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A Second-hand Shoppers' Motivation Scale: Antecedents, Consequences, and Implications for Retailers

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Abstract

In view of growing interest in alternative consumption channels and critiques of conventional retailing, this study proposes a scale of second-hand shopping motivations. After defining the concept, we present the characteristics of second-hand shopping and explain the importance of a motivation-based approach. Through qualitative and quantitative studies and two data collections carried out in France with 708 subjects, we propose a reliable, valid, eight-factor scale that includes motivations related to products and distribution channels. A second-order hierarchical structure supports the tripartite nature (critical, economic, and recreational) of this form of shopping. Furthermore, the measure reveals, through a typological analysis, four consumer segments: “polymorphous enthusiasts”, “thrifty critics”, “nostalgic hedonists”, and “regular specialist shoppers”. We discuss the applications of this new scale and their implications for both research and retailing strategies.

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Why do consumers shop second-hand? This question arises from the rapid growth of such consumption in the past 20 years. In 2000, a survey by Mintel showed that 40% of U.K. consumers had shopped in second-hand markets during the previous 12 months and that 28% had made a purchase in a charity store during this same period (Williams and Paddock 2003). This phenomenon, shared across many countries, also becomes manifest in the proliferation of garage sales, second-order outlets (Solomon and Rabolt 2004), specialist second-hand retail chains, and the rise of Internet auctions. Second-hand shopping also constitutes a system in competition with traditional retail outlets, which implies the existence of retail expectations that traditional channels cannot satisfy. Identifying these expectations and providing some insights into the volatility of consumer behavior, shopping motivations, and their asso-

ciated taxonomies therefore constitutes an important research area for retailing (Arnold and Reynolds 2003; Grewal, Levy, and Lehmann 2004; Lesser and Kamal 1991; Udell 1965; Westbrook and Black 1985). Despite the interest it has aroused though (Belk, Sherry, and Wallendorf 1988; Sherry 1990a, 1990b; Soiffer and Herrmann 1987), second-hand shopping remains relatively unstudied, even as it raises crucial issues, including the repeated circulation of used objects among consumers, which prolongs the objects' useful life and thus reduces conventional retailers of a substantial proportion of their revenues (Bauhain-Roux and Guiot 2001).

Second-hand channels clearly satisfy expectations other than simply economic advantages, prompting various authors to describe recreational benefits derived from outlets such as flea markets, swap meets, and garages sales. In a ludic context, they offer opportunities for finding unusual items that are often unavailable in a new goods market (Belk, Sherry, and Wallendorf 1988; Gregson and Crewe 1997b; Sherry 1990a; Soiffer and Herrmann 1987).

As our first objective, we explore and measure motivations for second-hand shopping, noting both their antecedents and consequences for consumption behavior. We also empirically test a model to summarize these motivations. Therefore, our study provides retailers with a segmentation tool they can use to identify different shopper profiles. Our contributions are fourfold.

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First, many studies address shoppers' motivations in conventional channels (Arnold and Reynolds 2003; Babin, Darden, and Griffin 1994; Tauber 1972; Westbrook and Black 1985), but few clarify the complex motives that explain why people might turn to alternative shopping channels. Second, our findings expand previous conclusions about the economic–hedonic duality (Bardhi and Arnould 2005) by also including a critical dimension, embodied by this form of shopping. As a key contribution, the concept of second-hand shopping motivations enables predictions of behaviors linked to economic and ecological concerns, such as recycling and avoidance of waste, or those induced by recreational contexts, such as browsing (Leonard-Barton 1981). Third, by addressing second-hand shoppers' motivations, we help clarify the links between product choice and channel preference. Fourth, the proposed typology of shoppers provides a useful action tool for traditional retailers, as well as intermediaries in the second-hand market, that enable them to adapt their retailing mix to different shopper profiles.

We organize this article into four main parts. We first discuss the theoretical framework and previous studies. In addition to hypotheses derived from prior literature, we present a preliminary qualitative study that we used to generate the measurement scale items. We also detail the refinement and validation results for this tool, based on two samples. Finally, we discuss the implications of our findings, their limitations, and additional research they suggest in the field of retailing.

Background and literature review

Historically, few studies address second-hand shopping, despite its long tradition in Europe and current expansion in many markets. For example, in France during the past 20 years, various forms of second-hand and used product sales have proliferated (Guiot and Roux 2008). What was once a marginal form of commerce, comprising a few flea markets, second-hand markets, and antique dealers, has become, in both Europe and the United States, a basic trend that makes reselling, recovery, and recycling acceptable. Second-hand shopping consists both of not buying new—a product dimension—, and frequenting channels with distinctive characteristics—a sales dimension. Therefore, we define second-hand shopping as *the acquisition of second-hand objects through methods and places of exchange that are generally distinct from those for new products*.

By adopting a positive orientation toward this form of shopping, we invoke the concept of motivation to identify determinants of a person's actions, including wishes, needs, emotions, feeling, passions, areas of interests, beliefs, life values, fantasies, imaginary representations, personal complexes, conditioning, habits, deep-seated attitudes, opinions, and aspirations. Motivation can support investigations of behavior toward both products (Haire 1950; Webster and Von Pechmann 1970) and retail channels (Tauber 1972). In particular, Westbrook and Black (1985) suggest shopping motivations consist of three dimensions: the wish to acquire a product, the desire to satisfy needs not linked to the product, and the goal of achieving certain ends independent of the actual purchase. In this framework, second-hand shopping motives encourage consumers to prefer the informal, ludic

atmosphere of certain channels and look for unique and original products (Belk, Sherry, and Wallendorf 1988; Gregson and Crewe 1997a, 1997b; Sherry 1990a, 1990b).

Prior studies of second-hand shopping cite two reasons for the growth of this market. The economic rationale relates to declines in purchasing power of middle classes since the 1980s (Williams and Paddock 2003). A recreational explanation instead focuses on the characteristics of certain channels as the basis for their appeal. For example, second-hand markets provide various and unpredictable offerings, visual stimulation and excitement due to the plethora of goods, the urge to hunt for bargains, and feelings of affiliation and social interaction (Belk, Sherry, and Wallendorf 1988; Gregson and Crewe 1997b; Sherry 1990a; Soiffer and Herrmann 1987; Stone, Horne, and Hibbert 1996).

In general, prior studies provide observations about particular features and advantages of the channels rather than identifying any precise motivations for this form of shopping (Bardhi and Arnould 2005). Nevertheless, they demonstrate that second-hand shoppers' motives are not exclusively financial, that is, i/ that the channels provide sources of direct interest to shoppers, and ii/ that economic and recreational motivations are interwoven.

i/ On the first point, second-hand objects may be sought for their unusual character, rarity, or geographical, biographical, or historical origins (Kopytoff 1986). This finding fits with anthropological conclusions about collections (Belk 2001) and suggests a theoretical framework for the value associated with old objects and their potential for nostalgia. In particular, Belk, Wallendorf, and Sherry (1989) identify a contamination process by which people make tangible and maintain the sacred character of certain objects through their recollection. A used object does not necessarily invite comparison to an equivalent new product, nor is its appeal solely a matter of price. The affective dimensions associated with acquiring this kind of object instead make a comparison with a new product meaningless to the purchaser.

ii/ With regard to the second point, access to second-hand products comes through various channels that satisfy a wealth of motivations better than can traditional retail channels. For example, some consumers prefer to stroll around outdoors, rummage through bins, hunt for items unavailable in traditional channels, engage in discussions with sellers, bargain, and so on (Belk, Sherry, and Wallendorf 1988; Gregson and Crewe 1997a; Sherry 1990b; Stone, Horne, and Hibbert 1996).

