteristics of second-hand consumption related to clothing products. The research was carried out in the Szeklerland area at large and made use of a non-representative, online, Hungarian-language questionnaire. These conditions come with a number of research limitations, which makes us view our analysis as a preliminary, exploratory work whose results may serve as starting-points for future research. Despite its shortcomings, we believe our research is an important step forward since, as to our present knowledge, no similar surveys have been made so far in Romania and more specifically in the region under study (aside from the qualitative study (Nistor, 2021) serving as a point of departure for the present research), while there is but a single work addressing the topic in relation to Hungary (Balsa-Budai and Kiss, 2019).

In this paper, we have presented customers' motivations for second-hand shopping. To that end, our research made use of the adapted, abridged version of Guiot and Roux's (2010) Second-Hand Shoppers' Motivation Scale. In designing our research, we were interested in finding out whether the motivations for shopping mentioned in the literature can be detected among our respondents, which motivations are the most typical of them, and what variables each motivation has. Finally, we also undertook a cluster analysis with a view to exploring the consumer segments associated with thrifting.

Results of the exploratory factor analysis revealed five motivational factors: economic/austerity, critical/environmental, originality, social interaction, and nostalgic and self-expression. Out of these, the last three correspond to the motivations categorized by the reviewed literature under the group of hedonic motivations (e.g. Bardhi and Arnould, 2005; Guiot and Roux, 2010; Laitala and Klepp, 2018) – hence, it can be stated that motivations behind thrift shopping as discussed in our case coincide with those presented in the literature. Considering that our research territory covered a region that is in a more vulnerable economic position within the national context, it came as no surprise that the economic/austerity motivation was the most representative feature. Further, results also suggest that critical/environmental motivation is the second most essential reason underlying second-hand shopping.

With regard to the variables accounting for the motivations, it can be said that the variables adopted in our research helped us make only a rough model of each motivation. Having said that, all of our cases included an independent variable that was found in significant correlation with the motivations under study. It can be

therefore established that the economic/austerity motivational dimension is related to modest financial situation, frequent thrifting, and younger age-group, while the critical/environmental motivational dimension is linked to higher educational attainment, younger age-group, post-material values, and good financial standing. Motivations falling under the hedonic motivational dimension are connected with social capital and the frequency of thrift shopping, i.e. with specifics of second-hand shopping/settings that make thrifting an experience.

We were able to reveal three segments of second-hand shopping with the help of cluster analysis as follows: thrifty social interactionists, originality seekers, and nostalgic hedonists. As the cluster names also indicate, various shopping-related motivations or combinations of them can be demonstrated in these cases, while some typical sociodemographic and consumption-related variables can also be associated with each segment. The clusters identified more or less coincide with consumer segments described in previous research (Guiot and Roux, 2010; Balsa-Budai and Kiss, 2019). We take the view that differences can be accounted for by the dissimilar geographical-cultural context of the research and the distinct methodological approaches. At the same time, we find it remarkable to have results consistent with the cited sources: the coexistence of motivations in certain segments, the connection between critical environmental motivation and frugal shopping, etc. We therefore believe that despite the previously mentioned limitations, our research results live up to the expectations of an exploratory study and can be used as a starting-point for further regional research.

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Appendix

Table 1. *The 19 items from the Second-Hand Shoppers' Motivation Scale (adapted from Guiot and Roux, 2010)*

To what extent do you agree with the following statements?

(1 – strongly disagree, 2 –disagree, 3 – neither disagree nor agree, 4 – agree, 5 – strongly agree)

a) By buying in second-hand shops, I can distance myself from the consumer society.	1	2	3	4	5
b) By buying in second-hand shops, I can take revenge on consumer society.	1	2	3	4	5
c) I like to buy in second-hand shops because this way I can save clothes intended to be discarded but that are still in a good condition.	1	2	3	4	5
d) By buying in second-hand shops, I can contribute to reducing waste.	1	2	3	4	5

e) By buying in second-hand shops, I can experience the feeling of not having to leave the product in the shop.	1	2	3	4	5
f) For the same amount of money, I can buy more things in second-hand shops compared to traditional shops.	1	2	3	4	5
g) Second-hand shops tend to come up with such good offers that it would be a pity not to buy them.	1	2	3	4	5
h) I have often found new products in second-hand shops for a fraction of their regular price.	1	2	3	4	5
i) I think that new products on sale in traditional shops are overpriced.	1	2	3	4	5
j) I consider that second-hand shops have fair prices.	1	2	3	4	5
k) I like to visit second-hand shops just to have a look around.	1	2	3	4	5
l) In second-hand shops, I often get the feeling that I am on a treasure hunt.	1	2	3	4	5
m) Unique and special products can be found in second-hand shops.	1	2	3	4	5
n) One can find products in second-hand shops that are not available in traditional shops.	1	2	3	4	5
o) In second-hand shops, there is often opportunity to initiate a conversation with other people.	1	2	3	4	5
p) Visiting second-hand shops is, for me, a way of spending leisure time in the company of others.	1	2	3	4	5
q) Things bought in second-hand shops have their own history.	1	2	3	4	5
r) I am more into old-time fashion than today's trends.	1	2	3	4	5
s) I can express myself better with products bought in second-hand shops.	1	2	3	4	5

