MILLENNIALS MOTIVATIONS FOR SHOPPING SECOND-HAND CLOTHING AS PART OF A SUSTAINABLE CONSUMPTION PRACTICE

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Textile Management

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Abstract

Purpose - The purpose of this study is to investigate the underlying causes for the millennials’ engagement into reusing clothes who are characterised by both, a high consumption of second-hand clothing and a certain environmental awareness. Considered as both, a sustainable consumption practice as well as a current trend, it shall be focused in what way these aspects influence the millennials’ consumption of second-hand clothing.

Design/Methodological Approach - For answering the research questions, a qualitative approach was followed including 10 semi-structured face-to-face interviews with millennials who shop second-hand clothing in Swedish charity thrift shops.

Findings - The findings reveal various motivations of millennials for shopping second-hand clothing and its connection to being a current trend. It is somewhat influencing millennials that shopping second-hand clothing is a sustainable consumption practice. However, it is rather motivated to be part of the trend. In some cases it displays a justification for a higher consumption of clothing. However, environmental concerns do not appear as the primary motive. The findings lead to the assumption that shopping second-hand clothing fulfils the same needs as fashionable clothes do for the millennials.

Originality/ Value - Little research has been conducted to understand the millennials’ underlying causes for engaging into second-hand shopping. Recently, they have been discovered as a cohort with a high affinity to reusing clothes. This study examined millennials’ various motivations, taking a closer look on environmental concerns as shopping second-hand clothing is considered as a sustainable consumption practice. Furthermore, it is investigated which role second-hand shopping has in the overall clothing consumption of millennials. Though the findings are not generalizable, they can serve as a basis for future quantitative research within this contemporary and relevant field in the world of textiles and clothing.

Keywords - Second-Hand Shopping, Clothing, Millennials, Sustainable Consumption Practice, Consumption Behaviour

Paper Type - Research Paper
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1 Introduction

I'm digging, I'm digging, I'm searching right through that luggage

One man's trash, that's another man's come up

Thrift Shop - Benjamin Hammond Haggerty (Macklemore)

“How much can you save? How fresh can you look by not looking like anybody else?” (Markman 2013). In an interview with MTV, the famous rapper Macklemore declared the reason why ‘Thrift Shop’ became one of the most successful songs he and his companion Ryan Lewis published in the year 2012. He outlines that the song goes “against the status quo of what people normally rap about” (ibid.) showing contrast to conventions and that in a very fashionable way.

Five years after, coming from Germany to Sweden for doing a Master in Textile Management, the authors of this thesis experienced similar conditions. Whereas their usual consumption pattern was more or less settled, the Swedish buying culture had a new impact on it. The authors have discovered that it is common to go to second-hand stores, especially for young and fashionable persons of their generation. With the knowledge of second-hand garments being by far the most sustainable way of dealing with unwanted clothes and their actual value, both have started consuming more in second-hand stores as well. In this context, they have asked themselves: why? Because it is more sustainable? Because it is trendy? Or because it is trendy to be sustainable? By this means, the idea for the given study evolved.

1.1 Background

A recent post of @voguemagazine on Instagram (see Figure 1) confirms that second-hand and vintage clothing is literally en vogue. Especially in the Western society, the consumption of second-hand clothing has become a trend during the last two decades (Ferraro et. al 2016). Apart from traditional charity shops and flea markets, second-hand retailing has become a business model with high revenues in forms of retail and consignment stores, both offline and online (Yang et al. 2017). According to James Reinhardt, Co-Founder and CEO of the American online resale platform THREDUP, “more people are shopping second-hand than ever before. In fact, one of three women shopped second-hand last year” (THREDUP 2018, p.1), with growing tendency as stated in the current resale report. It is predicted that resale is capturing a market share with an annual growth from 20 billion Dollars in 2017 to 41 billion

![Figure 1: Screenshot of the @voguemagazine Instagram Post](image-url)
Dollars in 2022 (ibid.). A concurrently rising demand of second-hand clothing is confirmed by THREDUP’s expansion to Europe in 2017, amongst others to Germany and Sweden (Turner 2017). Even though no exact figures exist, it is counted with a rise from 500 million Euro to one billion Euro in Germany (Weishaupt 2017). Sweden is titled as the second-hand paradise where apart from charity thrift shops the online resale websites Tradera and Blocket are very well received (Raeed 2017).

Reinhardt (THREDUP 2018) thinks that “resale will be larger than fast fashion as consumers rethink eco-impact of apparel” (p. 1) in the future. To be questioned is whether environmental concerns are really the reason for a growing amount of people engaging into the resale concept.

According to Eva Kruse (2017), CEO of the Global Fashion Agenda (hereafter GFA), “sustainability or responsible innovation is by far the biggest trend in the industry right now”. The GFA organises the Copenhagen Fashion Summit that “has established itself as the world’s leading business event on sustainability in fashion” (Global Fashion Agenda 2018).

Over the last decades, the trend of sustainability has emerged, reaching the industry of textiles and fashion due to its large environmental impact by the fast fashion movement. According to Fisher (2016), the textile and clothing industry is the second-largest polluting industry in the world. Apart from producing emissions, utilising water and other natural resources, a vast amount of waste is created (Rhonda 2016). In 2013, 15.1 million tons of textile waste was generated with 12.8 million tons being discarded, leading to a further increase of emissions in the next step (ibid.). Buying a used piece of clothing, on the contrary, leads to a reduction in carbon waste and water footprints by 73 percent and can extend its average lifetime to around 2.2 years (THREDUP 2018). Reusing clothes is currently one of the most environmentally sustainable options of clothing consumption (Corvellec and Stål 2017).

This is especially adapted by younger consumers, the so-called ‘millennials’ who are considered as rather sensitive regarding environmental concerns (Guevarra 2010). Being one of the only to quantify the consumption of second-hand clothing, THREDUP evaluated the millennials as a customer segment consuming second-hand clothing the most (THREDUP 2018).

Though first scientific research has been conducted on motivations for second-hand shopping, no specific focus was laid on the purchasing generation. Little is known about the underlying reasons for millennials engaging into this form of consuming clothes.

1.2 Problem Discussion

Within the sales report of the online resale platform THREDUP (2018) it has been found out that millennials show the greatest affinity towards second-hand clothing consumption. Apparently, the millennials between the ages of 18 and 24 account for the most ‘resales’ with around 40 percent of all people shopping in thrift-shops in 2017 (THREDUP 2018). Correspondingly, it has been discovered that they “are most likely to switch to thrift because of environmental reasons” (ibid.) with 35 percent more than the average of all thrift-shoppers examined in the study of THREDUP (2018). In contrast, findings also reveal that millennials are the most impulse shoppers discarding clothing items after only one to five wears (ibid.).
In this means, the environmental awareness the millennial consumer group cultivates is accompanied by high purchasing rates, whereas the acquisition of clothes often results in discarding them in equal manner (Parment 2013).

A high consumption, also known as overconsumption, is generally considered as unsustainable (Cole 2010). According to Polianskaia (2018), a gap between attitude and behaviour is a phenomenon commonly examined when executing a pro-environmental attitude. With this in mind, it is of question whether the millennials’ habits display this gap between their environmentally friendly attitude and yet antithetic consumption behaviour of second-hand clothing since it appears as a contemporary answer to their dilemma of satisfying consumption needs.

Examining the millennials in this very context shows an increasing importance since they are the purchasing generation of the future, gaining more influence in the world and markets of consumption (Parment 2013). Moreover, they are estimated on exceeding the spending power of purchasing green products from the baby boomer generation (Fuller 2013). Since the millennial generation is characterised by a certain environmental awareness (Sheahan 2005) and its rising purchasing power (Pew Research Center 2014), it is assumed to have the knowledge and the possibility to change the environmental sustainability in the fashion industry. Therefore, it is an important cohort to examine their professed attitude and the influence on their consumption behaviour.

Taking second-hand clothing into account is justified since it is gaining popularity, especially for the millennial generation (Ferraro et al. 2016). In the last decades, the concept of second-hand clothing has been reinvented on a more commercial basis and as already mentioned represents an expanding trend in the Western society (Yang et al. 2017). Previous studies on second-hand shopping have demonstrated multi-dimensional motivations, amongst others fashion interest and environmental concerns (Guiot and Rioux 2010; Ferraro et al. 2016). Taking this latter into account, it has not been investigated as the driving motivation to purchase second-hand clothing (Cervellon et al. 2012; Yan et. al 2015). However, it has been found out that, for example students who shop second-hand clothing are more eco-friendly than those who do not (Yan et al. 2015). Thus, it is questioned whether second-hand clothing consumption really displays a sustainable consumption practice for millennials or whether it is just a way to promote their sustainable lifestyle.

1.3 Purpose and Research Questions

The millennials are engaged into second-hand shopping and are claimed to be characterised by both, a certain environmental awareness and a high consumption of second-hand clothing. Given these facts, the purpose is to investigate the underlying causes for their engagement into reusing clothes, since it is considered as both, a sustainable consumption practice as well as a current fashion trend. It shall be focused in what way these aspects influence the millennials’ consumption of second-hand clothing. Previous studies challenge a general environmental awareness as the driving force for consuming second-hand clothing. Based on this, it shall be examined whether a potential environmental awareness is leading the millennial to purchase second-hand clothing or if it is rather used as a justification for a higher
consumption. Further, it shall be questioned, whether it is a medium for promoting a sustainable lifestyle when shopping second-hand clothing.

The research questions for this study, thus, comprise one overall and three supporting sub-questions:

**How do millennial consumers explain and view their second-hand consumption practices?**

- What are the motivations for millennials to shop second-hand clothing?
- What role does second-hand clothing consumption have in their overall consumption?
- Which importance does second-hand clothing have as a sustainable fashion practice?

### 1.4 Definitions

For the current study, the key topics are defined which shall provide the reader with a better understanding throughout the reading process.

#### 1.4.1 The Millennial

The term as well as the generation ‘millennial’ was firstly introduced by Neil Howe and William Strauss (1998) who brought it into connection with this specific generation. The millennial generation is also entitled as generation Y, following the generation X which is defined as born between 1960 and 1980 (Howe and Strauss 1998). After the Pew Research Center (2014), the generation of millennials consists of relatively young consumers that are born between the years of 1981 and 1996. The Life Science Institute (2018) expands this period of time and regards the millennial generation to be born between 1982 and 2000. After the Oxford dictionary where no precise birth years are stated, the generation consists of “those people reaching young adulthood around the year 2000” (2018). Ernst & Young (2015) consider the Millennials as being born between 1981 and 1996. Since most sources define the millennial generation between the years 1980 and 2000 (Ernst & Young 2015; Oxford 2018; Life Science Institute 2018), this definition is applied to the current study.

#### 1.4.2 Sustainable Consumption

The term ‘sustainability’ derives from the concept of sustainable development at the Earth Summit in Rio de Janeiro in 1992. Within the Brundtland Report for the ‘World Commission on Environment and Development’, sustainability has been defined as a “development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” (United Nations 1987, p. 24).

The term ‘consumption’ is defined as “the action of using up a resource” (Collins Dictionary 2018). In other words, consuming goods or services describes the process and amount of using them in a particular time period (ibid.).

Connecting both definitions, ‘sustainable consumption’ can be understood as the usage of resources, so that the needs of the present are met without compromising the ability of future generations to meeting their own needs. According to the Worlds Earth Summit in 1992, the
general definition of ‘sustainable consumption’ derived as a special concept where a rising efficiency in the production of goods aligns with the individual consuming greener and more ethically (United Nations 2018). The consumer is regarded as the driving force in the market with the power of transformation (ibid.). This includes both, the environmental and the social concerns in the market (Seyfang 2011).

1.4.3 Second-Hand vs. Vintage
Second-hand clothing describes the condition of a piece of clothing which has been used and, thus, already had a lifecycle before no matter how long and often it was used (Yang et al 2017). With regard to fashion, two interrelated and coexisting terms are used which are often mixed up due to commonalities and differences in defining: second-hand and vintage (ibid.). DeLong et al. (2005) refer to vintage clothing as being related to a specific time period or setting. Generally accepted is that clothes are vintage if they were produced between the 1920s and 1980s (Cervellon et al. 2012). Further, it needs to be distinguished between the terms re-used and second-hand (DeLong et al. 2005) as vintage pieces are not necessarily pieces which have been used. This consumption mode is often confused with second-hand consumption due to the overlap which exists: vintage pieces might be second-hand and second-hand pieces might be vintage, but [...] not all vintage pieces are used and not all second-hand pieces are old (Cervellon et al 2012, p. 958).

According to Cervellon et al (2012), second-hand and vintage clothing purchases are differently motivated. Considering the definition of second-hand shopping as per Guiot and Roux (2010), it comprises both a product and a sales dimension defined as “the acquisition of second-hand objects through methods and places of exchange that are generally distinct from new products” (p. 356). Therefore, and in the sense of an extended definition, the sales channels need to be taken into account to delineate the two terms subsequently.

1.4.4 Second-Hand Channels
Being part of the retail business, different channels exist where the distribution of second-hand clothing is ranked first (Han 2013). Traditionally, these are charity as well as consignment shops. Furthermore, thrift shops exist which buy used products from individual owners or take them on a commission base and resell them (ibid.). Commonly, these disguise themselves as vintage boutiques and advertise with a vintage-image to attract vintage-interested consumers, though the second-hand clothing cannot be defined as such (Cervellon et al. 2012). In regards to this shop type, it has emerged that second-hand side-by-side with new clothes are offered and sold (ibid.). In the last years, selling second-hand clothing has been also adopted by fashion brands with the aim to take over extended producer responsibility (hereafter EPR). Second-hand clothing of the own brand are taken back and resold in the same or alternative distribution channels (Kvant Hvass 2014).

1.5 Delimitations
For studying the cohort ‘millennials’, it could be discussed that following a quantitative research method might be appropriate to present such a large generation. But to understand this generation and its behaviour with regard to second-hand clothing, a qualitative approach was considered as more suitable to let every phenomenon occur. Since no qualitative data is
available, following a quantitative approach would skip a necessary step to gain a better understanding of this generation in the context of this study. A mixed-method research approach could have been followed to further process the qualitative findings. However, due to the time limitation following this method would have gone beyond the scope of the current study. By this means, the findings cannot be generalised, but build a profound base to follow up a quantitative research method.

Furthermore, it shall be emphasised that the authors take the stand of shopping second-hand clothing being considered as a sustainable consumption practice. Even though, the authors consider it as a current trend, the fashion perspective has not been regarded as the prime importance. Thus, the aspect of fashion is embedded, but not treated separately as its own topic.

1.6 Disposition
Facilitating the overview of the current study, the structure is represented hereinafter. It is started with a literature review whereby the research on previous studies leads to the formulation of the research gap. Based on this, the theoretical framework is presented which shall support the research in the analysis of the empirical data. This is followed by the methodology chapter explaining the inductive research method. It is led over to the presentation of the results collected by in-depth interviews and their analysis. Afterwards, the findings of the interviews are discussed with the proposed theoretical framework of the study. It is concluded with the most important findings of the study, answering the research questions and giving an outlook for future research.
2 Literature Review

In accordance with the purpose and research questions, this chapter will depict content that functions as subject background in order to support the core matter of this study. Based on these findings, the research gap of this thesis will be further clarified. Subsequently, the theoretical framework will be revealed to the reader.

2.1 Previous Research

In order to complete the grid, the upcoming chapter shall act as a complementary to the information that has been previously provided to the reader. It clarifies essential aspects by considering prior studies accordingly. In that sense, the millennials in their main characteristics will be further explained so that a concrete picture can be drawn. This is followed by the consumption behaviour especially focusing on second-hand clothing considered as sustainable consumption practice. Lastly, the concept of second-hand with a focus on consumers’ motivations for purchasing second-hand clothing is presented.

2.1.1 The Generation of Millennials

Since 1977, the study on generation-based consumption behaviour has gained primary attention (Penn 1977; Corster 1999). Global consumption patterns are analysed for finding out more about the rising differences between generations and the evolving shift of desires, attitudes and needs (Badger et al. 1998; Schewe et al. 2004; Beller et al. 2005).