Finally, in their qualitative exploration of motives for shopping second-hand, though not validated, Bardhi and Arnould (2005) note the links of hedonic and economic aspects. Some studies suggest that for such shoppers, second-hand acquisitions offer a genuine alternative to conventional channels, sometimes inspired by criticisms of traditional channels (Sherry 1990a; Soiffer and Herrmann 1987; Stone, Horne, and Hibbert 1996; Williams and Paddock 2003). In turn, we attempt to develop and validate a measurement scale of the motivations for second-hand shopping, linked to both the acquisition

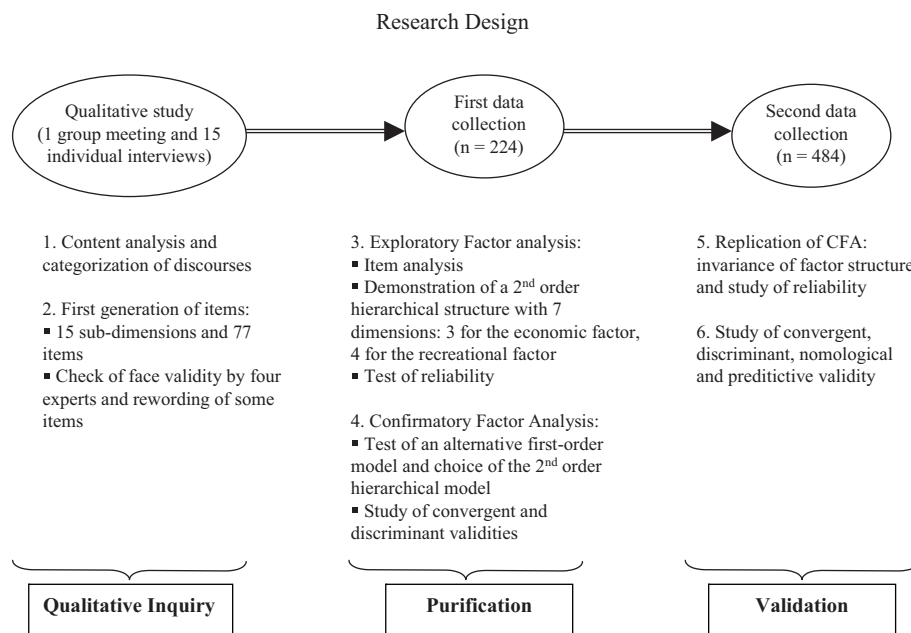


Fig. 1. Research design.

of used objects and the channels in which they are available.

Study 1: Qualitative study and scale development

For our measurement scale development, we followed established construction procedures (Churchill 1979; Peter 1981; Rossiter 2002), depicted in six stages in Fig. 1.

Qualitative inquiry

As the preceding literature review indicates, the concept of motivations can offer valuable insights into why people shop second-hand. Following Tauber (1972) and Westbrook and Black (1985), we formulate the following definition: *Motivations for second-hand shopping refer to the psychological and material motives that orient consumers toward second-hand products and/or channels.* Previous studies of specific channels or in solely Anglo-Saxon contexts prompted us to explore the motivations in a different setting where exists a long tradition of shopping second-hand. A preliminary, two-stage qualitative study that consists of a focus group, followed by semi-directed, in-depth interviews was thus conducted among French second-hand shoppers. The recorded and transcribed interviews respect the information saturation principle (Glaser and Strauss 1967). Sequential coding brought out certain themes, which guided our choice of subsequent respondents; we then varied the profiles until reaching saturation in the fifteenth interview (Strauss and Corbin 1990). The interviews took place in respondents' homes, during which the interviewees described what they had bought second-hand and in which channel, then expanded on the motives that influenced their choice. The interviews also involved questions about their original contacts with this form of shopping and how it subsequently developed.

Qualitative results and item generation

The results reveal highly varied practices in terms of the frequency of shopping, the type and number of products bought and/or channels frequented. For some consumers, the occasions were infrequent and limited—a few books or a used car—whereas for others, they were regular and intensive and involved many different product categories and channels. The qualitative exploration however shows that second-hand buying is familiar to all the respondents, which confirms the relevance of and need for a dedicated measurement tool. In referring to their experiences, respondents offered a range of motives, many of which linked not to product categories in isolation but rather to a shopping system as a whole.

In particular, the interviews reveal a critical dimension, barely noticed in previous studies, that challenges equally the market system, consumption, and the characteristics and offerings of conventional channels. For example, the respondents attempt to distance themselves from incitements to consume or buy new possessions, which they perceive as a waste of resources that characterizes consumer society. They praise the originality, stimulation, and social contact provided by alternative channels. The results from coding the interview data suggest fourteen dimensions sorted in four domains of motivations: i/ critical concerns, ii/ experiential expectations linked to the nature of the offering, iii/ experiential expectations linked to channel characteristics, and iv/ economic orientations. In Table 1, we provide some examples of our respondents' comments relating to each of these 14 dimensions.

Critical motivations

The interviews suggest three critical motivations that express the (1) possibility of avoiding conventional channels, (2) supporting ethical and ecological concerns about recycling and

Table 1
Sample respondent comments.

Motivation theme	Illustrative comments
<i>Critical motivations</i>	
1. Avoidance of conventional channels	<ul style="list-style-type: none"> ● By shopping second-hand, I feel I'm escaping the consumption system: buying what you're told to buy, doing the same as everyone else. ● For us, buying second-hand isn't basically a matter of money. It's primarily a way of distancing ourselves from consumer society, with its waste and rejection of things that can still very much be of use. ● Fortunately there are people who buy new, because that's to my advantage. It's a shame for them, but when all is said and done, so much the better, because you don't find these people there and they leave us their goods.
2. Ethical and ecological dimension	<ul style="list-style-type: none"> ● I'm all in favor of recycling. I don't buy new on principle, and will do so only if I can't find something second-hand. ● People get rid of things that are still perfectly serviceable and I find that stupid. So I buy second-hand because I find all I need there without feeding the production system. ● Waste is this century's illness. Fortunately there are people like us to take things that other people no longer want. It's a gesture that I make as a citizen.
3. Anti-ostentation	<ul style="list-style-type: none"> ● When I buy a second-hand product, it's to put it to use, not to show off. ● There are some people who always want to have the latest thing in fashion. I don't care about that. I buy something for its value to me, not for what it's supposed to represent in terms of the latest fashion. ● I couldn't care less about what they think of me because I buy second-hand objects. I know why I do it and that's reason enough for me.
<i>Experiential motivations linked to the nature of the offering</i>	
4. Originality	<ul style="list-style-type: none"> ● What interests me about buying second-hand is finding things that most other people don't have. New objects are too impersonal, too uniform, too ordinary. ● I get fed up being like everyone else, using the same stores at the same time. Shopping second-hand is for me a way of getting away from uniformity ● I like things that are original, different. And with second-hand, I find things that aren't like anything else, and will belong only to me.
5. Nostalgic pleasure	<ul style="list-style-type: none"> ● I'm more attracted to old things than new ones. They recall memories, linked to my family and where they lived. ● Unlike new products, second-hand items have a history and that's what I obtain through them. I imagine it, I reconstruct it through them. ● Overall, I don't like new products. It's rather sentimental, in fact. I like things that have lived, that have a soul, and you don't find that in new products.
6. Self-expression	<ul style="list-style-type: none"> ● I look for things second-hand to fix up and remake in my own way. I see in an object how I can transform it and give it a new life. ● Buying second-hand products allows me to appropriate them by adding my own little touch. It's not just taking them as they are. It's putting something of myself into them. ● I recover used objects so I can give them a new life and express my decorating skills.
7. Congruence	<ul style="list-style-type: none"> ● I buy second-hand when I find something irresistible. It really has to suit to me, to match my personality. ● I really look for products that resemble me. It's like meeting someone, love at first sight. You feel they're made for you. ● When I found my wedding dress second-hand, at the flea market, it reached out to me. It was exactly what I was looking for. It suits me perfectly.
<i>Experiential motivations linked to channel characteristics</i>	
8. Social contact	<ul style="list-style-type: none"> ● I like wandering around the flea market, meeting people and looking at everyone. I'm divorced and it's a way of amusing myself. ● I like chatting with the sellers, even if I don't buy anything. It's just for the pleasure of joking and talking a bit about what they're selling. ● Second-hand outlets help restore the human contact that's been lost in big stores and supermarkets. It brings back the relationship you used to have with tradespeople. You could discuss things, take your time comparing things, have a mix, choose and get advice.
9. Stimulation	<ul style="list-style-type: none"> ● I love walking around looking at all the goods on display. It's like a great people's museum, with totally improbable and very exciting things. ● We go to second-hand channels to discover things. It's a bit of an adventure. We go there to look, a feast for the eyes. ● Antique shops, garage sales, they've become a habit, almost a drug. You never know what you're going to find. It's the pleasure of discovery.
10. Treasure hunting	<ul style="list-style-type: none"> ● When you go and look, it's always in the hope of unearthing something or other. You say to yourself: "a treasure is buried there and I'm going to find it." ● Second-hand outlets for me are like Ali Baba's cave. You go in with wide eyes saying to yourself there are hidden treasures here. ● I go to them primarily because I love hunting around. I can go through piles of stuff or whole boxes looking for something lovely thing I hope no-one else has