Table 2. *The results of the exploratory factor analysis (Model 1)*

Factor	Item	Factor Loading	Communality	Variance (%)	Cronbach's alpha
Economic motivation	f	0.802	0.698	30.42%	0.808
	g	0.731	0.618		
	e	0.713	0.576		
	h	0.679	0.613		
	j	0.643	0.424		
	i	0.573	0.440		
Critical/environmental motivations	d	0.877	0.796	12.02%	0.752
	c	0.852	0.762		
	a	0.634	0.504		
Originality motivation	n	0.875	0.825	10.95%	0.808
	m	0.862	0.823		
Social interaction motivation	o	0.872	0.804	7.95%	0.789
	p	0.871	0.812		
Nostalgic and self-expression motivation	r	0.881	0.817	7.21%	0.727
	s	0.768	0.770		
Total	15			68.56%	

Table 3. *The cluster model's statistics (Model 7)*

	F	P-value	Minimum	Maximum	N
Zscore: Household monthly net income/ person	48.978	0.000	-1.33312	4.43039	364
Zscore: Age	93.504	0.000	-1.60355	3.10156	381
Zscore: Type of locality	24.358	0.000	-1.42920	0.69785	381
Economic/austerity motivations	4.310	0.014	-4.07108	2.20832	381
Originality motivation	4.811	0.009	-3.61559	2.17655	381
Social interaction motivation	24.075	0.000	-2.04384	2.41742	381
Nostalgia and self-expression motivation	24.057	0.000	-2.16737	2.91310	381
Zscore: Importance of work	71.287	0.000	-3.15267	1.19938	381
Zscore: Importance of friends	10.160	0.000	-3.74996	0.86631	381
Zscore: Importance of material values	55.814	0.000	-2.63366	1.64078	381
Environmental and critical motivations	51.435	0.000	-3.04147	1.97154	381
Zscore: Importance of politics	8.446	0.000	-0.76630	3.52724	381
Zscore: Level of education	62.650	0.000	-1.44639	0.68956	381
Zscore: Frequency of shopping in second-hand shops	17.773	0.000	-0.89167	1.11855	381

List 1. *The list of the independent variables with significant influence introduced in the regression and cluster analyses*

Frequency of shopping in second-hand shops. 0 – once or less than once a month, 1 – frequently, at least several times a month

Income. Households' monthly net income/person (in RON)

Age. Numerical age

Presence of children. 1 – at least one children, 0 – no children

Education. 0 – not upper level, 1 – upper level

Economically active. 1 – economically active, 0 – economically inactive

Household's income. Appreciated by class mean.

Type of locality. 1 – urban, 0 – rural.

Importance of work. 0 – not important (somewhat or less then somewhat important), 1 – important (important and very important)

Importance of family. 0 – not important (somewhat or less then somewhat important), 1 – important (important and very important)

Importance of friends. 0 – not important (somewhat or less then somewhat important), 1 – important (important and very important)

Importance of politics. 0 – not important (somewhat or less then somewhat important), 1 – important (important and very important)

Importance of material possessions. 0 – not important (somewhat or less then somewhat important), 1 – important (important and very important)

Importance of religion. 0 – not important (somewhat or less then somewhat important), 1 – important (important and very important)

List 2. *The list of the independent variables without significant influence introduced in the regression and cluster analyses*

Amount of money spent in second-hand shops. Appreciated by class mean.

Number of children.

Employment. 0 – not full time, 1 – full time

Family arrangement. 1 – has a spouse/partner, 0 – single

Household's members. How many people live in the household (together with the respondent)?

Subjective social status. Measured on a 1–10 scale.

Importance of acquaintances. 0 – not important (somewhat or less then somewhat important), 1 – important (important and very important)

Importance of leisure time. 0 – not important (somewhat or less then somewhat important), 1 – important (important and very important)

Working abroad in the last 6 months. 1 – yes, 0 – not

Subjective income status. 1 – above the average, 0 – below the average

Shopping alone in second-hand shops. 1 – yes, 0 – not