An important finding of generational research shows a transformation in the last part of the twentieth century dealing with issues concerning the quality of life and in particular an environmental awareness. The previous values of materialists are becoming less important as the ones of sustainable consumption and societal responsibility are rising (Featherstone 1991). These issues have become more and more popular in consumer values and perceptions and are listed today as an important part of consumption behaviour (Pew Research Center 2017).

As already elucidated in the definition chapter, first research on the millennial generation was conducted by Neil Howe and William Strauss and was brought into connection in their book “Generations – a history of America’s future” (1991). They were focusing on the differentiation of previous generations, naming this generation the ‘millennials’. Further research about the millennials was especially conducted in the perspective of the Western Society, which includes Europe, America, Australia and a part of Asia (Howe and Strauss 1998). Due to the immigration of Europeans to countries like Australia or America, their social norms, ethical values, belief systems, traditional customs and political systems appear similar (Howe and Strauss 1998).

According to the population projections from the US Census Bureau, the millennials are the first generation surpassing the segment of baby boomers by being the world’s largest living adult generation that accounts for 27 percent of the total world population, in other words, around two billion people worldwide (Pew Research Center 2018).

The relevance of millennials in the Western society is growing as they are becoming the dominating generation for consumer spending, employee sourcing and macroeconomic
outlook (Wilson 2017). At the same time they gain in importance as previous generations, such as their parents’ generation, are retiring (Wilson 2017). In the year 2018, a millennial is somewhere between a college undergraduate, college graduate, and a working professional (Muralidharan et al. 2016). After highlighting the increasing number and influence of the millennials generation, more specific characteristics are pointed out for gaining a more accurate perception.

2.1.2 Characteristics of the Millennial Generation

After introducing the term ‘millennial’, Neil and Strauss (1991) were conducting further research on the generations’ characteristics within the Western society. In their studies about generations, millennials were examined with regard to their differences and similarities (1998). With the development of the internet and the increasing prevalence of technical devices, the generation became more and more important in research (Hira 2007). In the following, the main characteristics attributed to the generation are discussed.

Millennials are claimed to be highly educated which is especially given to the increasingly improving and accessible education system of many countries in the Western world (Hira 2007; Muralidharan et al. 2016). The percentage of people with a bachelor’s or master’s degree has never been higher than in the generation of the millennials (Muralidharan et al. 2016). From this, important values can be deduced which are high degrees of knowledge and education (Muralidharan et al. 2016).

Millennials of the Western society are the first generation which has grown up in a world of digital technology, experiencing its strong development within a few years (Pew Research Center 2016). The Pew Research Center is labelling this generation within the Western society as the “Digital natives in a land of digital immigrants” (2016). After a global study conducted by Telefonica in 2014, their use of mobile technology clearly exceeds aspects of fun, whereby most millennials over country borders state to be using these technologies for educational and research approaches (ibid.). Another important realisation of the study is that they mostly have created a profile on social media (Telefonica 2014; Pew Research Center 2016).

As their attitudes towards new technologies are differing to previous generations, different studies argue about the consumption behaviour of a millennial customer in the Western world. After a research of Big Commerce (2017), a majority of 67 percent millennials is searching and purchasing on e-commerce websites, whereby 31 percent search online before actually purchasing in a brick-and-mortar store. As they are using several electronic devices to purchase and inform themselves, the importance of an Omni-channel experience is high for attracting a millennial consumer (ibid.).

Positioned as environmentally conscious, the high use of new technology as well as the constant connection to the internet is associated to the generation being well informed (Sheahan 2005). However, they are contradictory in their consumption behaviour since they are considered as strong consumers of goods. According to the report of the consulting agency Deloitte (2015), regarding the millennials spending habits, the generation is the one that outperforms the baby boomers not only in their spending power, but in their high
consumption. This rise in consumption can be especially seen in consuming more vitality products such as electronic devices, products for sports or clothing (Deloitte 2015). According to Parment (2013), the generation of millennials within developed countries shows besides other product categories the highest consumption in clothing. So far, this generation has the highest interest in clothing, as well as the identity creation with the right clothes has never been stronger in any of the previous generations (ibid.). Apparently, millennials perceive second-hand clothing as an accurate source for their identity creation, yet they act wasteful regarding the time they actually wear a piece of clothing (THREDUP 2018).

A study of Muralidharan and Heo (2016) examining the green purchasing behaviour of young millennials found a direct connection between their environmental concern, their reference groups as well as social surroundings and a greener buying behaviour. The majority of millennials emphasise a conscious and sustainable mindset as well as general environmental concerns they wish to include into their buying actions (Telefonica 2014). Under these circumstances, however, higher prices for green products not seldom appear as obstacles for a more environmentally-friendly purchasing behaviour (Muralidharan and Heo 2016). Similarly regarding a sustainable consumption, the reciprocal effect of eco-consciousness and high consumption levels creates contradictions (Sheahan 2005).

Moreover, though they have a high level of knowledge, a buying behaviour that is environmentally-friendly will not exist unless they are having a sincere concern about their environment (Muralidharan et al. 2016). Providing the customer with background information on how a product can help minimizing ecological problems is seen as a way to raise a better understanding of environmental issues and making an educated purchasing decision (ibid.).

Additionally, a research of the Pew Research Center (2016) shows that the majority of millennials raise their expectations towards companies to show a higher degree of commitment for a corporate responsibility. An observed trend is the consumption with a good cause as a side benefit, such as incorporated give-back systems. These systems are implemented in the business models of companies like Toms or Warby Parker. Both companies donate either a pair of shoes (Toms) or glasses (Warby Parker) when a pair is purchased by a customer (Toms LLC 2017; Warby Parker 2017).

Besides the mentioned differences, the millennials show a crucial commonality with previous generations, which is the influence of the price on the purchasing decision (Kestenbaum 2017).

2.1.3 Consumption Behaviour

First research on consumption behaviour has been implemented by Howard et al. in 1968 with regard to marketing purposes and has gained increasing attention since then (Arndt 1986; Hawkins et al. 2009; Belk et al. 2012; Solomon 2016). As society, technologies and economies are in a constant state of change, the importance of research in consumption behaviour is consistently high (Solomon 2016).

Consumption behaviour explains the decision-making process on how to spend resources, such as money, time and effort. It is an inclusive term that takes into account what, why, when, where and how often people buy and use a product.
Consumption behaviour summarises all actions of a consumer when purchasing, using and disposing, as well as all services that are connected to the purchase (Jisana 2014; Perner 2018).

Within the consumption behaviour of clothing and fashion it can be differentiated between the term ‘shopping’ and ‘consuming’. While consuming is understood as “using up resources” (Collins Dictionary 2018), shopping describes “browsing and/or buying products in exchange for money” (Collins Dictionary 2018). In this context, consuming is considered as part of shopping and supplemented by the factor of browsing.

Within the research of consumer behaviour, sustainable consumption practices were examined with the rise of an environmental awareness during the last decades (Bly et al. 2015). Studies on sustainable consumption examine different sustainable practices such as downscaling, shifting towards more sustainable products or anti-consumption (ibid.).

The current consumption situation in industrialised countries with high exploitation of resources and the lack of global distribution of natural resources does not align the needs of current generations to meet the demands of future generations (Meyers 2012). Sustainable development requires a change in lifestyle and consumption, the latter to be reduced. Private consumption of an individual in the Western society is marked with his values and psychological behavioural patterns (ibid.).

Downscaling consumption is one idea of individuals being more environmentally friendly, which is regarded as a sustainable consumption practice minimising the environmental footprint of the consumer (Meyers 2012). Downscaling consumption is considered as buying in a reasonable frequency and amount, which is after Meyers (2012) a conscious way of consuming, here also reflecting back on the millennial and his contrasting consumption behaviour.

Another sustainable consumption practice is anti-consumption which basically means being against consumption (Lee et al. 2009). Studies show that neglecting products of certain fast fashion brands consumers consider as being more sustainable in their lifestyles. Practicing anti-consumption can be attributed with environmental concerns of individuals, but at the same time it is motivated through self-interests and the well-being of individuals (Cherrier and Murray 2007).

A research of Black and Cherrier (2010) looks at sustainable consumption while focusing on the subjective values and contextual motivations of consumers purchasing green products. The core of the study is that a consumer is willing to consume more sustainable, provided that the drawback he is making fits within his discretionary latitude. This latitude is differing from person to person and is above all driven by subjective values (Black and Cherrier 2010). One key finding is that a consumer is not willing to make the sustainable purchase if he is not able to combine his core attitudes and values with a green product. Another finding of the study shows an interconnection between a sustainable living practice and anti-consumption. Integrating these practices into a consumer’s lifestyle are the reuse, rejection or reduction of products and every consumption activity (Black and Cherrier 2010).
In this case, the consumption of second-hand clothing is categorised as a practice of reusing and, hence, approximates the idea of anti-consumption.

2.1.4 Second-Hand Clothing Consumption

In previous literature, the topic of second-hand clothing has been considered from different disciplines. One point of view is historical: Research has been conducted on trade with second-hand clothing and its temporal evolution within Europe from the pre-industrial period to the industrial and post-industrial periods (Ginsburg 1980; Frick 2005; Damme and Vermoesen 2009; Barahona and Sánchez 2012).

Another focus on the concept of second-hand clothing is the field of retailing. Though it exists for centuries, second-hand fashion retailing has gained popularity within the last decades. Next to the emerging trend of vintage, it has become a field of interest due to the accumulating rejection of fast fashion and its high amount of textile waste that results from the short product life-cycles induced by the throwaway habits of many consumers (Ferraro et al. 2016). On this account, second-hand retailing has been recently embedded into the broader context of supply chain management and became a central point of reverse logistics dealing with the material flow after the use-phase (Kant-Hvass 2014). Reverse logistics takes the different possibilities of returning material flows into account apart from disposal which is considered as the most unfavourable option with regard to environmental sustainability (Corvellec and Stål 2017). The more favourable options are recycling and especially reusing of clothing (ibid.). In the sphere of environmental sustainability, second-hand fashion retailing has gained importance as an alternative consumption channel (Guiot and Roux 2010).

2.1.5 Motivations for Second-Hand Clothing Consumption

Consuming second-hand clothing has a long-standing tradition which goes back to the Renaissance era due to poverty of humanity (Frick 2005). Historical evidence of second-hand consumption from different periods exists which reveals its changing meaning until today. Prior to the industrial revolution, new clothes were luxury goods which were only affordable by the more privileged people. For the general populace, second-hand clothing constituted an affordable alternative being widely traded along different social classes (Frick 2005). Within the industrial revolution period (c. 1700-1850), second-hand clothing trade expanded (Lambert 2004; Sanderson 1997). It was acclaimed in the general populace and demanded due to affordable prices, leading to a wide trading network (ibid.).

After the industrial revolution, the meaning of second-hand clothing changed. With the implementation of ready-made clothing (through the development of the spinning wheel) in the mid-end 19th century, providing clothes of greater variety and lower prices, second-hand trade decreased. Due to this, used clothes were consumed mostly by poor families and became a sign of the low social class (Ginsburg 1980). By this means, it is assumed that second-hand clothing obtained this bad stigma. Considering Europe, it has not changed until the 1990s, when second-hand clothing gained another meaning in the wider public as retro-styled clothes became fashionable for the mainstream and the styles from the 1970s revitalised (DeLong et al. 2005). This has recently gained greater attractiveness since wearing vintage clothes has become more stylish (McColl et al. 2013).
Furthermore, with an increasing interest in sustainability from consumer, but also industry-wise, the relation of wearing second-hand clothing and sustainable consumption has been promoted (Ferraro et al. 2016). Since the consumption of second-hand clothing has gained popularity, several studies focused on researching the motivations of purchasing second-hand clothing apart from economic reasons.

With regard to acquiring used goods, second-hand consumption of clothing has been increasingly researched in different contexts within the last two decades. Studies of DeLong et al. (2005) and McColl et al. (2012) particularly deal with the context of vintage. Furthermore, it has been studied in the luxury context, for instance, by Turunen and Leipämäa-Leskinen (2015). Apart from research within Western societies, second-hand clothing consumption has also been studied with regard to the Asian market with contributions by Xu et al. (2014) and Chan et al. (2015). Considering the focus on motivations for shopping second-hand, some studies focus on a general context of used goods (Williams 2003; Bardhi and Arnould, 2005; Guiot and Rioux 2010), whereby others focus specifically on clothing (Cervellon et al. 2012; Yan et al. 2015; Ferraro et al. 2016). In connection to the purpose of the current study, a more detailed review of the latter is further set out hereinafter.

The motivations for consuming second-hand products have been studied in different contexts, resulting in various explanations for second-hand products being consumed apart from economic reasons in the Western society. In recent studies, it is referred to both economic and recreational motivations which are interconnected (Bardhi and Arnould 2005; Guiot and Rioux 2010). It is summarised by Ferraro et al. (2016, p. 263) that second-hand consumption motives are primarily geared towards individual gratification and satisfaction. Accepting that people are complex consumers with varied and fluid incentive structures, second-hand consumption scholars have examined many motivations across groups of consumers, as well as within individuals.

Williams (2003), for instance, examined reasons of consumers participating in alternative retail channels, second-hand being one of them. The findings reveal that the motivations for purchasing second-hand products are dependent on the economic situation and income level of the consumer. For the lower income populace the participation in alternative retail channel is a necessity due to low income and, thus, the principal motive (ibid.). On the contrary, for people with higher income it is evidently a choice and “about the search for fun, sociality, distinction, display, the spectacular, the bargain and being seen to be buying the “right things” [emphasised in original]” (Williams 2003, p. 237). In this course, Williams (2003) also refers to previous studies in which it has been examined that people buy second-hand clothing to mark them with their own meaning, primary identified by younger women from households with higher income. The study made a beginning in indicating different motivational dimensions for second-hand purchases which used to be traditionally the economic situation (Williams, 2003). The existence of both utilitarian (economic) and hedonic (recreational) motivations have been examined in further studies which is presented in the following.

Bardhi and Arnould (2005) consider second-hand shopping in thrift stores from a dialectical perspective by “indentify[ing thrifting as] a provisional context where both the economic and hedonic orientations exist and examine the role of thrift in coexistence with treat” (p. 224). By this means, Miller’s (1998) proposition within ‘Theory of Shopping’ is questioned who
presumed that thrift and threat cannot co-exist. Further, it is confirmed that both, the recreational and economic dimensions are concurrently existing. Guiot and Rioux (2010) extend these to a critical dimension, including the ecological and ethical motivations. By this means, they have discovered a tripartite nature of second-hand shopping motivations and have developed a second-hand shoppers’ motivational scale which can be applied on different product types independent from a certain distribution channel (Guiot an Rioux 2010). The researchers have made the main contribution in the recent scientific research of motivations for second-hand consumption, building the base for further studies.

Since Guiot and Rioux (2010) have not focused on a specific second-hand product range, further studies concentrated specifically on clothes in a fashion-related context. Ferraro et al. (2016) add the motivational dimension of fashion in addition to the tripartite dimensions of Guiot and Rioux (2010), showing that the aspect of fashionability nowadays plays a huge role when shopping second-hand clothing.

Though Guiot and Rioux (2010) and Ferraro et al. (2016) present intertwined motivations to driving second-hand shopping, they have examined one dimension to be predominant. The four motivational dimensions can be seen in the recreational, economic, critical and fashion sphere which will be further discussed in the theoretical framework (Chapter 2.3.1).

Also focusing on clothing, Cervellon et al. (2012) examine motivations of women purchasing vintage versus second-hand. It is one of the studies to explicitly examine the impact of eco-consciousness for shopping second-hand clothing which has not been found out to be directly motivating (ibid.). Yan et al. (2015) examined the behaviour of purchasing second-hand clothing of college students based on different psychographic variables, inter alia environmentalism. They evaluated a difference between second-hand clothing shoppers and non-shoppers considering a positive attitude towards environmentalism and the sustainable perception of second-hand clothing (ibid.). However, the frequency of shopping in second-hand shops has not been influenced by that, assuming that purchasing second-hand clothing is not a reflection of their attitude (Yan et al. 2015). Yet in general, college students who purchase clothing in second-hand stores tend to be more environmentally conscious in comparison to non-shoppers (ibid.).