Table 1 (Continued)

Motivation theme	Illustrative comments
<i>Economic motivations</i>	
11. Wish to pay less	<ul style="list-style-type: none"> • In general, if I want to give myself the impression I'm paying less, I buy second-hand. I feel I've saved lots of money this way, by spending less and getting just what I want at rock-bottom prices. I buy second-hand so I don't ruin myself. I know I can find the same item or better for the same budget. • At first, we didn't have much money. By buying second-hand, we felt we managed honorably, whereas if we had bought new, we would not have been able to manage or we would have sacrificed other things..
12. Search for fair price	<ul style="list-style-type: none"> • Overall, I find that certain things are expensive for what goes into them. But second-hand, you can find much better products, even of well-known brands. • Buying new, at top prices, often it's not worth it. The manufacturers and retailers make us pay the new price, but you don't always get more when you pay the higher price. • I don't want to pay more for a product, simply because it's new. For example, the children ask me to buy them roller-blades. There are lots of second-hand places that give you a very good price. If they work, it's fine and everyone's happy.
13. Bargain hunting	<ul style="list-style-type: none"> • If I find a bargain second-hand, I take it. There'll be an occasion to use it one day, including giving it to other people. I often buy in anticipation. • What I like is having the feeling of finding rock-bottom prices, prices I won't find anywhere in new channels for this type of object. And that's why I buy, sometimes on impulse. • It's true, it's almost impossible not to buy stuff at such prices. When you see things for 2 or 3 euros, it's too tempting.
14. Gratificative role of price	<ul style="list-style-type: none"> • How can you buy lots of things on a limited budget? Buying second-hand, you don't have to decide between two things you want, you take them both. • Buying second-hand has allowed us to do more things. Instead of paying the new price, we treat ourselves to going out more and keep the money for vacations. • I think that by shopping second-hand, we're really well equipped. If we had to buy this stuff new, we'd be forced to make compromises and give up some of these things. • We replace our stuff more often, since we buy it second-hand. Whereas if you pay new prices, you try and make it last longer. It makes it easier to change.

combating waste, and (3) avoiding ostentation. Therefore, second-hand shopping appears as a relevant and rational solution to bypass traditional retailing. The idea of a possible escape from the classic market system provides respondents with a sense of consumer sovereignty. The notion of avoiding conventional channels, which recalls *Mano and Elliott's (1997)* concept of smart shopping, expresses the desire to take intelligent advantage of products that other people no longer want. At the same time, respondents expressed ethical and ecological concerns and posed arguments about reusing functional products, reducing the depletion of natural resources, and avoiding the unnecessary proliferation of products, which echo the claims of practitioners of voluntary simplicity (*Dobscha and Ozanne 2001; Leonard-Barton 1981; Schor 1998*). The respondents reveal a sense of accomplishment linked to practices of recovery and resistance to conventional market channels, because they successfully reject incentives to consume more or replace existing products to obtain only marginal added benefits. Finally, for some respondents, an "anti-ostentation" motivation involves the conscious, deliberate rejection of everything associated with fashionable or mass consumption, coupled with a tendency to find value in what other people disparage. Second-hand shopping thus implies a "reversed Veblen effect", with a more pronounced orientation toward the use value of products rather than their functions as signs or symbols. It also expresses their rejection of the social codes propagated by the market system, which lead to standardized appearances and a loss of individuality.

Experiential motivations linked to the nature of the offering

In this category, four motives drive second-hand shoppers to look for products that are not new: (4) the originality of the products; (5) the nostalgic pleasure of finding objects from the past; (6) self-expression through the restoration, repair, or transformation of objects; and (7) congruence between the object and the consumer. Therefore, in addition to the random nature of the offering, which makes their unpredictability attractive (*Gregson and Crewe 1997b; Sherry 1990a*), there is interest in the objects themselves. They may be deemed desirable because of their unique, unusual, or authentic character, which expresses the purchaser's individuality. Objects also can be sought for their creative potential, such that the purchaser can grant them a specific meaning, perhaps contrary to that exerted by their producer (*Sherry 1990b*). Finally, nostalgia plays a key role for lovers of old objects, often sought less for their exchange value than for their historical dimension (*Belk, Sherry, and Wallendorf 1988*).

Experiential motivations linked to channel characteristics

Recreational characteristics associated with certain settings, such as (8) social contact, (9) stimulation, and (10) treasure-hunting, are thoroughly documented in prior literature (*Belk, Sherry, and Wallendorf 1988; Gregson and Crewe 1997b; Sherry 1990a; Soiffer and Herrmann 1987; Stone, Horne, and Hibbert 1996*). That is, in addition to providing places to shop, these channels represent venues for wandering around and experiencing, similar to exhibitions or museums (*Belk, Sherry, and Wallendorf 1988*). Geographical distance, if applicable, creates

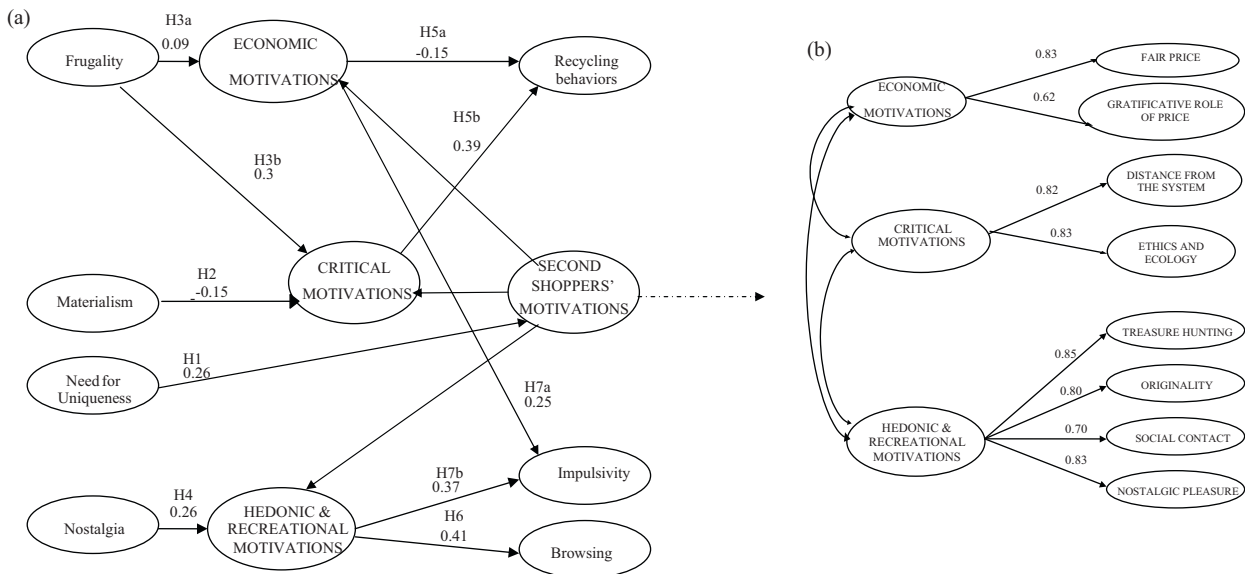


Fig. 2. Hierarchical model of motivations for second-hand shopping: Second- and first-order factors and order and testing of the complete model (final data).

Notes: In the framework of the complete model, to reveal the antecedents and consequences of motivations for second-hand shopping, a third-order factor structure can be used to measure the construct, as theoretically justified by the common factor that “explains” the high correlations between critical, economic and the recreational dimensions. For statistical reasons, this relation cannot be tested in isolation; it would be necessary to constrain the latent error terms or the structural coefficients, for which no theoretical justification can be provided. The incomplete model contains sufficient information to include it without creating identification problems.

a motive to set out on a journey and discover a new environment, with its own native inhabitants and social practices. A strong desire for encounters and exchanges corresponds to community expectations and a need for links, as emphasized by postmodern approaches (Venkatesh 1999). A discussion with a seller can represent a meaningful interaction and give rise to storytelling or affective links with an object (Kopytoff 1986), enhanced by the social contact that accompanies it.