2.2 Research Gap

The generation of millennials do not only have a high consumption of clothing (Parment 2013), they are also the generation consuming second-hand the most, presuming findings of the THREDUP Study (2018). Second-hand consumption is a current trend expanding in the Western society in the last decades with a growing tendency, and is apart from this considered as a sustainable fashion practice. Previous studies have shown that consumers do not translate motives of environmental awareness neither into their general behaviour, nor into their second-hand clothing consumption. At the same time, the millennial consumer of the Western society has been identified as environmentally conscious (The Nielsen Company 2015). However, his purchasing of green product categories is mainly motivated by a self-interest with regard to his health and own needs. In terms of the consumption of second-hand clothing, it has not been evaluated so far that environmental awareness is driving the purchase
of used clothing. But what about the environmental millennial? What drives him to engage into second-hand consumption?

The purchasing power of the millennial generation is predicted to increase in the coming years as they enter the working life becoming the largest purchasing generation. The millennial is characterized by being sophisticated and environmentally aware, though his consumption of second-hand clothing seems to ascend as well. Additionally, it has been found out that this generation continues to increase its consumption in second-hand clothing. So far, this generation has not been studied in order to understand specifically its second-hand consumption behaviour. The study at hand ought to explore how this generation explains its consumption of second-hand clothing. It shall be examined which motivation incentives advocate consuming used clothing. In this sense, it is investigated whether the millennial consumer is driven by a sustainable motive and the awareness that second-hand clothing is a form of sustainable consumption, or if it is rather a way to promote a sustainable lifestyle.

2.3 Theoretical Framework

The purpose of using a theoretical framework is giving the research a lens to look through on a specific topic. Originally used in quantitative research methods, a theoretical framework shall support the collection and the analysis of data (Ngulube et al. 2015). A theoretical framework is not necessarily a prerequisite for a qualitative research method (see chapter 3), it is still common to consider existing theories (Bryman 2012).

In the following, a framework is built to gain a better understanding of the underlying causes for millennials to shop second-hand clothing with taking a closer look onto environmental concerns. Firstly, for examining the motivations for shopping second-hand, theories of Guiot and Rioux (2010) and Ferraro et al. (2016) are combined, presenting multi-dimensional motivations. As a supporting theory, the Pyramid of Maslow (1970) fathoms the consumers' needs and examines the role of fashion and sustainable consumption practices in it. Bringing the motivations for shopping second-hand clothing in alignment with Maslow, it shall be examined which needs are aspired to be fulfilled through such consumption. The aim is to elucidate what role second-hand plays in the overall consumption and whether environmental concerns provide significant implications strongly challenging the real meaning of a sustainable consumption practice.

2.3.1 Motivations for Shopping Second-Hand Clothing

After the reader was exposed to the theories by Guiot and Rioux (2010) and Ferraro et al. (2016) in chapter 2.1.6, the following will concretise once more the chosen four areas. The motivations for shopping second-hand are within this context referred to as both antecedents and consequences for consumption behaviour (ibid.).

Economic motivations are influenced by a certain price consciousness, including the search for low prices, bargain hunting and the price as a gratifying role (Guiot and Roux 2010). The generally lower price especially encourages thrifty consumers to buy second-hand products (Arnauld and Bardhi 2005).
**Recreational** motivations comprise excitement provided by treasure hunting due to an unpredictable assortment in-store as well as the search for originality in clothes. Additionally, it embraces the pleasure of nostalgia and browsing as well as the overall shopping experience which is uniquely provided in second-hand stores (Guiot and Roux 2010; Ferraro et al. 2016).

**Critical** motivations are reflected in the alienation from the mainstream. The dimension consists of both ethical and environmental concerns as well as distancing oneself from the system, such as avoiding large corporate chains (Guiot and Roux 2010). Ethical concerns means to avoid fast fashion, whereby environmental concerns address environmental sustainability, for example, recycling and reducing waste to landfill (Guiot and Roux 2010). In fact, “an eco-movement has emerged among consumers who are expressing concerns about what is seen as excessive, wasteful and/or environmentally unsound“ (Ferraro et al. 2016, p. 263). This dimension generally summarizes the position against the society that supports fast fashion, wasteful and discarding behaviours (Ferraro et al. 2016).

In this context, it is worthwhile to mention that an environmentally-friendly attitude does not necessarily bring along or steer a conforming consumption behaviour (Cervellon et al. 2012). Individual needs often overrule attitudes (Yan et al. 2015), here also pointing back to chapter 2.1.5.

All of these dimensions appear to have certain linkages, whereas the need for uniqueness has been examined as an overall antecedent for shopping second-hand (Guiot and Rioux 2010). Also the excitement of the browsing process “wandering around for the pleasure of it and without any intention of buying” (Guiot an Rioux 2010, p. 364), and impulsivity as in “spontaneous and unconsidered purchasing” (ibid.) find recognition value amongst all motivations.

With regards to second-hand clothing, Ferraro et al. (2016) extend the described dimensions by fashion due to the current developments in the second-hand retail market. Considering the emerging trend of consuming second-hand and vintage clothing, it is further interesting to explore whether this consumption behaviour is driven by fashionable reasons. Fashion motivations can be found in the urge to stand out from masses by being able to differentiate oneself from others or by recreating an identity following trends as inspiration. Eventually, keywords such as authenticity and originality are perceived as valuable factors (Ferraro et al. 2016).

For this study, the dimension of **fashion** is defined as the “desire for fashion-seeking“(Ferraro et al. 2016, p. 264). Whether it is trendy to shop in second-hand retail stores and/or the clothes, or the perception of the clothes being fashionable themselves, both is equally relevant. Due to its definition, the fashion dimension finds common grounds with the recreational dimension, complementing it with the clothes as the unit of examination. Due to this deepening attribute, the authors validated the dimensional extension as reasonable.

### 2.3.2 The Pyramid of Basic Needs and Motivations

Consumer behaviour finds its source in motivational habits accompanied by personal and emotional impulses. In reliance to this, reactions towards a given situation are particularly influenced by emotions that ultimately deepen a choice made on a personal desire.
Accordingly, a motivation is created when an individual feels the urge for satisfying a need (Neal et al. 2002).

Distinct needs at particular times are illustrated in the pyramid of needs and motivations based on Maslow’s socio-psychological theory (Maslow 1970). The needs are lined up in a hierarchical order after their importance for a person’s satisfaction (ibid.). According to the Theory of Human Motivation (Maslow 1970), a need becomes a motive as soon as it stirs a concrete desire for satisfaction. The motivations created through needs differ in their strength and importance for the individual (Maslow 1970). Figure 2 in the below visualises the pyramid gradually arranging the needs prioritised as suggested by Maslow.

![Figure 2: Maslow's Pyramid of Basic Needs and Motivations](image)

As demonstrated, five main categories were configured starting with basic physiological needs up to cognitively and emotionally advanced human needs (Maslow 1970). The two ground floors are considered as basic needs and their importance is sinking the higher one gets up in the pyramid. The principle of needs building up on each other is called the dynamic-holistic theory, where a phase conforms or completes the other, even if this only partially (ibid.). In the following, the five stages after Maslow (1970) are further set out:

The leading need influencing the behaviour and, therefore, the motivation, is the **physiological** need. Inner longings like hunger or tactile feedback, as well as smelling and touching are sensory pleasures of physiological nature. If an individual feels hunger, every other need appears non-relevant, as the body is craving for an energy source.

The second stage is the need for **safety** which occurs in cases of emergency as natural consequence of danger or insecurity. This need can be also seen as protecting the comfort zone of the individual.

The third stage is the need for **belonging**, which is the first emotional sphere and includes love, friendship, acceptance and affiliation which are all aspects of fulfilling a socializing pursuit as humans are social beings (Dames 2015).

The intensity of socializing wanders up to **esteem**, which is a value desired in a group of social entities (Dames 2015).
This need is a psychological tendency on feeling independent and strong while reaching a certain level of prestige which again influences the individual’s attitude (ibid.).

The highest stage in the pyramid, the need for **self-actualization**, is often associated with self-realization and the part defining an individual's personality. Maslow (1970) explicitly describes this stage as “the desire to become more and more what one idiosyncratically is, to become everything that one is capable of becoming” (p. 46).

He argues that as long as a need is unsatisfied, it acts as a trigger and motivator for action. However, as soon as a need was satisfied to a certain extent, the motivation for taking action is silenced (Maslow 1970).

A critical view can be laid on the hierarchical structure that cannot be universally applied on every individual as well as every situation in life. As a matter of fact, different individuals behave differently while being in the same stage of needs. Similarly, the degree of difficulty to fulfil a need varies just as some needs of the ones do not exist for the others (Fletcher and Grose 2012).

Nevertheless, every theory is accompanied by certain drawbacks, which is why it is still chosen for this research as a useful tool for understanding the role of purchasing second-hand clothing as a pursuit of satisfying needs. Though, it is not ignored that individuals reflect and perceive differently. From a flexible point of view, the pyramid further provides room for the controversy, where interdependent stages amongst their borders still appear fluent and overlapping (Maslow 1970).

### 2.3.2.1 Consumption

In today’s time of late modernity, consumerism and shopping desires are key topics which are problematized around, especially emphasized by sociologist Zygmunt Bauman (2007). Today’s society is a consumption society which has emerged from the decline of the society of producers after the Second World War (ibid.). The main characteristics of this society are its instability of desires and needs and the aspiration of immediate gratification whereby wanting has become the principal propelling, operating force. In this context, Maslow's principle of needs and motivations can be applied on the consumption process of second-hand clothing since a product is designed to evoke the feeling of a need initiating the motivation for buying it (Maslow 1970; Hawkins and Mothersbaugh 2010). Neal et al. (2002) affirm that if a need was established, consumers find themselves in the phase of collecting information choosing goods or services that appeal the most to their desires. In later events, this will lead to confirming or rejecting a purchase, evaluating the prior made decision in correspondence to being successfully satisfied or still left with a lack of fulfilment (ibid.). This confirming or rejecting, however, plays a significant role strengthening the decision-making process as well as the choice of consumption channel for satisfaction (Statt 2002; Neal et al. 2002).

The society prospers by its ever existing want for more; goods which are purchased are only satisfying for a limited time period leading to a limited life span (Bauman 2007). This is true since the most decisive need is to discard and immediately replace. A common thrive for happiness is related to an ever increasing volume and intensity of desires. According to Bauman (2007), the current society is the only society in human history to promise happiness
in earthly life, refusing to legitimize unhappiness. This implies in turn a circulation of immediate use and fast replacement of acquired objects with the hope of constant gratification. However, the prevalent consumption-oriented economy actively ensures dissatisfaction, weakens confidence and intensifies the feeling of insecurity. Bauman (2007) further claims that the consumer society prospers as long as it manages to render the nonsatisfaction of its members, and thus their unhappiness permanently.

The consumption of fashion is discussed by being driven of the desire to possess and exhibit, which is according to fashion theory caused by the fashion cycle (Wittrock 2016). The cycle is claimed to determine the prestige of specific products according to their relative novelty and trendiness (ibid.). Different theories about the fashion cycle evolved, whereby the most famous one has its evolvement in the end of the 19th century, called ‘trickle-down theory’ (Simmel 1895; Veblen 1899). Both theorists claim that something is in fashion (cycle) as long as it is trickling down a society’s hierarchy, being adopted by the lower social classes (ibid.). However, this assumption has been questioned by recent theories about the fashion cycle, claiming that there is also the possibility that fashion trends can trickle-up a society’s hierarchy (Meyerson and Katz 1957). Considering the anti-consumerist movement of sustainability and recycling as a current trend (Wittrock 2016), second-hand consumption can be viewed as a trickle-up trend with its historical background.

2.3.3 Motivational Dimensions in the Pyramid of Needs

Until now, the reader gained first insights into the multi-dimensional motivations for shopping second-hand. Found in economic, recreational, fashion and critical motives, it eventually shall be merged with corresponding needs exemplified on the pyramid after Maslow (1970).

2.3.3.1 Fashion//Recreational

After the Oxford dictionary the term ‘fashion’ is an “activity that forms, moulds or shapes either material or immaterial objects.” (2018). Fletcher and Grose (2012) extend the definition by saying that fashion supports the relationships established between individuals and their’ surroundings. It enables humans to create their identity while being powerful in communicating to the outer world. As previously stated, consumption of clothing maintains an essential part in the satisfaction of needs. Clothes are in general considered as a physiological basic need of a person covering the body (Maslow 1970). However, clothing in a fashion-related context is considered as feeding and increasing the need for belonging as well as the need of self-esteem (Fletcher and Grose 2012).

With regard to the definition of belonging, the authors decided to apply the dimension of fashion to this stage since consuming second-hand clothing can be understood as a way to follow a trend and belonging to the group wearing these clothes. The stage of self-esteem can be assigned to the recreational dimension, since its definition matches with one of the main characteristics to search for originality and uniqueness. As previously stated, the dimensions of recreational and fashion are closely connected, whereby the latter acts complementing by taking the aspect of clothing into account.
2.3.3.2 Economic//Critical

Now that the recreational and fashion dimensions found their position on the pyramid, also the last two shall be assessed and applied accordingly. In order to achieve sustainable development in consumption practices, the decision making is based on where the consumers’ needs are established in the pyramid of Maslow. Already in 1975, a research of Belk examined the connection of situational behaviour and consumption. Belk’s (1975) study expands Maslow’s needs with the fact that consumers only change their consumption behaviour when fulfilling at least the basic needs (Belk 1975). In perspective of second-hand clothing, a matter of price consciousness (Guiot and Rioux 2010) was previously revealed. In this sense, the economic motivational dimension takes effect on the base of the pyramid, comprising the physiological and safety needs. Combining sustainable development with Maslow’s pyramid, Harris et al. (2015) examined that sustainable development cannot be practiced, if consumers’ basic needs are not fulfilled. That is why people in poorer countries who are not meeting their basic needs are regarded as not being able to process a sustainable development. Harris et al. (2015) further found out that people who are meeting far more than the basic needs located on the self-esteem stage, are generally willing to fulfil priorities that are not directly related to their own needs. Sustainable fashion is considered as combining the pleasure of clothing with a person’s awareness and responsibility (Fletcher 2008). The characteristics of both, awareness and responsibility are seen as affirmation of a human in his being (Fletcher and Grose 2012) which are, in this study, both related to the fifth stage of self-actualization in Maslow’s pyramid. Taking the awareness for environmental and ethical concerns into account, it takes effect on the need of an individual to solve problems which are preliminary not applying on themselves. Based on this, the critical dimension is assigned to the self-actualization stage. Concluding according to Harris et al (2015), previous needs of individuals of lower stages in the pyramid need to be fulfilled that an action motivation is triggered by environmental or ethical concerns.

Figure 3: Maslow’s Pyramid of Needs connected to the Motivational Scale after Guiot and Rioux
Drawing on these conclusions, Figure 3 demonstrates the pyramid of the needs after Maslow (1970) in alliance with the motivational dimensions according to Guiot and Rioux (2010) and Ferraro et al. (2016). The positions of the respective motivations were determined according to the previously discussed theories.

According to Guiot and Rioux (2010), an accumulation of intertwined motivations is always leading to a purchase, whereby there is always one dominant dimension being the driving force. The prevalent motivation leading to purchasing shall provide knowledge about the individuals’ position in the pyramid. It is assumed that if the needs and desires of one of the lower stages are not fulfilled by the second-hand purchase, one cannot climb up the pyramid. Therefore, it is concluded that second-hand clothing purchases are only motivated through environmental and ethical concerns if lower motivations are covered.

It is emphasized that the assigned positions in the stages of Maslow’s pyramid only refer to the motivations that second-hand clothing is purchased for. It is not representing the position of the individuals in their overall life situation, as well as the nature of diversity still takes place. An individual may be in another stage in Maslow’s pyramid regarding its consumption of other goods.

3 Methodology
Presenting the method of the current study in an encompassing manner, the following chapters comprise the research method and design, the sampling method(s) as well as the data collection and approach for data analysis.

3.1 Research Design and Method
The choice of research design and method is upon choosing the framework for collecting and analysing the data (Bryman 2012). The design comprises the dimension of the research process which is a multiple case-study of a cohort, taking the millennial generation as the unit of analysis into account. Bryman (2012) explain that a “cohort is made up of people who share a certain characteristic” (p. 63).

The research method is the technique adapted for the data collection. It reflects the decisions about the type of instruments or techniques (ibid.). Based on the literature review and the stated research gap, an inductive reasoning approach is followed. This approach is characterized by examining a problem, finding out how it is caused, and how it might be solved (Bryman 2012). By this means, a qualitative research method has been chosen which is typically followed by inductivism, developing theory in a data-driven manner (ibid.). This choice shall enable to earn a deeper understanding of the millennial generations’ behaviour (Solomon 2016). Following this strategy, the research is strengthened by its focus on words instead of numbers and quantification, taking specific people into account (Maxwell 2005).

For collecting the data, in-depth interviews with 10 participants were held during a time period of one week. These interviews shall give a better understanding of the motivations and behaviours of the millennials generation of shopping second-hand clothing.
3.2 Sample

For the sampling process in qualitative research, it is commonly distinguished between snowball and purposive sampling which consists either of theoretical or generic purposive sampling (Bryman 2012). For the given study and sample (n=10), it has been decided for a generic purposive sampling technique. On the one side, this has been chosen since the development of grounded theory is not of primary importance (ibid.). On the other side, it is commonly used with the aim to find specific individuals who have particular experiences in order to drive the research further (Teddlie and Yu 2007). In the first place, the sample had to correspond to the definition of a millennial by being born between 1980 and 2000 (Pew Research Center 2014). Furthermore, the participants should have already had experience in second-hand clothing consumption. Considering this, it has been decided to recruit participants directly in three different Swedish charity thrift shops while browsing for or purchasing clothing, assuming a certain consumption experience. Charity thrift shops have been chosen regarding the given definition of second-hand clothing consumption and the decided focus on second-hand clothing, separated from vintage. Thus, these thrift shops were chosen to sample interviewees which do not attract customers due to the motivations to purchase vintage clothes. Commonly, second-hand shops make use of the vintage-image to attract customers who are interested in vintage-styled goods, without even selling products from the above indicated timeframe (Cervellon et al. 2012). Furthermore, thrift shops were chosen due to the fact that millennials are claimed to be pushing for a more ethical and sustainable future (Pew Research Center 2014).

However, this way of recruiting Swedish millennials turned out to be challenging. The majority of addressed millennials did not want to participate in the study. Interestingly, these were rather male or generally older millennials. Refusing attendance was justified either by having no time or not feeling comfortable speaking English. Already while addressing them, it seemed that a personal comfort zone has been crossed. Even after introducing the topic, there was no way of convincing their participation. Due to this limitation and to ensure a representative sample, the recruiting was extended online via different groups of the university network, amongst others in an international students group by introducing the topic of the thesis. The recruiting post included a request to return to the authors in case of interest. By this means, international students were sourced who felt confident in participating in an interview held in English. On the other side, it has led to a multicultural millennial sample, comprising Swedish, German and Norwegian/Danish participants.

Every participant independent of his recruiting channel has been introduced to the purpose of the study with a short summary, as well as a description of the interview procedure has been presented.

Challenges in recruiting participants might be traced back to the size of the city. Even though it has been preliminary decided to not recruit anyone who has a profound insight into the second-hand retail business, it could not be excluded completely. The University of Borås has a strong focus on sustainability in most courses of study and most millennials within the city of recruiting are students. The majority of students at the University are studying within a textile context.
In addition, those who agreed in participating appeared to have a certain interest in talking about the topic due to different reasons that shall be pointed out in the chapter of results and analysis.

3.3 Data Collection

To collect data, in-depth face-to-face interviews were conducted for gaining detailed and valuable information about millennials’ consumption behaviour of second-hand clothing and their motivations for doing so. An in-depth interview is a common method of the interpretive research to allow one or more phenomena to be recognized and to learn more about its meaning for the particular participant in the research (Wengraf 2001).

For qualitative interviewing, it is most likely distinguished between the unstructured or semi-structured type, both supporting a rather flexible interviewing process (Bryman 2012). For the current study, a semi-structured, open-ended interview approach has been chosen, characterized by a certain collection of questions to be covered within the interview (ibid.). The decision upon this approach is supported by further characteristics of the current study recommended by Bryman (2012). Firstly, this interviewing type helps to ensure a certain comparability between the several interviewed participants. Second, it is a way of ensuring comparability of the interviewing style since both authors conducted the interviews. Lastly, the interviews had the focus on examining specific issues related to the research questions and overall purpose.

In this sense and common for semi-structured interviewing, an interview guide (see Appendix 1) has been designed to create an overview of the specific topics to be covered (Bryman 2012). Though it has been put emphasis on covering all the questions and keeping a similar wording, the schedule has been followed in a flexible manner (ibid.). The interviewers allowed follow-up and additional questions to gain a better understanding on what drives the consumption behaviour of the participants and their motivations for purchasing second-hand clothing.

In preparation of the interviews, the authors considered Bryman’s (2012) recommendations for preparing an interview guide and the interviews in general. In this sense, Kvale’s (1996) criteria of a successful interviewer have been considered, such as being gentle, but also critical and steering.

Additionally, the interviews took place in a quiet, private setting to ensure no interruptions and an atmosphere which makes the interviewees feel comfortable for talking openly. The interviews lasted approximately 45 to 70 minutes and were audio-recorded for the purpose of accuracy. The records were transcribed word-by-word and anonymized for the data analysis.

3.4 Interview Guide and Pilot Test

The interview guide was designed following the definition of Bryman (2012) for an interview guide which is “a brief list of memory prompts to be covered” (p. 473). The questions have been created based on discussion and ultimately on common sense of the researchers, putting themselves in the situation of the interviewees. In consideration of the research questions to be answered and the qualitative approach, the researchers formulated the questions quite
openly, so that “premature closure” in the data collection process is avoided (Bryman 2012, p. 473). Moreover, high importance was given to “that the questioning allows interviewers to glean the ways in which research participants view their social world” (Bryman 2012).

In preparation of the data collection with the sample of this research, pilot interviews with two selected persons were conducted which is a common way for pretesting the interview instruments (Bryman 2012). Rather used in quantitative methods, it has been adopted since the authors had no experience in conducting qualitative interviews and designing an interview guide. It has been paid attention to interview persons with different experiences in shopping second-hand clothing, one with more and one with less experience. The findings of this pre-test revealed some necessary changes of the guide, such as the order of the questions and their formulation. Some questions were too open and some too closed which has been adjusted for the tested sample. To ensure greater comparability and representative sample, the pilot interviews have been excluded from the final sample.

3.5 Ethical Considerations

Ethics is a part of philosophy that has the object of human action (Seale et al. 2014). A key role in ethics is the relationship between the individual and the social values. According to Seale et al. (2014), it has to be considered how research on individuals can be conducted properly with their consent. For this reason, ethical considerations were taken into account along the whole research process.

At first, to process the acquisition of participants, managers of three second-hand shops in Borås were addressed beforehand. This should be achieved by their consent that participants may be recruited for this research within their stores. After getting permission of two of the three managers, the interviewees were collected. However, as it was difficult to acquire sufficient participants in the second-hand stores as further set out in chapter 3.2, the acquisition was extended to the university networks on Facebook. All possible participants were shortly briefed on the topic and the purpose of the study. During the acquisition, all people fitting in the characteristics of the examined generation were addressed – independent from gender and origin. Additionally, it was important for the research due to the limitation of authors who do not speak the language of the country, to have participants being able to additionally speak English. Before starting the interviews, a neutral setting in the premises of the university was ensured.

Directly before an interview, the interviewer assured that the participant takes part on a voluntary basis. The interviewer obtained the full consent of the interviewee before processing further and stated that the research is used solely for academic purposes whereby the discretion of all participants was ensured.

The researchers respect the privacy of the individual and, thus, has changed the names of each interviewee. All data and knowledge collected is treated with the utmost care and used only for the academic purpose of this study. It is paid attention to avoiding any misleading information as well as representing primary data findings in a biased way (Saunders et al. 2012).
3.6 Data Analysis

For analysing qualitative data, different approaches can be followed whereby coding is the most common operation (Bryman 2012). However, coding of qualitative data is criticized due to both, the interviewees’ quotes possibly lose context (ibid.) and that the fragmentation of data interrupts the narrative flow (Coffey and Atkinson 1996). The solution for this discussed by researchers is following a narrative analysis (Bryman 2012). This approach has been taken into consideration for the current study, especially because the interviewees are individuals and have their personal living conditions and culture which are influential factors of behaviour (Fuentes and Hagberg 2013). However, it has been decided upon a qualitative content analysis in regards to answering the research questions which requires the bundling of the content. Combining both approaches would go beyond the scope of the current study.

The qualitative content analysis is an approach to analyse individuals’ behaviour, though the coding is questioned in its objectivity (Sparks 2018). However, it has been chosen due to both, its suitability for studying a novel phenomenon and for researchers with little experience in qualitative data analysis (Vaismoradi et al. 2013). Additionally, it is widely used to determine the contextual meaning from textual data (Priest et al. 2002).

After the transcription, the process of analysing started when interpreting the data. The central aspect is to build core themes which has partly been influenced in regard to the research questions and the theoretical framework. Developing core themes was enabled by systematically reducing and analysing the data of the transcribed interviews (Priest et al. 2002). Thematic units were identified when several themes reoccurred, supported by color-coding. Though some questions of the interview guide can be attributed to the core themes, the authors did not attribute solely the answers to these questions to the themes, but let every answer be categorized in any core theme if suitable. It has been paid attention that sub-themes are of the same content, having the same characteristics, abnormalities or motivations of the interviewees’ responses. The content derived from both the respondents’ actual words and the interpretation and judgement of their responses. (ibid.) The coding was repeated to support the significance of themes (Priest et al. 2002).

3.7 Assessment Criteria

Since qualitative data is commonly discussed as being too subjective, the following chapter discusses the assessment criteria. In order to guarantee the quality of this study, it shall be reflected from a critical angle to evaluate the data obtained in this research (Bryman 2012). The typical criteria to evaluate the quality of research findings in quantitative research are measurement validity (internal and external), reliability and replicability (Bryman 2012). Since this cannot be translated one-to-one as these “criteria presuppose that a single absolute account of social reality is feasible” (Bryman 2012, p. 390), researchers following the qualitative approach have translated their essential meaning in new dimensions. For the current study, the approach of Guba and Lincoln (1994) is followed who have proposed alternative dimensions indicating the authenticity and trustworthiness of qualitative data (see Table 1 following Bryman 2012; Guba and Lincoln, 1994). The latter comprises credibility, transferability, dependability as well as confirmability (ibid.).
**Table 1: Assessment Criteria of a Qualitative Research**

<table>
<thead>
<tr>
<th>Dimension of Trustworthiness</th>
<th>Alternative Criterion in Quantitative Research</th>
<th>Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credibility</td>
<td>Internal Validity</td>
<td>How is the fit between the data and theory? How believable are the findings?</td>
</tr>
<tr>
<td>Transferability</td>
<td>External Validity</td>
<td>Do the findings apply to other contexts? Can results be generalized beyond the research setting?</td>
</tr>
<tr>
<td>Dependability</td>
<td>Reliability</td>
<td>Are the findings likely to apply at other times?</td>
</tr>
<tr>
<td>Confirmability</td>
<td>Objectivity</td>
<td>Have the investigators allowed their values to intrude to a high degree?</td>
</tr>
</tbody>
</table>

- The **credibility** of the findings refers to “ensuring that research is carried out according to the canons of good practice and submitting research findings to the members of the social world. This latter technique is often referred to as respondent validation or member validation” (Bryman 2012, p. 390). The latter cannot be ensured since the findings have not been submitted to the interviewees after the transcription nor analysis due to the limited time frame of the thesis. However, credibility is partly ensured based on the way the study has been processed. Relating it to internal validity which refers to the good fit between theory and data, it is evaluated as matching well due to the perspective of second-hand shopping that has been chosen for the current study.

- Following Lincoln and Guba (1985), **transferability** can be supported by producing ‘thick description’ which is providing the reader with a high level of details of the culture which is studied. Based on this, other researchers can evaluate whether the findings can be transferred to other contexts. For this research, it has been also tried to provide a thick description -- though without losing the purpose of the study. With regard to the generalizability of the findings, it is ranked low due to the small size of the sample. To increasing this, a further quantitative study should be conducted. However, it needs to be generally kept in mind that the findings only refer to millennials who shop second-hand clothing and cannot be generalized to the whole millennial generation.

- The aspect of **dependability** refers to a detailed planning and documentation of different phases of the research process as well as their accessibility for third parties in the sense of reliability and reproducibility (Lincoln and Guba 1985). This shall enable these third parties to become auditors, evaluating in how far the procedures have been followed (Bryman 2012). Generally questioned in qualitative research approaches, dependability is challenged since the documentation and traceability of qualitative data is complex (Bryman 2012). Though a plan has been developed and research processes have been documented to a certain extent, the current study has explored this challenge, too. However, reliability is guaranteed by the authors and similar results might occur when having the same participants.
• Though **conformability** might be questioned since the authors are themselves part of the millennial generation who shop clothing in second-hand stores, the authors ensure objectivity with regard to the research findings. What is referred to as acting in good faith by Lincoln and Guba (1985) is rejected by the authors. In contrast, the authors have analysed the findings objectively and critically from different angles.
4 Results and Analysis

The following chapter presents the results and analysis of the qualitative data, collected through personal in-depth interviews. The sub-chapters represent the core themes of the analysis. Starting with the characteristics of millennials, the motivations for shopping second-hand clothing are presented. Furthermore, primary motives for shopping second-hand clothing are pointed out as well as corresponding external influences. Further themes are second-hand as a trend, knowledge and awareness, view on consumption and contradictory findings. The order of the themes is oriented towards the flow of the interview and the guide. Though some questions can be directly related to the topics, emphasis was given to the content of the responses and to which theme it can be related. Some of the main themes, such as view on consumption or contradictory findings evolved independent from the interview guide.

In preparation, Table 2 shows an overview of all the ten participants of the study with regard to chosen demographics, such as age, nationality, and profession.

Table 2: The Participants of the Study

<table>
<thead>
<tr>
<th>Name</th>
<th>Year of Birth</th>
<th>Hometown</th>
<th>Nationality</th>
<th>Place of Residence</th>
<th>Profession/ Subject of Studies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maria</td>
<td>1993</td>
<td>Falkenberg (medium sized city)</td>
<td>Swede</td>
<td>Falkenberg</td>
<td>Chemical Engineering B.Eng.</td>
</tr>
<tr>
<td>Annika</td>
<td>1997</td>
<td>Borås (medium sized city)</td>
<td>Swede</td>
<td>Borås</td>
<td>Global Studies B.Sc.</td>
</tr>
<tr>
<td>Anneli</td>
<td>1997</td>
<td>Borås (medium sized city)</td>
<td>Swede</td>
<td>Borås</td>
<td>Personal Assistant - Nurse</td>
</tr>
<tr>
<td>Linda</td>
<td>1995</td>
<td>Stavanga (medium-sized city)</td>
<td>Norwegian</td>
<td>Borås</td>
<td>Fashion Design B.A.</td>
</tr>
</tbody>
</table>
4.1 Characteristics of Millennials

All the interviewees have in common to live in Sweden at the moment of the study and being born between 1991 and 1997, fitting into the Millennials’ generation. Except of one person living in Falkenberg, all the interviewees live in Borås. Apart from Daniel and Christin coming from Germany and Linda from Norway, the other participants are from the southern part of Sweden. One participant working as a personal assistant in nursing, the rest of the participants study in a master's or bachelor's degree program.

With regard to above mentioned characteristics of millennials, findings about the importance of electronic devices and social media as well as environmental awareness are presented. Apart from giving an insight into the consumption of information and food, the consumption behaviour of clothing is further set out.