Economic motivations

Finally, four types of motives relate to price: (11) the wish to pay less, (12) the search for a fair price, (13) bargain hunting, and (14) the gratificative role of price. The last dimension refers to the budgetary allocation that consumers must make across different kinds of expenditures, which often lead to priority management and price appraisals. Second-hand shopping seems to ease the budget allocation pressure on shoppers by enabling them to satisfy their primary needs without depriving them of less essential acquisitions. Such economic dimensions appear in the earliest studies in this field, which broadly emphasized the financial benefits of second-hand shopping (Williams and Paddock 2003), as well as in later studies conducted in recreational contexts about shoppers’ hopes to find cheaper products and obtain bargains (Gregson and Crewe 1997b; Stone, Horne, and Hibbert 1996).

These four main motivation areas, subdivided into 14 sub-areas, comprise 72 measurement items that we obtained from coding the interviews. Following Rossiter (2002), we base the measurement items on the C-OAR-SE approach and specify the type of attributes they represent. The broad spectrum of representations that we collected from consumers in the qualitative stage suggests their motivations are abstract attributes that demand several measurement indicators each. Both prior literature and our interviews also suggest a causal relation between the moti-

vations for second-hand shopping and the stated motives that reflect them (Jarvis, MacKenzie, and Podsakoff 2003). That is, motivations, which determine human conduct, can be expressed in the form of general motives that are reflected in the specific dimensions. The construct of motivations for second-hand shopping is thus viewed here as a reflective-type abstract attribute. Four marketing faculty members (full professors) evaluated the items for content and face validity. They were given the conceptual definitions of the motivations, along with illustrative quotes from the qualitative data, and instructed to retain items based on their representation of the motivations domain and clarity of wording. Candidates for deletion were items that were not representative of the domain, ambiguous and possibly open to misinterpretation. They were subsequently suppressed.

Study 2: Scale purification

The resulting item pool contained 72 items formulated on a five-point likert scale. They were put into a self-administered questionnaire. As well as socio-demographic variables – age, gender, income, educational level –, this inquiry included questions on the number and type of second-hand products purchased, channels frequented and recycling behavior. As used successfully in priori research (Bitner, Booms, and Teteault 1990; Gwinner, Gremler, and Bitner 1998; Wallendorf and Arnould 1991), marketing research students were recruited and trained as data collectors for the sample in two large French cities (Paris and Lille) and their surrounding areas. Second-hand shoppers were contacted face to face and subsequently given a paper copy of the self-administered questionnaire. A total of 224 usable questionnaires were returned. In the absence of known quotas for the second-hand shopper population, we used pretty close to similar proportions of ages, genders, and frequency

Table 2
First-order factor structures with bootstrap (first data collection).

	Variance (%)	DIM1*	DIM2*		
Critical motivations	75.89	54.78	21.11		
Distance from the system					
By buying second-hand, I feel like I'm escaping the (consumption) system	PUIS13	0.834 (0.832)			
Buying second-hand is for me a revenge on the consumption system	PUIS11	0.837 (0.840)			
Buying second-hand enables me to distance myself from the consumer society	ANT11	0.763 (0.758)			
Cronbach's alpha		0.868			
Ethics and ecology					
I enjoy buying second-hand because I don't like objects being thrown away that can still be of use	ECTH15		0.698 (0.701)		
By buying second-hand, I feel I'm helping to fight against waste	ETH11		0.759 (0.760)		
Cronbach's alpha			0.751		
Economic motivations	65.64	45.57	20.07		
Gratificative role of price					
I can afford more things because I pay less second-hand	ECO33	0.717 (0.718)			
One can have more things for the same amount of money if one buys second-hand	ECO35	0.623 (0.622)			
I feel that I have lots of things for not much money by buying them second-hand	ECO36	0.647 (0.647)			
Cronbach's alpha		0.703			
Search for a fair price					
I don't want to pay more for a product just because it's new	ECO22		0.810 (0.809)		
By buying second-hand, I feel I'm paying a fair price for things	ECO21		0.772 (0.772)		
Cronbach's alpha			0.698		
	Variance (en %)	DIM1*	DIM2*	DIM3*	DIM4*
Hedonic/recreational motivations	69.92	41.28	13.24	8.78	6.62
Treasure hunting					
I like wandering around second-hand outlets because I always hope I'll come across a real find	CIRC32	0.812 (0.814)			
I go to certain second-hand outlets to rummage around and try to find something	CIRC31	0.801 (0.802)			
I'm often on the look-out for a find when I go to certain second-hand outlets	CIRC34	0.649 (0.651)			
In certain second-hand outlets, I feel rather like a treasure hunter	CIRC35	0.499 (0.501)			
Cronbach's alpha		0.80			
Originality					
I hope to come across articles that nobody else has	OFF15		0.844 (0.844)		
I hope to come across original articles that are not found in mainstream stores	OFF12		0.702 (0.701)		
Cronbach's alpha			0.77		
Social contact					
What I like about certain second-hand outlets is the pleasure of meeting and talking to people	CIRC13			0.918 (0.918)	
In certain second-hand outlets, I like entering into discussion with people even if I don't buy anything	CIRC14			0.907 (0.908)	
I like going to second-hand outlets where I can have contact with people and talk to them	CIRC11			0.802 (0.803)	
I enjoy the social interaction you find in certain second-hand outlets	CIRC12			0.624 (0.623)	
Cronbach's alpha				0.87	
Nostalgic pleasure					
I am attracted more to old things than new ones	OFF22				0.828 (0.827)
Above all I buy things second-hand because they are old and have a history	OFF25				0.663 (0.664)
I like buying second-hand objects because they evoke the past	OFF24				0.583 (0.583)
I like buying second-hand objects because I find them authentic	OFF23				0.807 (0.806)
Cronbach's alpha					0.77

Notes: Mean values of the bootstrap estimations in parentheses.

Table 3
Model parameter estimation: determinants and effects of second-hand shopping motivations.

Hypotheses	Standardized parameter	Standard deviation	<i>t</i> -test	Result
H1: Need to be unique → Overall motivations for shopping second-hand	0.26	0.03	3.74	Validated
H2: Materialism → Critical motivations for shopping second-hand	−0.15	0.04	−3.02	Validated
H3a: Frugality → Economic motivations for shopping second-hand	0.09	0.11	1.25	Not validated
H3b: Frugality → Critical motivations for shopping second-hand	0.32	0.11	5.15	Validated
H4: Nostalgia → Recreational motivations for shopping second-hand	0.26	0.06	5.30	Validated
H5a: Economic motivations for shopping second-hand → Recycling	−0.15	0.07	−2.52	Validated
H5b: Critical motivations for shopping second-hand → Recycling	0.39	0.07	6.09	Validated
H6: Recreational motivations for shopping second-hand → Browsing	0.41	0.07	6.26	Validated
H7a: Economic motivations for shopping second-hand → Impulse buying	0.25	0.06	4.00	Validated
H7b: Recreational motivations for shopping second-hand → Impulse buying	0.37	0.06	5.46	Validated
H8a: General motivations for shopping second-hand → Frequency of purchasing second-hand products	0.65	0.20	7.32	Validated
H8b: General motivations for shopping second-hand → Number of channels frequented	0.57	0.34	7.02	Validated

of second-hand purchases. An inspection of the demographic variables revealed representation in all age, gender and income categories, with approximately 39% of the respondents who earn less than 1243 euros a month, 23% from 2308 to 3769 euros and respectively 17% and 20% in the 2308 to 3769 and over 3770 euros categories.

Exploratory factor analysis and item analysis

The first stage involved statistical refinement, using principal components factor analyses with oblique rotation, because of the presumed correlations among the construct's dimensions. The analyses relied on a bootstrap procedure to ensure the stability of the results across the whole sample (Table 2). Items were eliminated if they offered low saturation or communities (less than 0.40 and 0.30, respectively) or high saturation on several factors (Hair et al. 1998). This procedure led to a loss of information for several dimensions identified in the qualitative stage. For example, the wish to pay less, bargain hunting, and the search for congruence with the objects showed no significant convergence. One reason may lie in the qualitative study that revealed a wide array of motives that the quantitative validation only partly reproduced. Thus, some more marginal motivations might not be representative of all second-hand shoppers. Moreover, the respondents did not seem to make a clear distinction between their wish to pay less and bargain hunting, as for the congruence with the object dimension, which did not seem to discriminate between buying second-hand and buying new products. However, the items generally properly matched their motivation areas, except for the avoidance of conventional channels and anti-ostentation dimensions that overlapped in the critical orientation. As these two dimensions correspond better to the idea

of a critical exit from consumer society, we chose to rename it “distance from the system.”