4.1.1 Importance of Electronic Devices

When asking about the importance of smartphones and electronic devices in the lives of the informants, all ten were stating themselves as dependent on their phones. A common advantage all participants agree upon is the convenience of having a smartphone. Most of the interviewees stated that they could not imagine living without it anymore. Especially the convenience of having tickets for public transports or doing online banking were mentioned as advantageous by several interviewees (Maja, Maria, Christin). Only the interviewee Daniel stated his smartphone as something that is convenient to have for communicating with others, but still rating its importance as low.

This is exemplified by the interviewee Anneli saying “After people, my smartphone is the most important thing I have, almost”. Olivia confirms a similar importance stated as follows:

So much… (laughs) no, but I wouldn’t be able to live without, computer, phone and television. Because also I do aspire to live a career in fashion maybe even digital media and fashion so, I would say when I am on my phone, or on my computer working on my website, that's when I enjoy myself.

Additionally, she mentioned the convenience of being able to transfer money, checking busses. She explained her need for electronic devices by her interest in fashion, and sees this more as a source of information for her future calling.

Talking about the importance of social media in the lives of millennials, seven out of ten state an importance of social networks in their lives. Especially the interviewees Linda, Maja, Emma, Lisa and Olivia stated social media and Instagram as one of their major sources for gaining inspiration when it comes to their clothing. Olivia told about herself:

I pretty much live on Instagram. It’s not only social media. It’s some people’s entire jobs. I think it’s interesting how far we can use these types of platforms. They have pretty much came up with new jobs. [...] I would say that I spend 5 hours a day scrolling through it. Visiting blogs as well.

This citing exemplifies the importance of social media in Olivia’s life. Another participant, Lisa, told that she is having her own blog and is therefore using Instagram very frequently. Emma explained her relation to social media as she uses “[...] Facebook not so much, just for organizing, having the group and the chats. But Instagram probably strolling through probably a few times a day”.

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Another finding of the interviews is that nearly all interviewees use the internet for collecting information about purchases. It is common for them to use electronic devices, especially the smartphone, to inform themselves in any kind of way. It also shows their common source of information and their perceptions of a smartphone being a practical product making their daily lives more convenient.

4.1.2 Environmental Awareness

In our analysis, all millennials have the commonality of knowing about environmental issues, not only in the clothing sector, but also in general. As half of the participants study within the field of textile and fashion, they claimed to have been influenced by their studies. All five agreed and said that newly acquired information in the field of fashion has changed their view on clothing, especially fast fashion. The University of Borås puts a strong emphasis on sustainability in its bachelor and master programmes, especially in the textile and fashion sectors. Maja explained “I cannot imagine so much I have learned from this education. [...]. And now I was learning so much about fast fashion.” Next to her newly gained knowledge, she blamed people not being aware of the working conditions and the humans behind fast-fashion clothes. Additionally, Maja told more about her change of consuming a lot of fast fashion to none, which is caused by her newly gained knowledge since the past months as she started studying. Whereby it can be questioned if this new knowledge will set in her behaviour in the long-run. Telling more about her studies, Christin claimed “most knowledge about textiles, like the production or environmental impact comes actually from university.” Whereby she argued that she already had an existing environmental knowledge through school and fathoms her vegetarian diet back to this.

Only Daniel and Olivia stated in particular that they are having an environmental awareness. Both of them carry this awareness into the world in different ways. Daniel studies Resource Recovery in the Master Program of the University. Later, the student explained his car use in winter and tells about the drawbacks he is willing to agree on to harm the environment less.

I think basically I try to avoid everything that is unnecessary which is not giving myself any drawbacks. So, for example, I am not going to bike at -15 degrees. But as long as the weather is okay, I am always taking the bike. [...] But then again, I wouldn’t say I am overly active. I am just trying to have the same lifestyle by being as least harmful as possible.

In further statements about sustainable practices in his life, these drawbacks are further elaborated. His general scheme shows that he knows about environmental damages caused by humans and tries to minimize these. It seems like this can be done as long as he is not restricted too much while having less renunciation.

Apart from the students studying in textile or resource recovery, the environmental awareness is still present amongst the other four participants. Annika studying global studies said about herself that she and her family have changed their entire lifestyle on being more environmentally friendly. Listening to the explanation of her lifestyle it seems like she is dealing extensively with environmental concerns as she stated:

In my family we are thinking a lot about the environment. The first reason we became vegans were animal rights. But it turned out to be more about the environment later. Now it’s about where the
stuff comes from and how many resources does it take. We are adjusting our lives as it comes, […]
So we have done a lot of those things for the environment.

In the course of the interviews, these environmental concerns are further elaborated by other millennials. Especially in the implementation of recycling, most of the participants state that they attach great importance to waste separation in their daily lives. Lisa explained her connection to the sustainable practice of recycling when saying “the recycling thing is big in Sweden. And we get taught that when we are young. So we do go recycling once a week.” Another explanation of the lifestyle and the sustainable practices that Maria has implemented into her daily life, explained as follows:

I guess that I could be better but I do recycle, I don’t go shopping a lot, I do like to buy used clothes if I do find any that is my liking, but I don’t shop as much at all. But actually no matter if they are phones or clothes or whatever. I tend to use things until they break.

Comparing the answers, most participants talking about recycling consider themselves as having environmental awareness through practicing it thoroughly. Being asked about their lifestyles in general, it is revealed that nearly all participants are stating buying second-hand clothing as a sustainable practice in their lives.

Their environmental awareness is further displayed when it comes to their food consumption. In this sense, some interviewees stated that it is especially drawn by purchasing either ecological or local products. A high importance is attributed to products that are from animals. Christin, Annika, Anneli and Emma talked about their diet, and stated themselves as vegetarians doing this out of environmental reasons and with the animal in mind. Daniel stated that his consumption of meat is reduced as he only buys the ecological products of the region.

Maria and Daniel revealed the practice of buying bigger portions when it comes to grocery shopping and perceive this for themselves as another sustainable practice in their consumption. Therefore, they especially highlighted the price advantage, as well as the environment’s benefit of causing a smaller amount of plastic waste when buying something.

Since living in Sweden for a year, Daniel has noticed that:

As far as I have experienced Swedish people, […] they don’t really care about the environment. […] one thing that’s a good example is when Swedish people buy food, they always put every piece of food in a different plastic bag. That makes me so angry […].

Stating this, Daniel showed his critical view on the society in Sweden and the wasteful use of plastic bags. He illustrated the behaviour as pretending to be very environmentally friendly and showing this to the outer side, while not really living it. This gives the impression that he inspected Swedes behaviour when buying groceries and rates his behaviour as more sustainable. A similar critical stand is taken from Lisa who said that:

I feel that it is, you have a high status if you promote being environmentally friendly and are aware. I feel it has a relationship to a class. Like a high status to show that you know things and it’s not cool that you do not care anymore. I think when it comes to clothes they are either buying second-hand or very expensive clothes. To show that you are aware.
Each of the millennials emphasized an environmental awareness. Additionally, they all indicate having implemented certain sustainable practices into their daily lives. An interesting side finding is that some are stating a negative example within their surroundings.

This gives the impression of the participants trying to rate and reward themselves with their lifestyles and sustainable practices. A common sustainable practice all millennials agreed on was recycling which is especially anchored in the mind of the Swedes of this study. The source of information when it comes to their existing awareness is mostly from their studies or the internet, whereby the degree of awareness is differing between the participated millennials.

4.1.3 Levels of Consumption

The consumption behaviour of all millennials within this study varies. As already examined in the previous chapter, different sustainable practices are implemented into their consumption. Talking about her consumption behaviour, Maja stated that she goes shopping for groceries five times a week. Asking about her clothing behaviour, she said: “I go shopping several times a week. […] but I do buy things that have good quality. It’s hard to not shop, because it is my life and my passion.” These statements let assume that she is purchasing clothing several times a week. Annika stated next to her vegan diet that shopping second-hand clothing is one of her major sustainable practices. She explained her consumption behaviour with second-hand clothing as: “I am such a shopaholic, I like fashion a lot. It feels better when I buy used stuff. […] So, I am not good at not consuming less clothes. But I just buy used stuff”. The behaviour of both, Maja and Annika, reveal a high consumption of clothing. It seems like both are aware of their high consumption and perceive this as something bad while trying to justify themselves. Maja considers buying clothing of good quality, Annika preferably second-hand clothing as an environmental approach in their consumption behaviour.

Linda demarcates herself from fast fashion as she stated “But also because I don’t buy fast fashion and I am mostly thinking about what I am going to buy...there is a decision behind everything I buy almost.” On the other side, in the progress of the interview she told about her latest crisis and, therefore, had to order ten pieces of clothing from an online fast fashion chain for only 1200 SEK. These findings show Linda’s contradictory behaviour, allowing herself some exceptions when having a self_claimed ‘crisis’, whereby the crisis was not further explained. However, next to impulsive buys, other interviewees revealed a way of regulating their consumption of clothing in a more controlled manner. Emma, for instance, told about her practice of controlling her consumption of clothing through building an alliance with her friend. She explained that this consists of limiting herself on purchasing ten garments for the rest of the year. Anneli made a similar alliance with herself and told more about how she tries to purchase clothes saying “sometimes I try to set a goal for myself. I have to look to at least three second-hand stores before I buy from a new store with new stuff.”

When the interviewees are asked about their purchases of clothing over the past two months, many saw themselves in a lengthy process of reflection. It often turned out to be more than it would be comfortable for them to admit. This again leads to the assumption that an environmentally-aware attitude does not necessarily control a resulting behaviour.
Further findings reveal that millennials engage into replacing unwanted clothes, especially those they are not regularly wearing. The interviewees practice this for example by donating or selling the clothes as further set out by Olivia saying that “I am also good at selling stuff that I don’t use anymore. [...] If something is in my wardrobe for more than 4 months, I always sell it. So I don’t have a lot of stuff. I always get rid of stuff I don’t use.”

The millennials show different habits of consumption. Some stated ways on how to regulate their consumption while not only taking care of their economic situation but also of their levels of needs. Most of the examined millennials are emphasizing that making a purchase especially in clothing is mostly well considered. While some of the participants make exceptions sometimes, others are stricter in their purchasing decisions.

4.2 Second-Hand Motivations

“It’s fun, it surprises, it’s cheap – and there’s an environmental bonus!” The quote of Lisa summarizes one of the main findings, revealing that the motivations of buying second-hand clothing are various. Each of the interviewees mentioned several reasons to explain their second-hand consumption of clothing. A favourable price and the environmental sustainable aspect, as well as the aspect of browsing and fun in the sense of leisure time activity have been mentioned most commonly. Further, intertwined motivations have been revealed during the interviews to be presented in the following.

4.2.1 Price

The price has been mentioned by almost all of the interviewees which might be justified amongst others due to the fact that all of them are students with limited financial resources. Maria said: “Well at first it’s cheap, because I am studying.” However, it is put on a higher level, as Olivia stated “I love to shop, so I need to go where the prices are the lowest.” It is put emphasis on an attractive price which is offered for people who like to buy a lot of clothes. Hence, it is motivated by their aim to save money in order to buy more clothes, as Annika said “That’s a good thing about thrift shops as well, as they are not so expensive. And I can afford more.” For some interviewees, the price was revealed to be the aspect that made them start shopping second-hand since they have found items satisfying their desires. For Emma, “it started as it was so cheap to buy second-hand instead of buying new and then it more and more became an environmental thing.” In that case, environmental concerns were not the crucial factor for engaging into purchasing second-hand.

4.2.2 Environmental Concerns

Buying second-hand clothing has been mentioned by almost all the millennials as an action for implementing sustainability into their lifestyle. However, it rather seemed as it was mentioned in a summarizing manner of actions in the interviewee’s lives which are environmentally sustainable. Even so, environmental concerns have been mentioned as motivating factors for the interviewees consuming second-hand.

Nowadays I’m more into second-hand, because I learnt from starting my Master now, that according to the waste hierarchy you should reuse, reuse, reuse and then recycle. But rather reuse things than buying new things, even if it’s fair-trade. […] It’s good for the environment. (Daniel)
For others, it rather displays a positive side-reason to shop second-hand clothing. Olivia shared her thoughts that „It’s eco-friendly. But I would lie if that’s the main reason. And this is just a nice bonus.” Looking at these two quotes, two opposite stands exemplify that environmental concerns exist but are not of mandatory requirement for consuming second-hand clothing.

For some, the awareness of the environmental impact created by consuming new products seems to have an influence on their second-hand consumption. Lisa has thought:

it influences me so much now that I can’t go back to shopping just like I used to. Because it would make me feel bad. When I started it wasn’t very environmentally friendly thinking. But then, when I became more aware about the fast fashion business, I was realizing that I will stay more with second-hand. So now, I can’t go back.

Environmentally concerns are connected to ethical concerns of the fast fashion business by some interviewees as something even more important for them. Lisa further pointed out that “It’s also ethical, or more even. […] as it is easier to relate to people than relating to the environment.” Linda shared a similar opinion, saying

It’s good for the environment and the consumption. And everything. It is better to buy stuff that can be reused which is not worn out instead of going to H&M and buy new stuff that is not good for the environment at all. And not for the people that made the stuff either. Of all the reasons that there is.

In this sense, Annika criticized herself where to buy second-hand clothing, telling “I look at **** [(Swedish charity thrift shop)], they have a real social change where they do projects in Palestine and not just make money […]. I would like to support the smaller companies more. And thrift shops that have a good cause in mind.”

4.2.3 Leisure Time Activity

By most of the interviewees, second-hand shopping is very often related to as a leisure time activity, doing it for fun, alone or with friends. Annika said “I go to thrift shops a lot, just to look […]. It’s nice to just browse through the shelves”. Thereby, buying something is not the primary motive. It is affirmed by Daniel who likes going second-hand shopping without buying anything, telling that “There is always like, maybe there is something. Then you just look at clothes, don’t buy anything. But it’s still fun.” In this quote, a further motivation appears to be manifested. Apart from Daniel, several interviewees explain their second-hand consumption with regard to finding something without specifically searching for it like a treasure hunt. On the other side, the treasure hunt is also conducted intendedly as a challenging activity as Lisa states she likes to go second-hand shopping “For the challenge and the surprise of it.” In this quote, a further aspect is revealed which other interviewees also referred to. Linda stated “I love the experience of going to the second-hand shop and never knowing what’s there. So that’s why I love doing it in shop […] and then you are surrounded by so many beautiful stuff that you don’t know that existed now.” In this context, it is also referred to as the assortment of fast fashion chains which are perceived as boring and easy to be expected to current fashion trends (Sigrid, Daniel, Emma). Thus, the shopping experience is described as no fun. By this means, the variety in second-hand stores is positively highlighted.
4.2.4 Nostalgia and Uniqueness

Some interviewees also highlighted their appreciation for the history of their clothing as if these would gain a higher meaning for them. Annika has thought “One of the good parts of second-hand is that my clothes are already having a story. I do like that a lot. I like the idea of wearing something with a story and thinking ‘Oh, someone already had a life in that!’” Being of the same opinion, other interviewees further highlighted the great excitement of the pieces and the love they expected with which these second-hand pieces must have been once treated.

Additionally, most of the interviewees referred to buying and wearing second-hand clothing to be unique as a matter of self-expression. Daniel stated “I don’t like to wear the things that everyone is wearing. […] I want to be an individual and I don’t want to hide in the masses. I can find more unique things in second-hand stores”. It reflects the strong aim of individuality and to separate oneself from others, titling second-hand clothing as a medium to feel individual, but also to express this individuality to the world. This is confirmed by Olivia who experiences second-hand clothing as “a better chance to find unique pieces.” and clearly pointing out the advantage to being alone with this specific item.

4.2.5 Status

In most of the cases, it seems as the interviewees would like to reach a certain status with shopping second-hand clothing. On the one side, it has been examined as a way to increase coolness. This is supported by Maja who said about her latest second-hand purchase, a leather coat: “I put it on and feel like Kate Moss.” Albeit, this comment reveals the importance of feeling confident, for other interviewees it seems to be important to be perceived as trendy by others. Annika experienced similar, mentioning “now with the trend it’s like ‘She is cool!’” Additionally, it is revealed by Linda who told that “Every time I’m home and I am with my friends, they do think that my clothes are cool and they would ask [where these clothes are from] and I would say ‘Well, that’s second-hand’ or ‘It’s vintage’. And they will always be equally, not impressed, but surprised every time.”

Further interviewees have put it in a broader context, reflecting on second-hand consumption as a modern status symbol for doing the ‘right’ thing, conferring people who commit with a certain pride. Emma revealed “Now it’s more like a status. It’s a good thing. So most people are impressed, if you have a lot of second-hand. That is also of course something that I can be proud of.” She has worn second-hand clothing for a long time, but just recently experienced this feeling of pride given by buying and wearing used clothes while telling others. Such pride has been pointed out by further interviewees of the same situation, reflecting on the feeling of shame a few years ago when they did not feel comfortable of telling others about their second-hand clothing consumption. The interviewees adjudge this development to second-hand consumption being a trend. Olivia summarized this, saying that “Before it started to trend so much I always had an interest. But now that it’s trendy I feel more comfortable actually telling it […] [,] now since it’s trendy I can be open and proud about it and really admit that this is second-hand and I know I am doing a good thing.”

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4.2.6 Trend and Fashionability

All the interviewees perceive second-hand consumption of clothing as a current trend. With regard to this, different stands are taken. The above mentioned interviewees perceived it positively, as way of being proud of something they have practised already before the trend and even gaining a certain status with it recently. Additionally, most of the interviewees revealed to being motivated in their consumption, because it is trendy and thus have become more attracted to it. Anneli has thought “it’s kind of cool to do it. [...] As I see more people buy second-hand like influencers, I guess that makes it more ok and more people start to buy it.” Additionally, she stated “I guess it [[the trend]] absolutely has influence. So I guess if it weren’t that trendy...I really try to think as good as possible. But, if it weren’t that trendy, I think I would buy new stuff. I wish it weren’t that way.”

Connected to the trend, the more experienced interviewees have highlighted the trend as a positive influence for their own consumption of second-hand clothing and shopping experience, especially connected to the increased variety of stores and clothes. Daniel said “It’s easier now to do it, as more people want to do it when it’s trendy. Then there are more shops. More items. More diversity and variety. Which makes it more fun and successful. So it’s good, I do like it. [...] And it [[the trend]] helped me to get aware of it.” However, in this context, also a more critical stand of the trend has been taken. For Lisa “This is just regular. I don’t think it influenced me. I just carry on like usual. I will still be there if the trend is over.”

Closely connected to the influence by second-hand consumption, a trend is the motivation of fashion. Most interviewees are influenced by their perception that the clothes offered are fashionable. Lisa summarizes that “It is possible to find very good clothes second-hand. You don’t need the super latest all the time. It is possible to find new trendy clothes – or old trendy clothes for new trends, or whatever.” It was put emphasis on that the clothes are either according to the latest trend or due to their quality which makes it attractive to buy them, influencing the second-hand consumption of the interviewees.

In this context, it is amongst others referred to the current fashion trend of the 90s style. It makes it even more attractive for the interviewees to buy in second-hand stores. Olivia shared her opinion that “You can get really cool stuff that is, especially today when this 90s trend is common. You can go there and get actual cool stuff from the 90s that not just have this look. I think it’s more genuine.”

The appearance of the clothing is furthermore evaluated and appreciated among their aesthetic and quality. Linda told about the store where she bought one of her favourite pieces at the moment, a second-hand biker jacket made from leather where “Most of the stuff was actually used, it just looked so new and so trendy and I found this biker jacket for only 30 Euros.” However, by means of this quote, it appears that the qualitative aspect was put into relation with the price which can be observed by other interviewees, too. Daniel said “If you find better quality clothes for a better price, why wouldn’t you?” This quote additionally underlines the price as a significant qualifier for a buying clothing second-hand.
4.2.7 Meaning of Clothes

Within the previously presented quotes, the meaning of clothes for the interviewees is embedded which is further set out hereinafter. All the interviewees have been queried about the meaning of clothes for them, whereby they provided different points of views. For some, they do not mean as much whereas for others they have a high importance. With regard to the latter, Daniel told that

"Usually I would say those things don't mean much to me, but that wouldn't be true. Actually it depends. With some pieces like those pullovers, they mean quite a lot to me. And in some way I identify with them. Because I wear them all the time. (...) There are some I am more attached to than others."

The importance of some clothes in his life are closely connected to whether he can identify with them or not, showing that those with high importance are having a higher level of identification with his personality. This reveals a certain relationship between him and these clothes. This finding occurs for other interviewees as well in the sense of their ability to express one’s personality. Lisa emphasised the importance of her clothes for expressing herself. She told about a recent experience where this was tested

"when I went to Glasgow - I was there for four months - I only had 23 kilos going. I was like ‘Oh, be strategic when you decide what you gonna bring!’ I bought everything in like black, grey and beige. And I am a VERY colourful person! [...] I felt like I had an identity crisis like for the first month. Cause I was like, I have no way of expressing myself without my wardrobe. [...] So I felt like they mean a lot to me."

In this quote, the close connection to her clothes were revealed, too. The meaning of Linda’s clothes vary between different pieces. She told that those being second-hand clothing mean the most to her due to the effort behind finding or hunting these pieces:

"It depends on the clothes. Like the fast fashion stuff that I have, I don’t have a relationship to it. But all my second-hand stuff I have a relationship to. [...] Because I think when you’ve done the hunting of the stuff, you appreciate it a bit more. [...] I mean, I do think my clothes mean a lot to me. But also because I don’t buy fast fashion and I am mostly thinking about what I am going to buy. There is a decision behind everything I buy almost."

Bringing this into connection with previous motivations of Linda for buying second-hand clothing such as uniqueness, it is assumed that these clothes have a higher importance as they can express this feature. Olivia summarized it, saying “Some people can’t leave home without their make-up and I can’t leave my home without being happy with my outfit. I mean, I haven’t showered today and I don’t wear makeup, but I am pleased with the whole thing that I am wearing.” Aside from the meaning clothes have for them, the interviewees indicated it as a medium for expressing their personality in terms of a mood. Maja confirmed clothes as an opportunity for self-expression of her state of being, revealing that her feeling influences the way she dresses herself. Apart from this, the aim for expressing belonging was revealed by Annika saying that clothes are a medium to take a political stand:

"I never thought about it before, but since last year maybe I think I express myself a lot through my clothes [...]my political stand and what I think. This is very important for me. I don’t want people to think that I am a way I am not. I don’t want people to make the wrong assumptions about me. [...] Especially in bigger cities you can really see like, this person is this political group."
Maybe expressing my belonging to a group. Because people do have assumptions based on clothes. Like the appearance. To express where I stand.

These quotes indicate the significance of clothing, their underlying meaning, and the importance of dressing for the millennials. With regard to second-hand clothing, it seems as they have the opportunity to support those individuals who like to express uniqueness in their clothes.

4.3 Primary Motives for Purchasing Second-Hand Clothing

Based on findings of Guiot and Rioux (2010) and Ferraro et al. (2016) there is most likely one main motivation for consuming second-hand clothing. With regard to this, a closer look was given to interviewees primary motives, examining that every interviewee has one motivation that acts as a driving force though it has been examined that multiple motivations are responsible for a purchase. However, this study assigns the primary motive of every interviewee based on their statements and actions revealed in the interviews (see Table 3).

Table 3: Assignment of Primary Motives on the basis of revealed Action and Statements

<table>
<thead>
<tr>
<th>Fictitious Name</th>
<th>Primary Motive</th>
<th>Exemplified Statements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maria Price</td>
<td>“My spouse and me, we do have the same clothes and jeans size [...] This saves us so much money.” “Well, at first it is cheap.”</td>
<td></td>
</tr>
<tr>
<td>Christin Status</td>
<td>“Whenever I wear it, people come and ask me where it’s from and now I can proudly say it’s from second-hand.”</td>
<td></td>
</tr>
<tr>
<td>Annika Status And Recognition</td>
<td>“This is very important for me. I don’t want people to think that I am a way that I am not. I don’t want people to wrong assumptions about me”.</td>
<td></td>
</tr>
<tr>
<td>Maja Trend</td>
<td>“I saw all these fashionable people here with their colourful styles. Then I bought so many things…”</td>
<td></td>
</tr>
<tr>
<td>Anneli Trend</td>
<td>“Because I don’t really know what I like. I guess I like what everybody else likes.”</td>
<td></td>
</tr>
<tr>
<td>Daniel Uniqueness</td>
<td>“I don’t like to wear the things that everyone is wearing. […] I want to be an individual and I don’t want to hide in the masses. I can find more unique things in second-hand stores.”</td>
<td></td>
</tr>
<tr>
<td>Lisa Status</td>
<td>“I think it influences me so much now that I can’t go back to shopping like I used to. Because it would make me feel bad. I would feel very guilty”</td>
<td></td>
</tr>
<tr>
<td>Emma Recognition</td>
<td>“Now it’s more like a status. It’s a good thing. So most people are impressed, if you have a lot of second-hand (clothes). That is also of course something that I am kind of proud of”</td>
<td></td>
</tr>
<tr>
<td>Linda Uniqueness</td>
<td>“All my second-hand stuff I have a relationship to. Yeah, so that’s really nice. Because I think, when you done the hunting of the stuff, you appreciate it a bit more.”</td>
<td></td>
</tr>
<tr>
<td>Olivia Trend and Uniqueness</td>
<td>“I think that [these are] the clothes I am the most proud of, maybe more than the expensive things. It’s a better chance that you will be alone with that specific item”</td>
<td></td>
</tr>
</tbody>
</table>
4.4 Influences on Second-Hand Clothing Consumption

Apart from a high importance of clothes in their lives and a general interest into either fashion and/or sustainability which might be due to the trend, interviewees revealed different sources of what external influences have an impact on their second-hand consumption. These are the direct surroundings such as the family, friends and fellow students, their education and social media. Most of the interviewees designated more than one of these as sources of influence on their second-hand consumption. However, it appears that it is implemented in a broader context. It is not only an alone-standing action, but embedded into the overall implementation of sustainability into their lifestyle. Additionally, these are general influences for overall consumption practices since it has been found out that interviewees intertwine it with their overall clothing consumption.

For some of the interviewees their education, namely their studies, have a high influence on their second-hand consumption. These are all the participants who either study within the field of Textiles or Resource Recovery, showing that education does have an influence on their attitude. It is explained by Daniel that he is “Nowadays […] more into second-hand, because I learned from starting my Master now that according to the waste hierarchy you should reuse, reuse, reuse and then recycle. But rather reuse things than buying new things.”

Further interviewees revealed a certain influence by their education, for example from school or university. Linda was telling about her zero waste class that she attended twice, explaining that she tries to implement this knowledge into her designs and the way she works. With regard to general consumption, she referred to the designer Vivienne Westwood as a source of inspiration to promote a lower consumption of clothing in the future criticizing the contemporary behaviour of over-consumption and throwing away.

Apart from their education, the interviewees named direct surroundings as an influence on their clothing consumption behaviour. For some interviewees the family and former experiences had a direct impact. Maria, for instance, is influenced by her family being “no shopaholics” which behaviour had a decisive impact on her own. For others, it is rather friends or fellow students who have an influence on their consumption pattern. Olivia engages into buying second-hand since all of her friends in Borås ‘love’ it. The high influence of people in direct surroundings also with regard to consumption of clothes, was revealed by Maja in a negative example, saying

> In the beginning when I started in the school, I was simple with my style, then I saw all these fashionable people here with their colourful styles. Then I bought so many things that I don’t use now anymore. In the beginning I was really just buying. But now I feel like, okay I just bought the stuff because it was right in the moment. And now I was learning so much about fast fashion. Not only about the quality but about the workers as well. And this just doesn’t work out in the long run.

Others also mentioned social media as the main source for starting with shopping second-hand clothing, amongst others influencers and bloggers. Annika, for example, refers to social media since she did not have any friends or family around her who shopped second-hand or were vegan. Furthermore, she revealed it as a development over some time, saying
It started with me becoming a vegan I think. Then I started thinking more about the environment and then I was very interested in human rights. Then I became more aware of how the clothes are produced. And what impact I have as a consumer, to influence what is sold. Then I got distance from fast fashion, because I consumed them before very much.

It shows that the decision for shopping second-hand is embedded into a complete change of living, connected to food consumption. This was revealed by other interviewees as well (Linda, Emma, Anneli).

In general, social media is attributed with a high influence by the interviewees itself, inscribing bloggers a high influence in promoting more sustainability and buying second-hand clothing. In the context of social media, it was also reflected upon the downside of its influence on consumption behaviour. Anneli said

I really want to buy clothes second-hand, but I guess I have a picture in my head of how I want to look or how I want to buy. That’s probably because what I am seeing on my social media. That’s why it’s easier to buy when you go to H&M. You see that top there that some girl you saw on Instagram had. And then you go to a second-hand store and find what you really like. Because I don’t really know what I like. I guess I like what everybody else likes.

These quotes explain the main influences for second-hand consumption, demonstrating that it is mostly more than one source. At the same time it shows that these sources have a general impact on clothing consumption and that shopping second-hand clothing has to be considered into this very general context, as it is a part of it.

4.5 Trend

As already mentioned previously, the interviewees are strongly influenced by the fact that second-hand consumption and living an (environmental) sustainable lifestyle is trendy at the moment. The interviewees have different views on that, from a more positive to a rather critical view on second-hand being a current trend. From a positive attitude, Christin said that her “perception of second-hand has changed a lot. […] I hope that more people are willing to go second-hand shopping“. Most interviewees share this perspective, referring to the aim that more people should buy second-hand clothing. Furthermore, interviewees hope that this trend is going to stay since they perceive it as a necessity, as well as for the consumption of food and recycling. However, also a more critical position has been taken up by some interviewees. Though Lisa has thought everyone should do it more, she has a rather critical view on shopping second-hand as a trend

I feel that trends come and go. It feels like different kinds of clothes are trendy at different times. So I felt that before it was trendy in different groups. Now it’s trendy for people that have money to buy it, for being individualistic. It just enhances because it’s a trend. […] But I want everyone to buy more second-hand. […] Sometimes it’s annoying because people make it very big or cool, and I’m like, this is just regular.

Olivia took a similar critical stand saying that “it’s trendier to speak about it than live by it”. On the one side she criticised the promotion of a sustainable lifestyle without having an environmental sustainable lifestyle in reality. On the other side, she perceived it positively that people at least think about it which might lead to a change in behaviour.
All in all, though thinking about it in different ways, most interviewees want this not to be ‘only’ a trend or a trend that will stay in the future, leading to a change in pro-environmental behaviour.

4.6 Knowledge and Awareness

The interviewees are critical when it comes to the implementation of the trend. They all shared the opinion that there is a lot more to be done. Some think knowledge is missing, whereby others think that knowledge is available, but that there is a lack of awareness and implementing it in daily lives. The interviewees revealed different opinions on the concept of consumption itself.

Maria has believed “that the more information you do get about the environment the more you are aware and the more conscious you will be with your consumption“. This was confirmed by Christin talking about how she uses to shop several years ago and how it has changed today. “Especially when I started studying and my consciousness became more. I am more aware of what I am buying now. Now, I go shopping when I need something.” Also Annika has thought, “It has grown with my awareness”. However, it needs to be distinguished between knowledge and awareness. Some of the interviewees have thought that knowledge about the environmental impact of the clothing industry is missing.

On the other side, Daniel claimed knowledge to be available, but awareness to be missing. In this context, he problematizes around a society which does not care, nor even thinks about it. Furthermore, he has the opinion that awareness has to be educated, in the sense that one has to be made aware. Questioning whether a real change could happen, he is taking his own responsibility, stating that “If nobody is going to do it, there is no chance. But if somebody starts there is at least a chance.” Annika has similar thoughts about it, taking her own responsibility to change something.