Dimensionality and reliability

We consider motivations for second-hand shopping to be abstract attributes with a reflective nature. The analysis confirms a hierarchical structure characterized by three second-order factors⁴: critical motivations (i.e., grievances toward and withdrawal from the conventional market system, comprised of “distance from the system” and “ethics and ecology”), economic motivations (i.e., “gratificative role of price” and “search for a fair price”), and hedonic/recreational motivations (linked to products and channels—i.e., “treasure hunting”, “originality”, “social contact” and “nostalgic pleasure”).

Confirmatory factor analysis

To evaluate the scale's congeneric measurement properties, we test for a hierarchical structure composed of three second-order factors and eight first-order dimensions (Fig. 2a).⁵ The indices show an acceptable fit to the data, despite GFI (0.89) and AGFI (0.87) values slightly lower than usually recommended by the literature on first-order constructs. They can be considered

⁴ Kaiser's criterion and Cattell's screen test both suggest retaining 2, 2, and 4 dimensions, respectively, for the three types of motivation (Table 2). The reliability of each of the first-order factors is satisfactory, with Cronbach's alpha coefficients ranging from 0.698 to 0.875.

⁵ To test for differences in the structures between the Paris and Lille samples, we used a configural invariance test. For both data collections, we find no notable differences, so we test the hypotheses with the entire samples.

here acceptable because of the complexity of a second-order model (Gerbing, Hamilton, and Freeman 1994; Mulaik and Quartetti 1997). The results of an alternative and more parsimonious model including only first-order, intercorrelated dimensions, show absolute and incremental goodness-of-fit indexes similar to those of the hierarchical model. From a conceptual perspective, we retain the latter model that better highlights the critical, economic, and recreational motivations that underlie second-hand shopping motives. Moreover, the lower constant Akaike information criterion value confirms the superiority of the second-order model, whose final structure was obtained after controlling for the representative character of the construct domain (Nunnally and Bernstein 1994).

Convergent and discriminant validity

The scale shows good convergent validity, according to the significant confirmatory factor loadings, which are greater than 0.67. Moreover, the discriminant validity condition (intra-construct) is met, because the correlations between the first-order factors do not exceed 0.68 and remain well below the square roots of the average variance extracted for the three orientation types, which equal 0.94, 0.86, and 0.81.

Study 3: Scale validation

Factor structure stability

We then replicated a confirmatory model corresponding to the structure obtained (Fig. 2a). The data collection procedures used for the calibration sample were replicated here for the validation sample, only students were instructed to administer the questionnaire. A total of 484 completed surveys were judged usable. As respondent names and contact information were recorded, a random sample of 40 respondents was contacted to verify the questionnaire administration procedures. No issues or abnormalities were noted. The demographic profile of the validation sample was highly consistent with that of the calibration sample: 46% men and 54% women; 45% aged over 40; 30.5% have a monthly income of 1243 euros or less (28.5% earn between 1244 and 2307 euros, 24% between 2308 and 3769 euros, and 17% earn more than 3770 euros); and 20.1% have a primary or secondary educational level (33.8% attended university, and 46.1% have a university degree or higher).

A measurement model using the 24 items established during the calibration stage provides satisfactory fit with the data, such that the indices reach the thresholds recommended by prior literature ($\chi^2/dof = 2.12$; goodness-of-fit index [GFI] = 0.92; adjusted goodness-of-fit index [AGFI] = 0.90; Tucker-Lewis index [TLI] = 0.96; confirmatory fit index [CFI] = 0.96; root mean squared error of approximation [RMSEA] = 0.05).

Reliability and internal validity

To check the scale reliability, we calculated Jöreskog's (1971) indices. They are greater than 0.7 and attest to the internal consistency of the factors that constitute the hierarchical structure.

Various techniques enable us to confirm that the conditions for convergent and discriminant validity for the replication sample. We observe factor contributions (all significant and greater than 0.659), apply Fornell and Larcker's (1981) method, and compare nested structural models.

Nomological validity

To study the nomological validity of motivations for second-hand shopping, we applied a model that includes their connections with the determinants and effects that theoretically link them (Csikszentmihalyi 1990). As we show in Fig. 2a and b, we included the eight dimensions from the motivation scale in a broader model that also includes antecedents and consequences that appear both internal and external to the field of study, such as recycling, browsing, and impulse buying (Table 3).

Antecedents of overall motivations for second-hand shopping

Prior literature cites two psychological antecedents—price sensitivity and a low level of materialism—to explain purchasers' motivations for this form of acquisition, without distinguishing the different potential dimensions of the motivation concept. We also tested the links with a third antecedent, the need for uniqueness, which emerged in the qualitative stage among not only recreational shoppers, as suggested by prior literature, but also critical and economic shoppers. This variable alone seems to be a global determinant of all motivations. As developed by Tian, Bearden, and Hunter (2001, p. 50), the need to be unique is the tendency of a consumer to seek "differentness relative to others through the acquisition, utilization and disposition of consumer goods for the purpose of developing and enhancing one's self-image and social image." In their work on second-hand markets, Gregson and Crewe (1997b) emphasize the creative capacities that second-hand shopping mobilizes through rituals associated with transforming objects to achieve personal, expressive ends. Sherry (1990b) illustrates other dimensions of the need to be unique and shows that the attraction of second-hand venues is based on a resistance to conformist pressures and the desire to escape the homogeneity of conventional market channels. Second-hand objects provide a means to distinguish oneself by appropriating the unique character of the objects. Although the need to be unique seems to strongly nurture recreational motivations for second-hand shopping, its links with economic motivations are not absent. For example, some consumers engage in smart shopping (Mano and Elliott 1997), manifested in the form of their wish to use their expertise and creativity to find alternative supply channels. The need to be unique gets evoked most often in relation to the choice of products, but it seems relevant to consider it a possible antecedent of the desire to distinguish oneself through the channels used to find unique products, as well as the expectation of low prices associated with such channels. We thus posit:

H1. The need for uniqueness relates positively to overall motivations toward second-hand shopping.

Antecedents of specific motivations toward second-hand shopping

Bardhi and Arnould (2005) suggest that the rational and moral representations people construct around second-hand shopping mask their tendency to accumulate. As a compensation for finding low prices, second-hand acquisition enable people to own more objects and thus satisfy their materialist goals. The conclusions from the qualitative stage of our study tend to contradict this hypothesis, our respondents' comments indicating a low level of materialism. Richins and Dawson (1992), unlike Belk (1985), consider materialism a value rather than a personality trait and therefore argue that materialists believe possessions contribute to their accomplishment of personal goals. In turn, they influence lifestyles in three respects: the centrality of possessions in people's lives, the happiness they seek through such possessions, and the signs of success that possessions represent at a social level. In contrast, our respondents' comments suggest a careful distance from consumption and a refusal to adopt conspicuous behavior (Roux 2004). By attaching more importance to the use or affective value of products than to their symbolic value, these respondents also emphasize the limited role that possessions play in their lives; they do not view them as of paramount importance in life. Therefore, we posit

H2. Materialism relates negatively to overall motivations toward second-hand shopping.

As a form of anti-materialism, frugality is a lifestyle trait with a potential direct link to both critical and economic motivations for buying second-hand. It is characterized "by the degree to which consumers are both restrained in acquiring and in resourcefully using economic goods and services to achieve longer-term goals" (Lastovicka et al. 1999, p. 88). Critical motivations for second-hand shopping emphasize anti-waste ideals, which echo the desire to use goods repeatedly for an extended period of time. They also stress the potential for escape from the conventional market system. The economic motivation bears on the underlying refusal to pay a "newness premium" and naturally suggests frugality as a reasoned approach to purchasing. We thus hypothesize:

H3. Frugality relates positively to (a) critical motivations and (b) economic motivations toward second-hand shopping.

Finally, nostalgia can be manifested as the propensity to think about the past and associations attached to memories (Baker and Kennedy 1994; Davis 1979). It may be an antecedent of the wish to find old objects that are characteristic of a historical period, type of manufacture, way of life, or bygone tradition. These motivations appear in both research into second-hand channels (Gregson and Crewe 1997a) and the growth of retro-marketing (Brown, Kozinets, and Sherry 2003; Gregson and Crewe, 2003; Palmer 2005). From this standpoint, the predisposition to nostalgia scale (Perrusson 2003), which is based on recollections of memories and regret for the past, seems well suited to our study, and we hypothesize:

H4. The predisposition to nostalgia relates positively to recreational motivations toward second-hand shopping.

We also determine three types of effects that relate to different dimensions of the construct. First, critical and economic motivations should predict other types of behavior linked to the careful management and protection of resources. We therefore posit a link between these two motivations and recycling behavior, as studied in the context of voluntary simplicity (Leonard-Barton 1981). This lifestyle consists of material simplification and ecological and ethical sensitivity, topics that some of our respondents noted in the qualitative stage. These critical subjects view second-hand shopping as a way to limit their waste and prolong the lifetimes of objects that might be repaired or remade. As such, this practice contrasts with thriftiness, which does not usually involve any effort to protect the environment (Dobscha and Ozanne 2001). Three items from Leonard-Barton's (1981) voluntary simplicity scale, related to recycling paper, glass, and packaging, thus suggest the following hypotheses:

H5a. Critical motivations toward second-hand shopping relate positively to recycling behavior.

H5b. Economic motivations toward second-hand shopping relate negatively to recycling behavior.

Second, the recreational dimension of shopping, according to prior literature, suggests the presence of situational factors not found in conventional channels, including being outdoors, visual stimulation, social relations, theatricality, and contingency of the products for sale (Belk, Sherry, and Wallendorf 1988; Gregson and Crewe 1997a; Sherry 1990b). Such place characteristics induce browsing behaviors, defined by Bloch and Richins (1983, p. 389) as "the examination of a store's merchandise for recreational or informational purposes without a current intent to buy." Similarly, Lombart (2004) describes them as leisure activities whose motives are mainly recreational. Wandering around for the pleasure of it and without any intention of buying seems a possible effect of recreational motivations for second-hand shopping. Therefore, we posit:

H6. Recreational motivations toward second-hand shopping relate positively to browsing behavior.

Third, the unpredictability of the goods for sale in second-hand channels seems to encourage people to frequent these channels, in the constant hope of coming across a "find" or object that is more or less consciously desired (Sherry 1990a). Some contexts may create conditions that encourage impulse buys. Weinberg and Bottwald (1982) suggest that some hedonic contexts create conditions that are favorable for such buys. Similarly, Bardhi and Arnould (2005) show that some shoppers manifest excess purchasing behavior simply for the pleasure of not missing out on a possible bargain. Thus, spontaneous and unconsidered purchasing, under the guise of saving money, leads us to view impulsivity as an effect of both recreational and economic motives (Stone, Horne, and Hibbert 1996). Using Rook and Fischer's (1995) scale, we put forward the following hypothesis:

H7. (a) Economic motivations and (b) recreational motivations for second-hand shopping relate positively to impulsivity.

Finally, the combined motivations for second-hand shopping should enable us to predict resultant behaviors. Respondents' stated frequency of buying second-hand products and using second-hand channels suggests the following hypothesis, which we use to test nomological validity:

H8. General motivations for second-hand shopping relate positively to (a) the frequency of buying second-hand products and (b) the number of second-hand channels visited.

To test these hypotheses (Fig. 2b), we first verified the psychometric properties of the measurement tools. To establish the reliability and convergent validity of the scales, we used a confirmatory analysis and calculated Jöreskog rho values, all of which were greater than 0.75; the ρ_{vc} indices also were greater than 0.5, with the exception of frugality (0.45).⁶ Next, we turned to a structural equations model in AMOS. The model fit is very satisfactory ($\chi^2/ddl=2.129$; GFI=0.930; AGFI=0.911; TLI=0.972; CFI=0.974; RMSEA=0.052). The results for the structural parameters, both with and without bootstrapping, are virtually equivalent and confirm the stability of the causal model. Need for uniqueness ($\beta=0.26$) explains more than 6.6% of the variance and is an antecedent of all second-hand shopping motivations. Frugality accounts for 10.1% of the variance in critical motivations ($\beta=0.32$) and 16.5% of the variance in recreational motivations ($\beta=0.39$) but, interestingly, has no significant impact on economic motivations. Nostalgia accounts for 10.3% of the variance in recreational motivations ($\beta=0.26$). These variables thus are determinants of motivations for buying second-hand products.

The percentages of variance explained by the motivations in the behavioral variables rises to 46.2% for the frequency of buying second-hand products ($\beta=0.65$) and 31.8% for the number of channels visited ($\beta=0.57$), which confirms the proposed links between purchasers' overall motivations and their stated behavior. In addition, critical motivations ($\beta=0.39$) associated with a negative coefficient of economic motivations ($\beta=-0.15$) account for 23.4% of the variance in recycling behavior. Additionally, the whole set of motivations explains browsing (18.9%) and impulsive buying behavior (28.9%) more effectively than the specific effects of certain dimensions.

The results imply the satisfactory external validity of this measurement scale. The scale also lends itself to applications. By computing a global index that corresponds to a factor score, obtained by principle components or confirmatory analyses, we can account for the hierarchical structure of the construct.

Second-hand shopper segments

To evaluate the practical use of the proposed second-hand motivation scale, we undertook a two-stage classification, using both hierarchical and nonhierarchical procedures in a

cross-validation. The first stage involved subjecting the eight first-order dimensions of second-hand shopping motivations to a hierarchical classification algorithm (Ward's method, using the squared Euclidean distance). We considered several solutions to determine the optimal number of clusters (Hair et al. 1998; Westbrook and Black 1985). By examining a dendrogram and agglomeration schedule, we chose a four-cluster solution.⁷ The second stage involved a K-means dynamic clustering procedure with the cluster centers from the hierarchical classification. In Table 4

, we summarize the means that correspond to the dimensions of the second-hand shopping motivations and reveal the final allocation of subjects to the four clusters (N1=138, N2=146, N3=96, N4=104). Variance analyses indicate significant differences across the four clusters (F -values vary from 58.32 to 190.37). Depending on the homogeneity of the variances between the groups, we applied post hoc Tukey or Dunnett tests to confirm the significance of the mean score differences among clusters for all variables.

Cluster validation

We used two methods to validate the typology. First, we conducted a dynamic cluster analysis with the initial cluster centers determined randomly. As we show in Table 4, the sizes and means of the clusters are relatively close in analyses that use specified versus random centers. This convergence supports the stability of a solution that consists of four clusters. Second, we verified the nomological and predictive validities of the typology according to the mean and percentage differences between the clusters, at the level of the constructs linked theoretically to second-hand shopping motivations and their related behaviors. This enabled us to define four second-hand consumer segments, characterized by their different score levels on the various types of motivation: "polymorphous enthusiasts", "thrifty critics", "nostalgic hedonists", and "regular specialist shoppers". On the basis of these clusters, the typology can predict differences in the kinds of products bought, channels frequented, and behaviors not directly linked to the second-hand market.

Polymorphous enthusiasts represent 28.5% of the total sample. They are characterized by varied use of most types of second-hand products and often frequent second-hand channels. In particular, compared with the other groups, they exhibit a strong propensity to frequent second-hand markets (89.8%), discount and second-hand stores (72%), antique shops (41.5%), charity stores (35.4%), and Internet sites (38.1%). They reveal the highest scores for the various motivations and are characterized by a strong propensity to browse and recycle. In terms of their psychological profile, they exhibit high levels of frugality and need to be unique. More or less equally divided between men and women, these *polymorphous enthusiasts* tend to be middle-aged or older (58.6% are older than 35 years of age, with an average age of 40 years) and have a higher-than-average income levels (54.3% earn a monthly income of more than 2308 euros).

⁶ We also confirm discriminant validity across constructs; each construct shares more variance with its indicators than with the other latent variables.

⁷ For a discussion of convergence criteria, see Hair et al. (1998).

Table 4
Results of non-hierarchical cluster analysis and validation.