Maja has also thought that there is a lack of awareness, but she also sees a problem in a lack of knowledge: “I am always thinking like, do you know who made this, do you know what impact it has? Do you know where it comes from? People don’t have any clue about that. I think it is so important for us that we can give other people knowledge about it.” Also Olivia has thought that knowledge is missing, problematizing around the environmental impact of the fashion industry and how little people know about it. She assumes that people would consume more second-hand clothing and less fast-fashion clothing, if information were spread and more people got to know about the environmental impact caused by it. This was confirmed by Anneli, saying: “a couple of years ago I didn’t buy second-hand, and now I try to buy all my stuff second-hand. And I want to do that. And I didn’t even know that is has that effect that it actually has. But I am more educated now.”

However, what some interviewees see is that even though awareness is available, it is not acted accordingly, reflecting upon a gap between attitude and behaviour Linda compared herself with her fellow students that have attended the same zero waste class, but who do not act according to what they had learned.
In this context, interviewees also reviewed on the difficulty of a holistic approach in acting sustainable. Lisa reflected that

It’s so difficult because there can be so many elements that are considerable. There are so many aspects. I feel that it’s so good in every topic you have people that are very passionate about it. And I feel like everywhere there are people that are looking more into stuff that is more in their interest and theme kind of.

A statement of Daniel, mentioned in the beginning, summarizes that he avoids everything which appears as a drawback for him. Even though he is one of the interviewees with the lowest consumption and the most actions implemented for a more sustainable lifestyle, he only makes sacrifices within his own comfort zone according to his own interest. This mindset can be discovered from the other interviewees as well, in likewise manner or similar to it.

4.7 View on Consumption

Most of the interviewees have a critical view on consumption and how it is practiced within the Western society. Its negative perception is illustrated by Linda saying “Consumption is then, yeah [...] it’s buying and throwing away. And I don’t like that concept.” Olivia, further attributed the word with a bad image as in her opinion the whole society is driven by consumption, whereby she reflected on being a big consumer herself. However, the interviewees see the society itself as the biggest problem to it, like Daniel problematized There is so much consumption of things we don’t need [...] It is very negative that people buy things they don’t need, simply because they can. [...] It is cheap and fills their desire of earning something. And this mentality in our society that you always express yourself via new things and I think that this is terrible if you think about that for the environment. [...] People are selfish, I guess, but it goes deeper than that the mentality of our time that everyone is selfish and self-centred [...].

Moreover he claimed the society of being the driving force of consumption luring the individual to consume more while demonstrating new unfulfilled desires. Additionally he blamed consumers on searching for happiness consuming something unnecessary. It seems like Anneli has reflected what Daniel was problematizing about. She has thought consumption is something that the society creates, a picture, that you need a lot of stuff that you don’t really need. We get so affected of everyone around. We go and buy stuff that we don’t need and I don’t really get it. I don’t really know how to say that. Even though I do it. [...] I know I am responsible for my own decisions but I want to keep up with my friends.

These ideas matched with society being the main driver of consumption. Whereby it seemed like Anneli is criticizing herself, as she wants to achieve a certain picture that she is having in her head. She considers herself as being a victim of consumption buying new garments to look good and completing her life. Stating this, Anneli appeared as being very self-critical whereby she concluded the topic saying “But I know I don’t get there. But I don’t know why I keep doing it.” Apart from Anneli, further interviewees see themselves in the same position. Even though they recognize to being themselves part of it, the interviewees hope for improvement in the future, sharing solution-oriented approaches. In general, the interviewees know that consumption behaviour needs to be changed for a more environmental sustainable consumption, just as Daniel stated “It would be very beneficial if everyone would consider
their consuming behaviour and try to be more responsible and sustainable.” Statements with regard to solutions take either the consumption of the ‘right’ things, for instance more sustainable produced products, into consideration or lowering consumption itself. Olivia stated “we should start consuming the right things more. I think there is still a lot to develop. If you want to buy a shirt every week, then if you can just make that change, that a starting point [could be] then maybe just buying one every other week”. Additionally Emma highlighted the need for a slower consumption saying

I think that second-hand is a very good start, perhaps at least reusing. But I still think it’s important to close the loop. Most people think that they’re done, if they just throw out their clothes in the trash. […] I think people need to realize that we need to use the same clothes longer and find clothes with better quality and be happy with it and not need more.

Looking at these solution-oriented statements, it has been found out that especially those interviewees studying within this field reflect upon what they have learnt at school. This demonstrates that education can help for changing attitude and behaviour, or at least that thoughts are made upon ways for changing towards a more sustainable direction.

4.8 Contradictory Findings

Nearly every participant contradicted himself in the course of the interviews’ statements and actions. Even the two participants, who are particularly concerned about the environment and attach clothing a lower status in their lives, admit to contradict in action and statements. Being one of these, Daniel explained his consumption of clothes as follows: “I don’t buy clothes very often because I have some and I don’t need any new ones. […] And sometimes I buy second-hand clothing that I don’t really need just because I like them. But usually I just buy them when I need them.”

Talking more about Daniel’s purchases in the last months, he stated that he did not buy any clothes since last year. Further he explained his habits of always buying shoes at the same store in Berlin since ten years. These statements let Daniel appear as mostly aware of his purchases, caring more about functionality than fashionability. Another participant Maria told about her consumption of clothing that she goes shopping very infrequently, wearing garments for seven years or more. Furthermore, she explained that “Even if it’s second-hand. If I don’t need [it] I won’t buy it even second-hand.” On the other hand, Maria also admitted that she sometimes abandons this principle when saying “I can compromise a lot, but with jeans I just can’t. [...] I was giving up very easily.” About one of her latest purchases she stated “I think I bought a dress in sale [...] they had ridiculous prices and I had to buy it.” Maria told more about her drawbacks she is willing to make when it comes to her second-hand clothing consumption, and on what point it is not possible for her to make compromises anymore.

Other participants told more about their sacrifices willing to make regarding their consumption of clothes. Annika is not having any drawbacks when looking on the sorting of the clothing, such as Maria having with jeans. Talking about her most recent purchases she states that it is easy for her finding the right jeans second-hand, whereby she puts a high emphasis on not buying new jeans out of environmental reasons. While talking more about her consumption habits and her love for clothes, Annika claimed “Me and my sister are really
dedicated to not shop something new”. Whereas she also considers herself as a shopaholic consuming a lot of second-hand clothing, such as “I am not good at not consuming less clothes. But I just buy used stuff.”

Anneli was willing to make sacrifices when it comes to clothing as she is stating “[...] when it comes to interior so that’s more what I buy. For home, so almost every day. When it comes to clothes maybe once a month.” This shows, that she can make sacrifices in her clothing consumption but accepts less drawbacks with her passion for interior.

In general, it is observed that almost all participants act very planned with regard to their diet. Most interviewees said they do not go to the supermarket too often and buy large quantities at the same time. Additionally, many complained that they are making impulsive decisions, especially when buying second-hand clothing whilst most of the purchases of a new product are planned.

Olivia reaffirmed this when she told “I shop differently, sometimes it's planned or impulsive. I would say the price depends on whether it’s impulsive or not.” Doing this she is making a difference between purchasing second-hand or new clothes as she explained her buying behaviour in clothes as follows:

I never impulse shop. Because when you don’t have unlimited resources. When it comes to my shopping clothes I am the best planner. I can spontaneously shop when I go to **** [Swedish charity thrift shop]). It’s okay. But if I am going to buy an expensive jacket or so that costs more than 1000 crowns. I check online, and I try to see where I can get it for the best price and so on.

Other participants stated similar things when being asked about their consumption behaviour in clothing in general. Whereby some perceive a second-hand purchase as something being more spontaneous as some might not inform themselves about current stocking in stores (Christin, Anneli, Maja). Most participants plan their purchases in a certain way and at the same time allow themselves to deviate from their rules in exceptional cases, whereby the detailed observance was not further set out.

5 Discussion

For the discussion of the current study, key findings are taken into consideration with the aim to answer the research question.

In the following, the findings are discussed with regard to the theoretical framework of the current study with the purpose of answering the research questions. Supporting this, the millennial characteristics are revealed beforehand since they are the unit of examination. Furthermore, their motivations for purchasing second-hand clothing are reviewed, leading over to categorizing their role in their overall consumption. Additionally, the importance of purchasing second-hand clothing is discussed in their sustainable consumption practices.

5.1 The Millennial Generation

The main characteristics of the millennials as defined in chapter 2.1, focused in this study on the attributed environmental awareness and high consumption rate. Therefore, the examined matches of research and literature are briefly carried out to narrow down the discussion on the consumption of second-hand clothing of this generation.
Most of the incisive characteristics allocated to the generation were found within the participants of the study in different manifestations. These are the strong use of electronic devices, their high connection to the internet, a high degree of environmental awareness and consumption (Telefonica 2014; Pew Research Center 2018).

The generation is regarded as highly informed and well educated (Muralidharan et al. 2016), whereby this research reveals this connection between education, gained knowledge and environmental awareness. In particular, textile students adjudge their education and their perceived environmental awareness mainly to their studies. As already revealed by the Pew Research Center (2014) and confirmed by this study, the internet has a crucial role for them in rising awareness and the information collecting process as well.

Taking into account that the millennials have grown up in a world of digitalisation and technology, a high importance of electronic devices, especially the smartphone, is ascribed by most participants which goes along with the research of Telefonica (2014). The internet plays an essential role in the life of every millennial surveyed (Big Commerce 2018). A common finding in the interviews is the use of social media to a large extent. Findings reveal a time-consuming participation in social media channels which can exceed up to 6 hours a day. This finding exemplifies both, a heavy social as well as information consumption which are both characteristics attributed to the generation of millennials (Pew Research Center 2014; Big Commerce 2018). It illustrates the millennials’ high consumption in different fields.

It seems as if the infinite number of external influences in the lives of the interviewees led them to a feeling of instability. It is determined that social media has a strong presence in the lives of the ‘digital natives’ (Big Commerce 2018), influencing the needs of the generation. This may be one of the reasons for their high consumption. People who are adjusting their lives in an environmentally conscious way, are still inspired by social media which acts as a driver of consumption, even if this consumption leads to a purchase of second-hand clothing rather than new.

The attributed high purchasing activities of the generation (Deloitte 2015; THREDUP 2018) is exemplified by the interviewees’ consumption such as their frequency on going shopping several times a week as well as the purchased amount of clothing. A high consumption is revealed by what the interviewees have bought in the last two months with regard to clothes - independent from being new or second-hand. At the same time, the high importance of clothing is found in the minds of the millennials (Parment 2013), whereas fast fashion is often attributed by the participants with a lower value and a low degree of uniqueness such as previous studies of Fletcher and Grose revealed (2012). The examined shift leading millennials into purchasing more in thrift shops after THREDUP’s research (2018) can be confirmed by all participants. This is exemplified when talking about their change in consumption, dissociating themselves from fast fashion and moving onto second-hand clothing.

Environmental awareness is another key characteristic attributed to the generation (Sheahan 2005), whereby all millennials researched reveal sustainable practices implemented in their daily lives. The practice of recycling and following a certain diet was a very common one, as well as purchasing second-hand clothing.
The findings from the research of Black and Cherrier (2010) have been confirmed in this study, with participants adapting their sustainable practices to the extent to which certain drawbacks in the person's life are consistent with their subjective values. Interviewees often described the process as taking certain drawbacks in order to not harm the environment. However, without exception, all participants of the study find themselves at some point, where they are no longer willing to undertake these drawbacks. This is illustrated by the participants through their purchases of clothing and the choice upon new instead of second-hand or unnecessary purchases, when pieces are bought unintentionally.

As previous studies were examining (Gaudelli 2007; Guevarra 2010), there is a contradiction in the millennials’ consumption behaviour between a claimed environmental awareness and the high amounts consumed. Further, the participants praise a high awareness while showing this to a lesser extent in their actions. Especially talking about real life experiences, they contradict in what they say and how they consume. The high meaning of clothes and the high importance in the millennials’ live, makes them compromise less than with other products. As this research examined that they want to have less drawbacks with clothing, this can be attributed to its high meanings in their lives and its importance to express their personality.

5.2 Motivations for Second-Hand Clothing Consumption

What are the motivations for millennials to shop second-hand clothing?

The findings of the current study show that millennials’ motivations for shopping second-hand products in second-hand stores are various, confirming the findings of previous studies on motivations for shopping second-hand products (Guiot and Rioux, 2010; Cervellon et. al. 2012; Ferraro et al. 2016). With regard to the motivational dimensions of economic, recreational and fashion and critical value, millennials’ motivations find their accuracy in at least one of those dimensions. Nevertheless, it is essential to mention that amongst several motivational incentives, a dominant motive appears as driving force.

The economic motivation has been fulfilled by almost all interviewees which can be justified inter alia by their status of being students. Taking this dimension into account, especially the low prices have been highlighted and put into relation to a good quality of the clothes, emphasizing a fair price (Guiot and Rioux 2010). However, it seems like the low prices also display an important attribute which enables a higher consumption of clothing, not only second-hand, but also new.

Considering the recreational dimension, the aspect of treasure hunting has been mentioned especially with regard to the assortment of second-hand stores, appreciating the large variety in-store that makes it exciting and surprising to shop at second-hand stores at the same time. Due to the assortment and variety, different to traditional retailers and fast fashion chains, the findings reveal that millennials like to go to second-hand shops browsing in-store for fun as a leisure time activity, alone or as an activity with friends (Guiot and Rioux 2010). Also nostalgia is an aspect that has been revealed in the sense that interviewees like the idea of their clothes possessing a story. This confirms findings of Guiot and Rioux (2010) and rejects findings of Cervellon et al. (2012) that nostalgia only drives the consumption of vintage clothing.
Additionally, the desire for unique fashion items, thus originality, has appeared in the findings which are typically assigned to the recreational dimension (Guiot and Rioux 2010). Considering the interviewees mindset, they seem to strive for both, uniqueness and a sense of belonging with their second-hand purchases. It reflects to fulfil similar needs as fashion does in general (Fletcher and Grose 2012).

Findings reveal that millennials buy second-hand clothing amongst others, because they perceive the clothes as fashionable. This questions the assumption of Cervellon et al. (2012) that second-hand clothing are not bought due to their fashionability. In contrast, it supports findings of Ferraro et al. (2016) who put emphasis on the fashionable aspects of second-hand clothing. This might be traced back to the current trend of wearing clothes in the style of the 1990ies, or by the fact that a greater variety of clothes has been examined in-store due to the growth of second-hand accompanied by a greater offer of clothes even in charity thrift shops. This might be due to more people that are also engaging into donating the clothes in order to replace them. Interviewees who have shopped second-hand for several years highlight an increasing variety since wearing second-hand clothing is trentier.

Findings further support the assumption that millennials engage into buying second-hand clothing, because it is trendy and simultaneously fashionable (Ferraro et al. 2016). Since the trend has such a big influence on purchasing second-hand clothing, it appears questionable whether there will be a future decline of purchases when the trend in its nature regresses.

Previously discussed as a purchase without having a need for status (Cervellon et al. 2012), findings reveal the opposite that buying second-hand clothing displays a status nowadays. It is labelled as something to show off an environmental conscious attitude, doing the ‘right’ thing. Buying second-hand shall mirror the attitude of caring and consciousness which is considered from society as ‘cool’. Yet it can be argued that consumers not necessarily suit action to the word when it comes to reasonable consumption practices in terms of sustainability. In this means, an apparent contradiction appears between the desire of status, promoting a sustainable lifestyle, and rationality.