Constructs	Cluster 1 Polymorphic enthusiasts		Cluster 2 Thrifty critics		Cluster 3 Nostalgic hedonists		Cluster 4 Regular specialist shoppers		Value of F (or of χ^2 in <i>italic</i>)
	Specified cluster centers	Random cluster centers	Specified cluster centers	Random cluster centers	Specified cluster centers	Random cluster centers	Specified cluster centers	Random cluster centers	
<i>Second-hand shopping motivations</i>									
Search for fair price	7.36	7.19	6.67	6.52	4.46	5.02	4.67	5.10	82.14*
Gratificative role of price	12.33	12.23	11.36	11.67	8.29	8.92	9.70	9.57	58.32*
Distance from the system	11.69	11.66	8.21	8.92	6.07	6.24	6.18	6.34	110.30*
Ethics and ecology	7.95	7.91	6.15	6.43	5.53	5.64	4.52	4.64	79.14*
Originality	8.25	8.46	5.95	5.92	7.75	7.45	4.37	4.74	122.84*
Nostalgic pleasure	15.4	16.67	10.44	9.70	13.33	13.64	6.80	6.88	131.96*
Treasure hunting	17.47	17.96	12.97	13.34	15.59	15.62	8.79	8.45	190.57*
Social contact	15.82	16.71	11.74	11.92	13.16	12.92	8.62	8.50	96.76*
<i>Socio-demographic indicators</i>									
Size of cluster (N)	138	113	146	147	96	113	104	110	
Size as a %	28.5	23.4	30.4	30.5	19.3	23.4	21.7	22.7	
-35 (%)	41.4		67.5		57.5		74.4		27.63*
+35 (%)	58.6		32.5		42.5		25.6		
-1243 euros	19.8		39.3		25.6		36.8		26.34*
1244 to 2307 euros	25.9		25.4		33.3		31.0		
2308 to 3769 euros	37.9		15.6		21.8		18.4		
+3770 euros	16.4		19.7		19.2		13.8		
Primary/secondary	21.2		18.4		18.8		17.0		1.80
Attended university	36.4		33.6		31.3		33.0		
University degree+	42.4		48.0		50.5		50.0		
<i>Determinants and effects of motivations</i>									
Need for uniqueness	6.47		5.6		5.58		4.91		9.58*
Materialism	6.66		6.89		6.10		6.47		1.99
Frugality	15.07		14.38		13.63		13.46		6.61*
Predisposition to nostalgia	11.76		10.92		11.35		10.05		8.20*
Browsing	30.06		27.49		29.22		24.03		9.88*
Impulse buying	18.22		17.60		17.85		16.78		1.41
Recycling	12.59		10.60		11.51		9.49		20.09*
Frequency of shopping second-hand (often) as a %	63.5		28.8		24.1		22.5		68.3*
Number of product categories bought	9.61		5.74		5.99		4.92		29.33*
Number of second-hand channel visited	4.92		3.88		3.94		3.47		11.26*
Frequenting second-hand markets as a %	89.8		62.7		76.3		53.3		28.54*
Frequenting second-hand stores, discount stores, as a %	72.0		45.2		65.0		56.6		32.71*
Frequenting antique stores as a %	41.5		11.9		30.0		6.7		47.81*
Frequenting Emmaus charity stores as a %	35.4		11.9		16.3		6.7		33.42*
Visiting internet sites as a %	38.1		19.8		18.8		20.0		8.56*
Using direct sale between private individuals as a %	36.6		57.1		37.5		53.3		4.37*
Frequency of buying cars as a %	46.8		69.7		45		66.0		6.25*
Frequency of buying books as a %	81.4		56.3		80.0		54.4		30.22*
Frequency of buying records, cassettes, CDs, DVDs as a %	67.8		52.4		55.0		48.9		9.19*
Frequency of buying furniture as a %	62.7		36.5		46.3		30.0		26.87*

Frequency of buying collectables as a %	47.5	12.7	32.5	6.7	60.25*
Frequency of buying household decorative items as a %	48.3	15.9	26.3	6.7	55.80*
Frequency of buying knick-knacks as a %	62.7	27.8	40.0	10.0	67.00*
Frequency of buying crockery, glassware, as a %	50.8	14.3	33.8	8.9	60.78*
Frequency of buying children's clothing %	16.1	6.3	6.3	4.4	11.68*
Frequency of buying adult clothing as %	44.9	21.4	35.0	16.7	25.61*
Frequency of buying jewelry as %	33.9	7.1	21.3	21.3	33.19*
Frequency of buying video games as %	40.1	45.2	28.8	37.8	7.65*
Frequency of buying children's games and toys as a %	29.7	15.1	20.0	13.3	11.36*
Frequency of buying cell phones as a %	10.6	16.7	11.8	25.4	7.15*
Frequency of buying TVs as a %	17.8	15.1	5.0	10.0	8.22*
Frequency of buying hi-fi as a %	17.8	7.9	3.8	14.2	11.32*
Frequency of buying bikes as a %	22.9	7.3	13.8	20.0	6.76*
Frequency of buying video-game consoles %	20.9	17.5	12.5	25.4	7.63*
Frequency of buying computers as a %	17.8	16.7	5.0	14.4	7.42*
Frequency of buying printers as a %	9.6	15.9	3.9	5.6	4.39*

* Significant at 0.05.

Representing 30.4% of the total sample, the *thrifty critics* score high on the economic and critical dimensions, and low on the recreational dimensions. Characterized by their strong propensity to frugality, these consumers reflect a higher proportion of men (55% versus 46.1% for the whole sample), an average age of 30 years, and low income levels (39.3% earn less than 1243 euros per month). Basically, they are DIY and functionalist consumers (Dobscha and Ozanne 2001) who try to reuse and recycle products such as second-hand computers, printers, televisions and video consoles that they buy in stores that specialize in this type of product, through private sales or personal ads. They are also interested in multimedia products, videos/DVDs and games whose possession, storage and accumulation seem less essential than the experience with the product itself. Their quest for savings on consumer durables that charge relatively high prices for new items also explains their propensity to buy second-hand cars.

Conversely, the *nostalgic hedonists* (19.3% of the total sample) indicate low scores on the economic and critical motivations, but score higher on recreational motivations, especially the nostalgic dimension. Comprising rather more women (60%) than men, with an average age of 34 years, this group is appreciably older than the *thrifty critics*. They earn an intermediate income level (55.1% with incomes between 1244 and 3769 euros a month). In contrast to the *polymorphous enthusiasts*, they exhibit moderate frugality and need for uniqueness levels, whereas their propensity for nostalgia and browsing is higher than the sample average. Although their second-hand consumption is less marked than those of the two previous groups, they use second-hand outlets to buy “pleasure” products than can arouse their nostalgic feelings, such as books, CDs, decorative items, jewelry, games and toys. They buy these products mainly in second-hand markets and, to a lesser extent, in second-hand stores dedicated to jewelry, furniture, and knickknacks.

Finally, the regular *specialist shoppers* (21.7% of total sample) selectively use second-hand outlets for certain types of products. This groups scores low on all motivations and most of their determinants. Composed of young people of both genders, with moderate incomes (1244–2307 euros), this group's consumption of second-hand products and frequenting of second-hand channels also is low. Nevertheless, these consumers, from time to time and in a very targeted way, buy specific second-hand products, such as cell phones, hi-fi equipment and bikes, mostly in second-hand stores (56.6%) or through private sales (53.3%).

Discussion and implications

Research implications

The proposed second-hand shopping measurement scale captures a variety of motives that underlie a specific form of shopping and do not depend any more on contextualized approaches to certain channels. Our contribution thus incorporates three dimensions of motivations that apply to both the products sought and the channels that sell them. These results enrich previous studies in several respects. First, the proposed

scale offers a validated measurement tool for assessing second-hand shoppers' motivations, across many possible combinations of products and channels and the potential variety of motives that guide these shoppers.

Second, in addition to the economic and recreational motives, we uncover an underlying factor that has not been measured before, namely, the critical dimension toward the conventional market system. This critical attitude is manifested as distancing and avoidance behaviors toward the classic market system, as well as ethical and ecological concerns that consumers express with regard to recycling and anti-waste.

Third, the strong correlations across the critical, economic, and recreational dimensions confirm that they are extensively interwoven (correlations range from 0.47 to 0.68). The scale thus clarifies motives whose combination, rather than their opposition (Bardhi and Arnould 2005), might cause dissatisfaction with traditional forms of retailing, as noticeable in the *polymorphous enthusiast* segment. It is thus appropriate to investigate possible consequences of an array of motives that overlap. This scale also helps characterize profiles of consumers who are reflexive with regard to the functioning of the retail system as a whole and capable of finding alternative shopping solutions (Holt, 2002). For example, further research should examine the influence of expertise and perceived risk on second-hand shopping behaviors, including the effect of guarantees offered by the product and/or sales channel.

Moreover, our contribution suggests several research avenues, in conjunction with recent retailing challenges. Firstly, in terms of perceptions of prices and fairness, it is important to evaluate the predictive character of the critical and economic motivations for second-hand shopping in relation to preferences for brands in conventional stores (Sinha and Batra 1999), discount chains, and specialist second-hand chains. A more systematic study should consider the relations between the second-hand shopping motivations, especially the critical dimension, and different manifestations of resistance, such as brand boycotts, downshifting, and voluntary simplicity (Dobscha and Ozanne 2001; Peattie and Peattie 2009; Schor 1998). The explicit mention of second-hand shopping among simplifiers' practices suggests the need to test these links more extensively (McDonald and Oates 2006). Moreover, with regard to store visits, the findings might be useful for testing customer loyalty and sensitivity to promotional campaigns. As retailing literature suggests (Dawson, Bloch, and Ridgway 1990), it would be interesting to discover the repercussions of satisfaction or dissatisfaction at the point of sale on the formation of motivations to shop second-hand.

Secondly, the relations between second-hand shopping motivations and browsing and impulse buying also suggest comparisons, especially for specific product categories (e.g., CDs, books), of purchasing processes in traditional versus second-hand stores. In addition, the importance of recreational motivations provides an implicit invitation to use the scale to evaluate shoppers' reactions to specific features of certain retail outlets, including the way they present products. It would be interesting to test the nature of the links between such settings and shoppers' scores on the hedonic/recreational dimension

of the scale (Mathwick, Malhotra, and Rigdon 2001, 2002). Similarly, noting the importance of the nostalgia dimension, especially for hedonically motivated consumers, it seems worthwhile to test how nostalgic associations might be aroused by and in relation to different types of outlets. For comparative purposes, studies might include second-hand stores, discount stores, and conventional stores with second-hand departments. The proposed scale also could guide the design of Internet sites dedicated to second-hand products and identify those elements likely to arouse nostalgia in the virtual domain. Considering the possibility to use the scale at a disaggregated level, the possible links between the nostalgic dimension alone and the concept of perceived market authenticity could also be explored (Trilling 1972).

In general, our measurement scale can support tests of the relevance of new retailing concepts, according to the profiles of the shoppers targeted, both in conventional retailing and the second-hand marketplace. Different motivation levels would suggest choices to be oriented according to the greater or lesser sensitivity of shoppers to economic, critical, or recreational arguments, thus informing appropriate store designs, advertising, pricing or promotional policy. We therefore note some managerial implications for retailers.

Retail implications

This study first suggests the potential of a new strategy, based on the role of prices and information, for competition between new and second-hand sectors. The growing share of used goods trading shifts the frame of reference away from a clear-cut division between economic formulas and recreational stores, as propagated by the wheel of retailing theory (McNair 1931). By building both two forms of advantage, second-hand retailers blur the distinction. New goods retailers therefore need to recover customers who oscillate between the new and second-hand markets. According to our qualitative study, some shoppers gather information in new channels but buy in second-hand markets, whether for financial reasons or because they view them as more stimulating, especially in terms of their originality, nostalgia, social contact, and treasure hunting motives. Among second-hand shoppers, the dominance of *polymorphous enthusiasts* (28.5%) suggests a "silent exit" from mass retailing that traditional retailers can no longer ignore.

For certain product categories with high perceived risk, such as household appliances, computers, or televisions and audio equipment, the threat of second-hand competition might not be as acute. Because information in the second-hand market often consists only of sellers' inconsistent claims (Akerlof 1970), traditional retailers should focus on and provide extensive information to purchasers of such goods. Furthermore, tactics designed to help purchasers make decisions and enhance their trust, such as technical documentation and guarantees, are fundamental. Retailers should put forward three strategic arguments: the reliability of products, especially in terms of health and safety; their compliance with technical standards; and their resulting durability and reduced likelihood of malfunction. In

addition, warranties, which are largely absent in used goods sectors, should be offered for risky products.

To acknowledge the connection between the two sectors, retailers also should adjust their pricing policies. The qualitative study revealed that new product prices often serve as a benchmark for assessing the utility of a used item. Traditional retailers, in setting their prices, therefore might consider second-hand price levels and rationally establish the real perceived value of new articles. This approach responds to both competition and demand, estimated by comparing the attributes of a new article with those of a similar, second-hand product.

Consumers' sensitivity to waste and recycling offers another area for strategic reflection. Waste and the "throw-away" society have provoked counterreactions, such that consumers search for functional objects at the best price or for used objects that can fulfill a function through repair or restoration, which in turn becomes highly gratifying. Restoring and personalizing recovered objects is a consumption trend, as exemplified by "do-it-yourself" projects and publications—something that critical sociologists were noting 30 years ago (Baudrillard 1998). Similarly, the "shabby chic" movement is on the rise. A contemporary illustration involves repairing old furniture by repainting it or altering its original function creatively (e.g., using a garden bench as a living room table). Such trends can provide new retail concepts offering both newly produced articles and original products resulting from the restoration of used objects for sale.

In view of these new ecological concerns, some French retailers have also introduced policies to support the collection of, for example, used batteries and drink packaging, which they will recycle for consumers. Traditional retailers also begin to extend second-hand sections and organize swap meets or trade-in events. For example, Decathlon, a specialist sporting goods retailer present in 14 countries, has introduced such a policy to help people sell their used sport equipments and buy new ones in its stores. The leisure sector seems especially well suited to such events, which might appeal to a substantial number of shoppers. By attracting private sellers, such retailers would thus help their customers to earn revenue that they may be more likely to spend in the store subsequently.

Furthermore, with regard to the customer segments, we recommend that second-hand retailers apply our measurement scale in questionnaires to obtain a clearer profile of their consumers. Different standard profiles would emerge from breaking down the shopping motivation scores by level, threshold, globally, and/or by dimension. In turn, retailers could determine a retailing mix to appeal to their own customer segments. For example, to attract *polymorphous enthusiasts* and *nostalgic hedonists*, retailers could adopt two approaches. First, those that specialize in second-hand products could emphasize the pleasure of hunting around and the experience of visiting the store rather than price. Advertising messages might focus on the shopping expedition as an adventure or opportunity to spend time with friends or family (Arnold and Reynolds 2003). Second, in terms of product mix, retailers could arouse a sense of nostalgia with products such as vinyl records, films, toys, books, and other items associated with childhood and adolescence. Although the second-hand sections

of conventional retailers currently attract few shoppers (27.1% of our sample), new product retail channels could take advantage of this appeal.

More specific actions also might increase market penetration among *polymorphous enthusiasts*. As Kwon and Lennon (2009) find, with regard to the reciprocal effects of retailers' multichannel strategies, putting a catalog online and advertising promotions can create greater synergy between physical retail outlets and Web sites. This type of complementarity is well suited to second-hand stores and antique dealers, which could stimulate browsing and prompt treasure-hunting motivations by encouraging visits to the store.

Nostalgic hedonists could be attracted by regular swap meets in specialist second-hand stores whereas *thrifty critics* could be interested in second-hand articles as complements to regular new products. Several video game retailers already use this tactic, hosting both new and used sections. Customers can return items they have purchased for a store credit or cash, which they are likely to spend on obtaining more recent products. This practice thereby ensures rotations in both the new and "recycled" product mixes.

These implications overall demonstrate the interconnection between new and second-hand markets, as well as the potential for new independent actors and major retail groups to adapt their existing shopping centers or launch new sites that feature new products and second-hand items side by side. Such a system would tend to attract all the second-hand segments this study identifies.

Limitations

Although this research included large samples (224 and 484 respondents) and a nonstudent population, the samples are not fully representative. It is very difficult to establish the actual composition of the second-hand shopper population but researchers could apply age and income level quotas or criteria based on the stated frequency with which respondents purchase second-hand. Additionally, it would be helpful to replicate this study with a sample representative of a wider population beyond the two major cities in which it was conducted. Thus, it could be usefully replicated in any country where second-hand channels have reached a similar level of development.

Although the outlined motivations capture various motives that orient people toward second-hand shopping, they do not address perceived drawbacks or judgments about this type of shopping when making a particular purchase in a given situation. For example, replacing a malfunctioning car likely involves a different process than furnishing a second home, which also is different from purchasing an antique curio, even though all these purchases might involve second-hand markets. With its focus on general individual motives, not those related to specific purchase situations, the scale is not appropriate for analyzing or accounting for every kind of purchase. Further research should examine the links between all or some of the scale's dimensions and the decision-making processes, which likely vary according to the type of products. Appropriate experiments can reveal the extent to which decision-making processes at different purchase stages

are affected by the scale dimensions. It also seems relevant to develop explanations of drawbacks associated with second-hand shopping. Finally, further research should investigate the links between the concept of motivations and emerging phenomena, such as socially responsible consumption, dissatisfaction with the market system, and consumer resistance.

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