With regard to the critical motivations, findings support that millennials buy second-hand clothing for all the aspects featured in this dimension. Commonly, environmental and ethical concerns are mentioned which seems to result from dissociating themselves from the impact of conventional fast fashion chains (Guiot and Rioux 2010). However, in this context it needs to be distinguished between motivating and influencing factors. Though findings reveal an awareness of environmental concerns of millennial second-hand shoppers, its influence on purchasing second-hand clothing seems to be in a rather justifying manner towards a high consumption. Environmental awareness seems to be influencing in so far as they have the knowledge of doing the ‘right’ thing and being less harmful in their consumption. Nonetheless, environmental concerns do not seem to be primary motivating for consuming second-hand. This confirms findings of previous studies which show that eco-consciousness is not directly translated into purchasing second-hand clothing (Cervellon et al. 2012; Yan et al. 2015). The same applies for ethical concerns.
5.3 Primary Motives

Within the research’ findings, theories of Guiot and Rioux (2010) and Ferraro et al. (2016) are confirmed that there is most likely a primary motivation acting as the driving force for second-hand consumption. Based on the primary motives which have been classified due to the interviewees’ statements and actions, the interviewees are assigned to the stages of the pyramid. This allocation is conducted with regard to the characteristics of the motivational dimensions and the pyramid’s stages, supporting to answer the research question:

*What role does second-hand clothing consumption have in their overall clothing consumption?*

Given the definitions of the different motivational dimension, namely economic, recreational, fashion and critical, it displays the starting point for the above presented processing. Starting with the economic dimension which is put on a level with the stages of the basic needs, interviewees who have indicated more motivations despite of the price to shop second-hand can be located higher in the hierarchy of needs. Since cheap clothing can be also bought in large fashion chains, the motivations for buying second-hand clothing exceeds the price leading to other primary motives. Considering this, most of the interviewees’ primary motives are based on the fashion and recreational dimension, mostly by longing for either a certain uniqueness, status or being part of the trend. This can be assigned to satisfy needs in the belonging and esteem stage, confirming findings of Fletcher and Grose (2012).

Taking the critical dimension into account, none of the interviewees could have been evaluated to either have an environmental or ethical concern as the primary motive for buying second-hand clothing since despite their awareness motivations of the other dimensions are predominating (Cervellon et al. 2012). Thus, none of the interviewees could be allocated to the self-actualization stage. However, it is rather to be questioned whether it can be a primary motive as long as buying clothing second-hand is followed to satisfy the need for belonging or self-esteem (Maslow 1970; Fletcher and Grose 2012). Furthermore, it can be questioned whether this generation is in general able to exceed these stages since the consumer society fails to fulfil the needs that they are longing for (Baumann 2007).
After discussing the primary motivations and connecting them to the different stages of Maslow, the participants were categorized according to their motivations and needs concluded in Table 4.

Table 4: Attribution of the primary Motives to the Stages after Maslow

<table>
<thead>
<tr>
<th>Fictitious Name</th>
<th>Primary Motive</th>
<th>Characteristics of the Stage of Need</th>
<th>Stage of Need after Maslow</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maria</td>
<td>Personal Price</td>
<td>personal security</td>
<td>Safety</td>
</tr>
<tr>
<td>Christin</td>
<td>Status</td>
<td>status, respect, recognition</td>
<td>Esteem</td>
</tr>
<tr>
<td>Annika</td>
<td>Status and Recognition</td>
<td>status, respect, recognition, sense of connection</td>
<td>Esteem</td>
</tr>
<tr>
<td>Maja</td>
<td>Trend</td>
<td>sense of connection, friendship</td>
<td>Love/Belonging</td>
</tr>
<tr>
<td>Anneli</td>
<td>Trend</td>
<td>sense of connection, friendship</td>
<td>Love/Belonging</td>
</tr>
<tr>
<td>Daniel</td>
<td>Uniqueness</td>
<td>self-respect, self-esteem, freedom</td>
<td>Esteem</td>
</tr>
<tr>
<td>Lisa</td>
<td>Status</td>
<td>achievement, respect</td>
<td>Esteem</td>
</tr>
<tr>
<td>Emma</td>
<td>Status</td>
<td>recognition, freedom</td>
<td>Esteem</td>
</tr>
<tr>
<td>Linda</td>
<td>Uniqueness</td>
<td>freedom, status, recognition</td>
<td>Esteem</td>
</tr>
<tr>
<td>Olivia</td>
<td>Uniqueness</td>
<td>achievement, recognition, self-esteem</td>
<td>Esteem</td>
</tr>
</tbody>
</table>

In reliance to the above introduced research question, from these findings it is assumed that second-hand clothing fulfills the same needs as fashionable clothes do in general (Fletcher and Grose 2012). Thus, it is assumed to have a supporting role in the overall clothing consumption while at the same time bringing it on another level due to its label as a sustainable fashion practice.

To answer the question in an encompassing manner, further findings on the meaning of the second-hand clothing shall be discussed, namely

*Which importance does second-hand clothing consumption has as a sustainable consumption practice?*

Even though aspirations towards environmental awareness as a primary motivation exist, an overall environmental sustainability needs to be further questioned with regard to the clothing consumption. Since most of the interviewees consume not only second-hand, but also new clothes, environmental and ethical concerns appear as a justification for consuming more in some cases. It is in fact true that buying a piece of clothing second-hand instead of new is more environmental sustainable (Corvellec and Stål 2017).
Nonetheless, it is not taking effect if these pieces are bought on top of new clothes and do not compensate this consumption due to the low prices. It rather supports a higher consumption, whereby environmental concerns rather lapse as a motivation for consumption behaviour. Here again, it can be referred to the attitude behaviour gap that was mentioned before.

Clothing has a high importance in the millennials’ lives, as frequently outlined throughout the interviews, it functions as a medium for expressing their personality. Satisfying this need of self-expression through clothing, the millennials examined in this study appear to consuming a lot of both, new and second-hand clothing (Baumann 2007). They seem to be part of the consumer society where the aim to explicitly satisfy own desires is thus the driving force (ibid.) which continues to grow as long as the consumer does not yet perceive needs as fulfilled. At the same time, external influences such as reference groups or marketing have an impact on interviewees’ new ideas of how their personalities can be completed or adapted through a certain image or lifestyle. Especially the role of social media was revealed as having a high impact on the participants’ consumption. The millennial attaches a great importance to the way he is perceived by his surrounding ensuring a certain environmental awareness.

A critical view towards consumption was found during the investigation of all participants. They see themselves as victims of consumption, as a high consumption was revealed by most interviewees. Though there is an existing awareness of consumption not necessarily providing happiness, it seems as if they were trapped. According to Bauman (2007), the insatiability of needs is due to the high consumption, as well as a constant demand for reward that are both attributes of the consumer society. Both of these character traits were discovered in various ways by the millennials surveyed, which makes them symbols of the consumer society (Bauman 2007).

The constant consumption of the millennial is a sign of a regular exchange of products. As many participants state that they buy regularly, they justify their high consumption of second-hand clothing with not harming the environment. While consuming a lot of second-hand clothing, the millennials examined further stimulate consumption.

In fact, it is more sustainable to buy second-hand instead of new clothes, lowering the environmental impact. However, it must be challenged how sustainable this consumption practice can actually be given the two following cases. It diminishes the validity, if second-hand purchases are practiced on top of new ones. Additionally, it lapses if fast fashion consumption is practiced with second-hand clothing. Given the fact that it is considered as a trend to shop second-hand and one of the main motives of the interviewee, there is a general danger that this trend fates - even though interviewees claim and hope the opposite.

5.4 Research Implications

The findings of this study challenge the view on second-hand shopping and consumption as a sustainable consumption practice, especially since it is considered as trendy by the millennials. It seems as if the trend jeopardizes the view on this consumption form, practiced in some cases as fast fashion. This concept of high consumption, even if it is practiced with second-hand clothing, cannot be considered as sustainable in the long run.
The high consumption of clothes and information is a contemporary issue in the Western society. Based on the findings, it seems as second-hand feeds the consumption desires of millennials, facilitating the scrutinised characteristics of fast fashion. It is considered as the ‘good’ counterpart of fast-fashion since reusing is promoted as sustainable. And even in fact it is more sustainable, it is in most cases not influencing a conscious consumption of millennials. Therefore, second-hand has to be considered as a short term solution for a more sustainable consumption. From a long term perspective, ‘only’ second-hand consumption is not enough, it needs to be practiced in a conscious manner as well.

5.5 Retail Implications

The findings are highly valuable for the second-hand retail sector since millennials are considered as the cohort shopping second-hand the most. The interest into this retail channel is also reflected in the interviews of the current study. However, only interviewing those millennials who shopped in second-hand stores before, this assumption has not been challenged in this study. Nevertheless, it is beneficial to understand the customer group of the immediate future which is increasing its purchasing power and has an interest into second-hand shopping. Even though based on different motivations, it is advantageous that shopping second-hand clothing is considered as a trend that millennials like to follow. Furthermore, for retailers it is advantageous to know what millennials appreciate of this retail channel, especially if they want to stay trendy or become the main and not only the exceptional consumption channel.

Although findings are not generalizable, only showing a small picture and inter alia individuals who are highly interested in clothes or fashion, the findings are valuable if they are processed in a quantitative study.

Furthermore, based on the findings, second-hand retail stores should feel responsible educating their customers on the sustainable aspect of this consumption. Treating consumers as sophisticated and eager to acquire knowledge helps them to stay competitive in the long run, increasing the attractiveness of second-hand clothing even more.
6 Conclusion

The study at hand ought to explore how millennials view and explain their second-hand consumption practices, looking deeper into the motivations to buy second-hand clothing. Questioned in focus were whether second-hand clothing is consumed, because it is sustainable or because it is trendy, or because it is trendy to be sustainable. How findings of previous studies show, the consumption of second-hand is not driven by only one motivation, whereby always one primary motivation exists as the driving purchasing force. The research question is aligned on the vision of the millennial generation and their second-hand consumption; by offering a broader sphere of interpretation, compiled answers provide flexibility for further implications.

The interviewees reveal to be additionally driven by the concurrent trendiness of second-hand, gaining a certain status, being either unique or belonging to those adapting a trend. Though millennials know about the sustainable aspect of second-hand consumption, the awareness of environmental concerns does not appear as the primary motivation for a purchase decision of second-hand clothing. In fact, it rather justifies the consumption of millennials which is partly revealed to be high. Different consumption levels let assume a practicability of fast fashion by second-hand clothing which means that they use second-hand as a substitute of new goods and continue to buy in a high frequency. Yet some participants also show the innate desire to slow down their consumption by different ways of limiting themselves, as in amount and urgency. Though millennials indicate second-hand shopping as a sustainable practice, it rather seems as if they want to label their habits as environmentally friendly rather than considering an actual practice for sustainability. Similar to this, it does not seem as a proactive decision of becoming more sustainable in most of the interviewees’ life since most of them also buy new things and have not dedicated themselves to only buying second-hand clothing, with one or two exceptions. Furthermore, the millennials just like previous generations is willing to accept drawbacks in their everyday life and personal dimensions if it is in favour of the environment. However, this willingness only goes as far as his life can be reconciled with it. In the long term, it remains to be seen whether the consumption of the millennials will develop and whether the sustainable consumption practice of second-hand clothing will lead to a downsizing of their actual consumption rate. In that sense, if buying second-hand clothing is more environmental sustainable, how sustainable is it in connection with high consumption in the long run?

6.1 Limitations and Future Recommendations

The conducted study is a cross-cultural study. Even though everyone has an individual culture, it might be better to take millennials from one country into account due to different states of development of the second-hand retail popularity in different countries. In this sense, it can be also question whether these findings can be applied on other countries where second-hand retail has not reached the same popularity as in Sweden. Additionally, since the interviewees are not native English speakers, results might have been more in-depth if interviewees were able to speak in their mother tongue.
To be further mentioned is the imbalance of gender, questioning whether the findings of the study can be applied on the male gender. Lastly, the topic-related background of interviewees in their studies challenges the applicability of findings on millennials without this. It can be argued that biased results could occur since the recruitment of some participants via social media could be influenced by the network of the two authors as well as the University of Borås, as most participants were studying here.

With this, future recommendations go hand in hand. As the study has only taken a small number of the millennial generation into account, quantitative research can be conducted for testing data on a larger scale. Additionally, studies for investigating the consumption behaviour in change over time are suggested to be processed over a longer time period. It is also suggested to sample millennials without a relation to textiles in their field of studies. A comparison of participants with and without an education can be further examined with regard to their second-hand clothing consumption. With regard to examining students, long-term studies are suggested about how knowledge can affect attitude and how this could influence consumption behaviour which would both contribute in making a change in purchasing and disposing clothes. Furthermore, it is suggested looking into ways of integrating digital media into second-hand retail practices and how to engage the millennial second-hand consumer into participating both online and offline retail channels.
7 References


Priest, Woods, & Roberts. (01. 10 2002). Qualitative approaches - An overview of three different approaches to the interpretation of qualitative data. *Nurse Researcher*, S. 30-42.


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8 Appendix

8.1 Interview guide

A. Introduction and icebreaking, developing a pleasant interview atmosphere.

1. May I ask you to introduce yourself (age, education/profession, leisure time activities, where do you live, origin- big city or small city life).

2. How would you describe your lifestyle? (With regard to sustainable lifestyle: car use & public transport; are you cooking yourself & bring your own lunch to work/school OR are you an outside-eater and even buying a lot of take-away products? Daily expenditures?)

2a. Living a (environmental) sustainable lifestyle is trendy at the moment. In how far do you agree with this? When you are thinking of your friends: Are they eco-friendly – how are they behaving? – Do they act like they talk? – Would they say the same thing about you? In how far are you engaging into a sustainable lifestyle?

3. What do your electronic devices mean to you? In how far are you participating in social media?

B. CONSUMPTION

B1: Food

3. When you are doing your groceries, what is the regular food you’re buying? (Cooking behaviour)

4. Where do you buy your groceries? Are you buying everything at one place? (Do you use any app for buying? Do you buy any food online? If so, what are you buying?)

5. How often are you buying groceries a week?

B2: Clothes

6. How about when you are buying clothes?

8. Do you have a budget for clothes? (If yes, what budget? Different budgets for different clothes?)

9. How often do you buy clothes? (Are they buying a large amount for little/big money or the other way around?)

9.1 What did you shop last month and where did you buy?

9.2 What did you shop the month before and where did you buy?

7. Characteristics for buying your clothes? (Planned or impulsive, online or offline, specific brands or brand-neutral, alone or with friends)

B3. MOTIVATIONS FOR PURCHASING CLOTHES

10. Three favourite pieces at the moment: Could you describe when and where you bought them - Please describe the setting? How often do you wear these favourite pieces?

11. What do clothes mean to you? (Importance of clothing in life.)
12. Do you think clothing reflects your personality? (And if so, how? – the clothes you wear right now, how would they reflect you?)

C. Second-Hand Clothing

13. Thinking of your wardrobe at home, do you think there is enough in there or is anything missing (What is missing?)? How much of your wardrobe are you wearing regularly? Where are these clothes from (online, offline, new or second-hand; specific brands)? How much of it is new and what is second-hand?

14. Since we picked you up in a second-hand store, why did you go there? What did you buy on that day? Could you describe your purchase? (How did you like it in-store?)

15. Why do you go to a second-hand shop when buying clothes?

16. Which items are you buying second-hand? Where do you buy second-hand clothing?

16a. Do you also buy second-hand clothing online? For the same or different reasons?

17. How much time do you spend in a second-hand store? How long does it take for you to find something? Are you going to a second-hand store, when searching for something specific?

18. To sum it up, for which reasons do you buy clothes second-hand?

19. Second-hand is trend at the moment. How do you perceive this? In how far does it influence you in your second-hand consumption?

19a. Do you shop second-hand, because it is trendy?

20. Second-hand is part of sustainable, environmentally-friendly consumption. How do you perceive this? In how far does it influence your consumption?

20a. Do you shop out of environmental friendly reasons?

21. Did you know that buying second-hand clothing is a way of being more sustainable in your consumption?

22. If no, you would have more education about that would you have bought more before?
9 Effort Agreement

Indicate your individual contribution to the project in the table below and attach this as an appendix in your report.

<table>
<thead>
<tr>
<th>Name</th>
<th>Contribution (%)</th>
<th>Signature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Katharina Kiehn</td>
<td>50 %</td>
<td></td>
</tr>
<tr>
<td>Antonia Vojkovic</td>
<td>50 %</td>
<td></td>
</tr>
</tbody>
</table>

In case of different contribution, indicate here who has contributed with what. For example: Who has written the text, who did the presentations, who did the interviews etc: