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**AALBORG UNIVERSITY**

**Beyond the Throwaway Society:**

Motivations and Disincentives for Second-hand Shopping in China

CCG programme in Aalborg University

10<sup>th</sup> Master Thesis

Supervisor: Birthe Mousten

Authors: Meina Jia

May 31, 2018

## ABSTRACT

Second-hand consumption is one of the most happening trends in the field of sustainability. China has the second largest consumer market in the world. The goal of sustainable development cannot be achieved without the consumers' participation. This thesis addresses the development of second-hand commerce in contemporary China, investigating the motivation and the disincentive for the global consumer behaviour of second-hand shopping in the Chinese context, focusing on the target group of young consumers.

In previous literature, researchers have identified that the reasons for second-hand shopping are beyond economic concerns in western societies, such as critical reflection of consumption society and the attraction of vintage design. However, the motivations for second-hand shopping remain to be explored in the Chinese context. The paper seeks to answer the following question: How is second-hand shopping perceived by young Chinese consumers, and what factors motivate or discourage them to shop second-hand?

This research attempts to contribute an empirical understanding of second-hand commerce by the qualitative interviewing of eight young Chinese consumers with different second-hand shopping experiences. In addition, this study also employs a cross-sectional consumer survey for collecting quantitative data (N=102) to test the results developed from the interviews and investigate whether motivations or the disincentives play a bigger role in influencing young Chinese consumers' second-hand shopping decisions.

Grounded in the theory of Planned Behaviour (Ajzen, 1991) and Perceived Risk (Mitchell, 1999), consumer behaviour can be influenced by both internal and external factors and the concerns perceived by consumers can influence consumer buying decision negatively. Following these theories, this research examines internal and external factors concerning second-hand shopping from the consumer perspective,

analysing the opportunities and challenges in the Chinese second-hand market.

The findings indicate that motivations for second-hand shopping among young Chinese consumers include economic, ethical, and aesthetic considerations. Particularly, the reasonable price is the biggest motive for them to shop second-hand. By contrast, product quality, identity, and buying feelings attached to second-hand shopping are main disincentives for the young consumer when shopping second-hand. The cleanness of the product is the biggest concern for consumers. In addition, the research finds that the disincentives play a more significant role than the motivating factors in consumers' second-hand shopping decisions.

The research results suggest second-hand retailers or other stakeholders highlight the value of price fairness, eco-friendly benefit, and the states of products, etc. in promoting second-hand commerce and pay attention to the concerns of product quality and the feeling of buying perceived by consumers.

**Keywords:** Second-hand Consumption; Sustainability; Planned Behaviour; China

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## **Beyond the Throwaway Society:**

### Motivations and Disincentives for Second-hand Shopping in China

#### **CHAPTER 1. INTRODUCTION**

Why is second-hand shopping not popular in China? This simple question provoked my interest and unlocks a complex area of research in which material consumption is intertwined with economic development, cultural characteristics, and social structure (Damme & Vermoesen, 2009). Unlike the prosperous development and research on second-hand shopping in western societies (Guiot & Roux, 2010; Ferraro, Sands, & Brace-Govan, 2016; Anderson & Ginsburgh, 1994), the reuse of objects has received little attention in the field of consumption and consumer studies in China according to the scant Chinese scholarly literature on second-hand commerce. However, following the emergence of second-hand shopping websites and the increasing awareness of environmental issues, second-hand consumption has aroused a great deal of interest.

#### **1.1 Background**

An awareness of the benefits of second-hand shopping has taken a long time to emerge in China (Chan, 2001). Over-consumption has become a burden to young Chinese consumers and has influenced their life. For example, a consumer behaviour report has shown that about half of 20 30-year-old to 30-year-old female consumers in Beijing plan to resell their dresses bought after three months.<sup>1</sup> As consumers get to know more about the benefits of second-hand commerce, they are increasingly willing to pay more attention to second-hand shopping. High acceptance of second-hand products is closely related to the awareness of environment (Yan, Bae, & Xu, 2015) and the critical reflection of the throwaway society (Lewis & Potter, 2011). The development of second-hand commerce is essential in promoting ethical consumption. According to previous research, thirty to forty percent of environmental degradation is due to the consumption activities of private households (Peattie & Charter, 2003).

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<sup>1</sup> Source: <http://www.iheima.com/zixun/2017/1129/166221.shtml>.



Today, China faces many local environmental challenges, such as smog, water pollution, extreme climatic events, etc. The goal of solving or alleviating the negative effects of pollution can never be achieved without the participation of the public. On this point, second-hand shopping is not only a phenomenon in the field of consumer behaviour study but also related to large-scale issues, such as sustainable development, and ethical consumption.

Regarding research subject, young Chinese consumers are the target group in this thesis. The current young generation (20-year-old to 30-year-old) forms the main consumer group in China. Labour economists emphasize that human capital and the development of the next generation of productive adults is the key of developing sustainable urban economic growth. The latest *Chinese Consumer Behaviour Report* (Baan, Poh, & Zipser, 2017) from the *McKinsey Company*<sup>1</sup> shows that the young consumers have become one of the fast developing and most influential consumer groups in China. The report also predicts that the young consumers will contribute 20% of the Chinese GDP in 2030, thus becoming a major consumption power in the next decade in China. In addition, the young generation has unique characteristics of thinking, special values and behaviours as they grow up with the trend of globalization, and the impact of the revolution of information and technology, which is significantly different from the previous generations. Those values and habits play a significant role in their consumption behaviour.

In the previous generation, second-hand shopping was too often regarded as a survival strategy in China because of the limitation of choices of products and the poverty. However, after 40 years of economic reform, China has developed into the second-largest economy in the world and got out of the poverty. The second-hand shopping has attracted attention in the field of *Green Consumption* (Peattie, 2010) or *Sustainable Consumption* – “the use of services and related products, which respond

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<sup>1</sup> McKinsey Company is a worldwide management consulting firm. It conducts qualitative and quantitative analysis to evaluate management decisions across the public and private sectors. Its practices of confidentiality, influence on business practices, and corporate culture have experienced a polarizing reception.

to basic needs and bring a better quality of life while minimizing the use of natural resources” (Fuchs, 2013). From the perspective of green consumption, second-hand shopping is a kind of rational and critical reflection of the *Consumption Society* (Baudrillard, 1970), rather than the second-hand lifestyle of the poverty trap. Therefore, the discussion of motivations and disincentives for second-hand shopping is based on the hypothesis that there are multi-faceted factors influencing consumer behaviour in the contemporary society.

Theoretically, consumer behaviour theory has been widely investigated, including consumer intention, decision-making, and consumption (Blackwell, Miniard, & Engel, 2001). According to the EBK Model, consumer decision-making is influenced by information input, processing and internal and external decision variables. Another famous model, the *Howard-Sheth Model* (Howard & Sheth, 1969) has been widely examined as a comprehensive model of consumer behaviour. The Howard-Sheth model has five broadly defined components: inputs, perceptual constructs, learning constructs, outputs, and exogenous variables. Based on consumer behaviour theories, various empirical studies on second-hand consumption have attempted to examine the factors that influence second-hand shopping, such as demographics (Diamantopoulos, Schlegelmilch, Sinkovics, & Bohlen, 2003), environmental knowledge (Yadav & Pathak, 2017), and policies (Soneryd & Ugglä, 2015). And the research on second-hand consumption has also involved applying established theories and models, most commonly those based on the theory of reasoned action (TRA) (Ajzen et al., 1980) and theory of planned behaviour (TPB) (Ajzen, 1991). Previous research on consumer behaviour provides a basic foundation for exploring motivations for some specific behaviours, while the disincentive for second-hand shopping has barely been studied.

## 1.2 Research Purpose

This thesis examines the motivation and the disincentive for second-hand shopping among young Chinese consumers. Based on the discussion above, this project includes three themes, namely the demographic group of young Chinese consumers,

the development of second-hand shopping, and factors that influence second-hand shopping. Specifically, the young Chinese consumers are the research subjects because of their distinctive characteristics compared with other demographic groups. The influencing mechanism of second-hand shopping is the main topic to investigate in this project. The research topic is narrowed down from a wide and abstract topic of consumer behaviour to a concrete and practical research question of second-hand shopping behaviour.

Based on semi-structural interviews of Chinese second-hand shoppers and the survey research, the thesis aims at contributing literature of consumer culture and consumption in two ways. On the one hand, the research examines the values and concerns attached to second-hand shopping from the perspective of young Chinese consumers. On the other hand, the research contributes to the future study on the promotion of second-hand commerce in a Chinese context which is encouraged by scholars in the field of sustainable consumption (Angel & Editors, 2016).

### **1.3 Problem Formulation**

Based on the discussion of the background and the purpose of the research, this thesis is set to explore the influencing factors of a specific consumer behaviour: second-hand shopping. This question has two main concepts – the motivation and the disincentive – which are addressed in the case of second-hand shopping behaviour. This topic includes the consumer behaviour of second-hand shopping and consumer value behind the behaviour. Consumption value is related to social background, their upbringing background, the influence of other consumers, etc., while the consumer behaviour is closely related to the consumer intention and consumption environment, such as the accessibility of products. Based on the discussion, this thesis tries to answer three main questions:

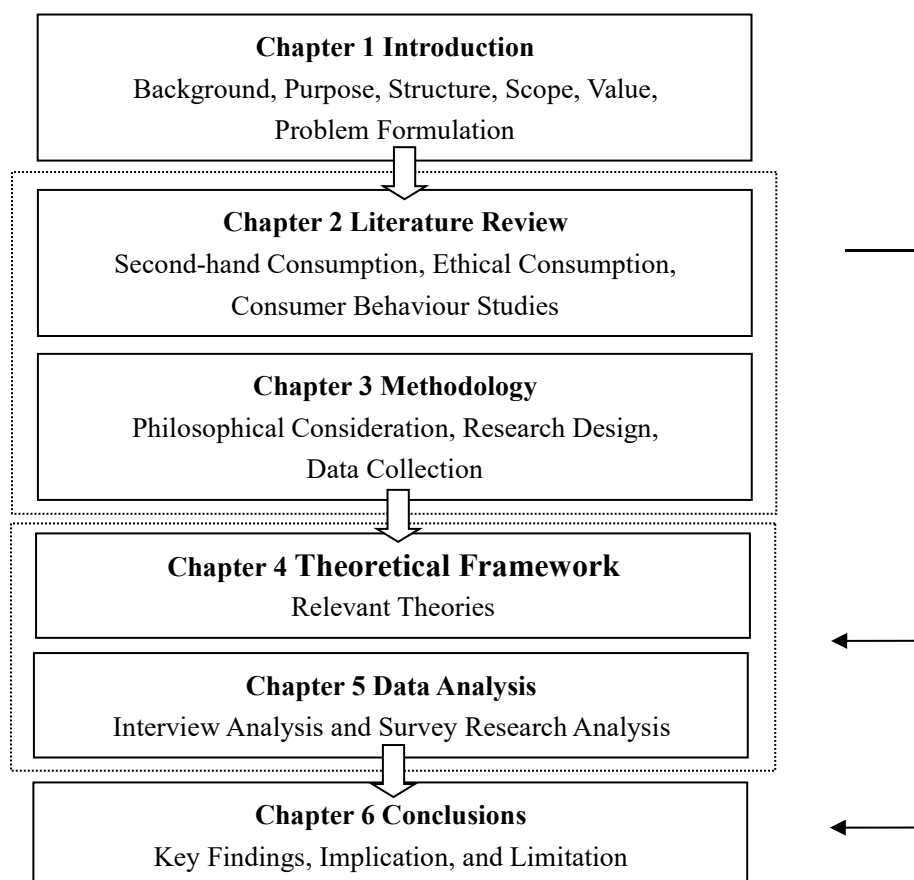
- a) How do young Chinese consumers perceive second-hand shopping?**
- b) What factors motivate young Chinese consumers to shop second-hand?**
- c) What are the disincentives attached to second-hand shopping from the perspective of young Chinese consumers?**

The three concrete research questions focus on the key point in consumer behaviour research – psychological activity. There are multiple internal and external factors influencing consumer psychology. In terms of internal factors, the research examines the impact of Chinese culture, social background, the Western value system, and individual experience on young Chinese consumers' understanding of second-hand shopping. It analyses the uniqueness of the young Chinese consumers, such as mental activities, values and belief, habits, and preferences, etc. From the external perspective, the research also analyses the development of the second-hand shopping environment. On the macro-level, the research takes Chinese social and cultural background into consideration. On the micro-level, it focuses on the young Chinese consumers' behaviour and consumer psychology.

#### **1.4 Research Structure**

Regarding the structure, this paper is organized as follows: Chapter 1, Introduction: introduces the problem formulation, including the background of the research, the purpose of the research, the content, and structure, as well as the value of the research. Chapter 2, State of the art: briefly reviews previous research work on three aspects of second-hand shopping: second-hand consumption, ethical consumption, and consumer behaviour studies. Chapter 3, Methodology: explains the epistemological and ontological consideration in the thesis, and methods of data collection, including semi-structured interviews and the survey research. Following the semi-structured interview of eight young Chinese second-hand shoppers, a standard questionnaire is designed to investigate the general perception of second-hand shopping among Chinese consumers. Chapter 4, Theoretical framework: explains the theories and research design of this project. Chapter 5: Data analysis, analyses the results of the interviews and survey research, addressing the research questions proposed in the first chapter. Chapter 6, Conclusions: reviews the main ideas of the research and discusses the limitation of the thesis, proposing future research project regarding the development of second-hand commerce in China. Figure 1.1 illustrates the research framework of the thesis.

Figure 1.1 Structure of the Thesis



### 1.5 Delimitation

The second-hand consumption in this thesis refers to a kind of consumer behaviour related to sustainable consumption and ethical consumption on the public level. Specifically, this thesis discusses the consumer psychology of making decisions regarding second-hand shopping in daily life, compared with consumer behaviour of buying new products. Second-hand consumption of big items, such as second-hand car and second-hand housing, are excluded in this thesis, as young Chinese consumers hardly buy these big-item products at a young age.

The main purpose of this thesis is to examine how young Chinese consumers perceive the global phenomenon of second-hand consumption. As young consumers play a more significant role in the Chinese consumption market over the next decades, the thesis targets the segment of young Chinese consumers at the age of 20 to 30 years

old. Other age groups in China are not discussed in this research.

Second-hand shoppers may be motivated by different factors individually. As it is impossible to take all the influencing factors into the discussion, this thesis only focuses on testing the factors developed from the semi-structural interview and the survey research. There are maybe other factors regarding second-hand shopping, but they will not be discussed in this research.

## **1.6 Research Value**

This research addresses the global trend of ethical consumption in the Chinese context, addressing issues of environmental degradation and over-consumption. It focuses on second-hand shopping behaviour to investigate the young Chinese consumer psychology. The research not only addresses the urgent problem of waste in China but also benefits a wide range of people.

Firstly, no matter whether it is a big company or start-ups, the key to vitality, growth maintenance and momentum, is to understand the needs of consumers, including present users and potential ones. For the suppliers of second-hand products, the earlier they get to know the motivation and disincentive for second-hand shopping among the young generation, the bigger is the chance that they will have a place in the changing market in next ten years.

Secondly, the exploration of the decision-making process helps consumers to understand themselves better. Consumers are more likely to shift from normal consumption to sustainable consumption when they get to know how serious the situation is. The better understanding contributes to wiser purchasing behaviour. Consumers often buy something they do not really need, especially among young consumers. The better the understanding of the buying process, the more likely they pay attention to their own consumer behaviour.

Thirdly, based on the relationship between consumption values and second-hand shopping consumer behaviour, a series of interventional measures can be carried out to promote young Chinese sustainable consumer behaviour. This research also provides suggestions to build the value system to guide young Chinese consumers to

green consumption and eco-friendly behaviour.

## **CHAPTER 2. STATE OF THE ART**

The purpose of this part is to state the current research work in terms of second-hand shopping from the perspective of second-hand consumption, ethical consumption, and consumer behaviour studies. Before the data collection, these theories are used as the foundation to design the research model. As the problem formulation is to examine the motivations and disincentives for second-hand shopping in the Chinese context, the literature review should cover both Chinese and international literature. State-of-the-art is research question-oriented, which means it goes deep into the main concepts related to problem formulation rather than reviewing extensively around the topic without focus.

### **2.1 Motivations for Second-hand Consumption**

Prior research focuses on second-hand consumption from two perspectives: disposing of goods and acquiring used goods (Ferraro et al., 2016). The two aspects are connected closely in the consumption circle, as disposing may lead to acquiring, which puts forward the consumption. Traditionally, as a shortage of material resources, consumers shop second-hand. However, as the fast development of the economy and the accumulation of wealth, economic motivation is not the only reason for second-hand shopping. The second-hand consumption literature offers varied and multifaced explanations of the motivation for second-hand consumption.

The correlation between the motivations for second-hand shopping and the awareness of environmental issues has been explored. Based on college students' psychology of second-hand clothing shopping (Yan et al., 2015), Yan and her team suggest that more than economic consideration, environmental awareness and the pursuit of showing a vintage look can also be the motivation to buy second-hand clothing. This result directs the study on second-hand consumption to the psychology of different segments of consumers and the analysis of social-cultural background.

In addition, second-hand consumption is regarded as a kind of expression of consumers to fight against the waste and unsatisfactory feeling towards the current over-consumption society (Guiot & Roux, 2010). In the second-hand shoppers' motivation scale, critical consideration of environmental issues and the waste issues is emphasized to measure the second-hand consumption values. Their contribution is that the result provides a practical testing scale to evaluate consumer motivation related to second-hand and this is not addressed by the previous study. However, as the scale is based on the French context, future research work is still in need to investigate the deep motivation for second-hand shopping in different societies.

Second-hand shopping, in addition, also attracts scholars of fashion studies, as the uniqueness and the vintage design add the value of second-hand products. Based on the study of four segments of second-hand shoppers in Australia, Ferraro et al. find a polarisation of fashionability motivations for second-hand shopping that the vast majority (83%) of second-hand shoppers are driven by fashion when shopping in second-hand stores (Ferraro et al., 2016). Yan et al. also point out the second-hand stores provide a change to consumers to buy vintage or classical clothing which is not produced any more or not for sale in normal stores (Yan et al., 2015).

In addition, a small proportion of second-hand consumption studies points out the recreational value of second-hand shopping, as people may be attracted by the excitement of hunting unexpected products in second-hand shops. Nostalgic pleasure and authenticity during the treasure hunting of second-hand products are the main attraction for this type of second-hand shoppers. Normally, these shoppers are collectors. Moreover, they hope to find products that will become meaningful to them and function as a marker of identity (Haraldsson, Peric, & Collin, 2017). The recreational motivations are supported by the characteristics that differ second-hand stores from regular ones, i.e. the price, the quality and the atmosphere (Guiot & Roux, 2010). The contribution of the recreational motivation is that the feelings of shopping should be taken into consideration when research a certain consumer behaviour.



## 2.2 Ethical Consumption

In previous literature view of second-hand consumption, one of the important motivations is to be “green” and second-hand consumption is often discussed in the field of ethical consumption (Damme & Vermoesen, 2009). In ethical consumption research, second-hand consumption is regarded as a kind of environmentally-friendly consumer behaviour. On this point, second-hand shopping is in the “Reuse” rule of the “five Rs” environmental discourse of green consumption– recycle, reuse, rescue, reevaluate. Unlike the little attention on second-hand shopping, ethical consumption or sustainable consumption has aroused widely discussion among scholars.

The origin of ethical consumption dates back to the 1960s and 1970s when people started to rethink the over-consumption lifestyle oriented by the capitalist society. Ethical consumption is the basic point of economic reform and the concept has been expanded and developed after its proposal. Based on the theoretical and practical discussion on ethical consumption, the framework of pro-environmental consumption was established at the end of the 1990s. The issue of environmental ethics has become a hot topic, as the continuous deterioration of nature raises the awareness of the public that it is urgent to protect the natural environment and turn to ethical consumption, also known as green consumption (Littler, 2011). There are a series of literature on ethical consumption, ranging from the discussion of the conception to the practical study of the consumer behaviour of green productions.

At the fundamental level, ethical consumption refers to that consumption does not compromise the ability of future generations to meet their basic needs (Nair & Little, 2016). From this perspective, ethics of green consumption should include the awareness of current generation that they need to protect the natural environment for the next generation rather than only care about themselves (Diamantopoulos et al., 2003). However, the analysis of ethical consumption is rather complicated. For example, purposive green behaviours such as driving a long way to one’s farm to buy organic vegetables are much less environmentally-friendly than vegetarians buying food at the local market as it consumes fossil fuels and emits greenhouse gas (Peattie,

2010). Therefore, a multidisciplinary and comprehensive approach is required in order to examine the overall ethical consumption decisions, taking the full influences of production, purchase, consumption, and disposal into consideration (Soneryd & Uggl, 2015).

From the perspective of ethical consumption, scholars have discussed how second-hand shopping is regarded as an ethical alternative to unregulated and uncontrolled “consumerism” (Lewis & Potter, 2011). The growth of the second-hand market, to some extent, is a response to environmentalism and the ethical consumer movement. Based on the ethnographic studies of collecting, Nicky Gregson and his team explored the values attached on the practices of saving and wasting in modern households in the UK (Gregson, Metcalfe, & Crewe, 2007). They contribute the literature on ethical consumption that consumer practice should be regarded as one important aspect of ethical analysis.

On the other hand, many scholars research ethical consumer behaviour through an empirical case study (Zontangos & Anderson, 2004; Chan, 2001; Xiao & Li, 2011), and the findings show that in different contexts, the influence of different factors can be significantly different. For example, Chan’s research team has proved that in Chinese context, Collectivism (COLLECT) is one of the most significant factors related to the intention of green purchase decisions for Chinese people, which means green products’ buyers tend to be influenced by other people’s opinions or behaviours when they decide to buy the products or not (Chan, 2001). However, in western societies, such as Switzerland, the marketing of green products plays a more significant role than other people’s advice in promoting local consumers green buying decisions (Tanner & Kast, 2003). Conclusively, ethical consumption is an interdisciplinary and integrated research field, not limited to consumer behaviour, marketing, and cultural analysis.

### **2.3 Consumer Behaviour Studies**

The starting point of the study on second-hand consumption is that consumers choose to buy second-hand products based on their rational consideration. In another word,

second-hand shopping is a kind of consumers' planned behaviour. The Theory of Planned Behaviour (TPB) is proposed by Icek Ajzen (Ajzen, 1991), which has been widely applied in analysing specific consumer behaviour. The main purpose of TPB is to investigate the determinants of consumer behaviour (Yadav & Pathak, 2017; Zontangos & Anderson, 2004; Tan, Johnstone, & Yang, 2016).

The consumer behaviour can be viewed from two perspectives – the producer's perspective and the consumer's perspective. From producers' view, the purpose of the study on consumer behaviour is to promote the selling of products, then explore the effective methods of marketing (Peattie, 2010). As Peattie pointed in his study, marketing practitioners need to take the variables, such age, promoting the environment, price, and products' characteristics into consideration when design promoting plans as those factors influence consumption intention of green products. On the other hand, the consumer behaviour study also attracted the attention of governmental organizations as protection of the environment should be put on the agenda (Soneryd & Uggla, 2015). Soneryd and Uggla suggest that green consumption can be a method to show consumers' identities and attitudes. The purpose of the literature on consumer identity study is to cultivate responsible consumers who care about the natural environment in consumption. From this point, green consumption is not just individual behaviour but a kind of group identity to show their attitude (Soneryd & Uggla, 2015).

#### **2.4 Reflection on Literature**

As a sub-conclusion, the section reflects the literature related to the research questions and discusses how this project fits in the interstices of interdisciplinary study on second-hand consumption. In Chapter 3, the research design will be fully explained based on the discussion on the reflection.

According to the literature on second-hand consumption, previous literature has examined the economic, critical, and fashionable consideration of second-hand shopping in different societies. This provides the directions to examine the second-hand phenomena in the Chinese context. However, few studies point out the

cultural factors in the consumer behaviour of second-hand shopping. What factors discourage consumers to shop second-hand is not fully explored, either.

Regarding ethical consumption, the current research mainly applies the method of case study to investigate consumer behaviour in certain areas. However, the conclusions usually focus on the influencing factors, not the deep mechanism of how those factors affect consumer choices and behaviours. In this case, it lacks the characteristics of certain demographic groups and the analysis of the historical and social background of the consumers' growth. Therefore, this project provides a clear explanation of the macro background of green consumption and green consumer behaviour in China and the project also shows the merits of young Chinese consumers.

Regarding consumer behaviour, previous research work provides the theoretical framework for the analysis of specific consumer behaviour, for example, *Theory of Planned Behaviour*. However, the main method applied in consumer behaviour study is survey research and quantitative analysis of the influencing mechanism of a certain consumer behaviour. The limitation of the quantitative research is that it is hard to explore other influencing factors since the survey research is normally a standard questionnaire and the answers are limited to some specific options. The quantitative approach is widely used to test hypotheses, but it is hard to investigate new answers. This project aims at exploring the motivations of promotion or prevention of second-hand consumption in the Chinese context. Therefore, the only quantitative approach is not appropriate in this case, but it is necessary to collect general information regarding the topic. Therefore, in this thesis, the main research methods are semi-structured interviews and survey research. The research method will be fully explained in Chapter 3.

### **CHAPTER 3. METHODOLOGY**

This chapter explains the methodological considerations for this project, including a short description of the philosophical consideration (Bryman, 2012a) and the

methods of data collection. The data collection includes two sections, semi-structured interview, and survey research.

### **3.1 Philosophical Consideration**

According to Bryman, the question of the research paradigm is one of the most essential and important questions when conducting a research, as it is impacting the entire research. Before the elaboration and discussion of the chosen research paradigm, the ontological and epistemological stances of the overall perception of this thesis will be discussed.

The ontological issue is associated with a central question of whether social entities need to be perceived as objective or subjective. The two basic ontological positions are objectivism and constructionism (Bryman, 2012a). The distinction between the two positions is whether the knowledge explored is pre-given and external realities that are beyond human influence. Regarding this research, the research subject is the consumer perception of second-hand shopping, as the motivation for second-hand consumption can be different depending on different consumers, the research question is such a subjective issue which depends on individual understanding and perception. Therefore, constructionism is the ontological stance in this thesis.

The epistemological position is related to the researcher's view regarding what constitutes acceptable knowledge and how it is to be justified (Kuada, 2011). In this project, the purpose is to explore the motivations and disincentives of consumers for second-hand shopping, which indicates the epistemology should be subjective and as the research goes back and forth between theories and the interpretation of consumer behaviour, hermeneutics position is the specific epistemology in this case. However, the hermeneutics epistemological position does not necessarily result in the only interpretivist research approach to address the research question. Even though constructivism and interpretivism are adopted as the main philosophical foundation in this thesis, the results of interpretation have been tested in a positive way to guarantee the reliability of the findings.

Based on ontological, epistemological and methodological assumptions, paradigms are regarded as a set of beliefs that deal with basic principles of the research and it can be understood on multiple levels (Guba & Lincoln, 1994). Figure 3.1 indicates research paradigms and each suggested research methods and examples of data collection tools.

Figure 3.1: Paradigm, methods, and tools (Source: Mackenzie & Knipe, 2006)

<i>Paradigm</i>	<i>Methods (primarily)</i>	<i>Data collection tools (examples)</i>
Positivist/ Post-positivist	Quantitative. “Although qualitative methods can be used with this paradigm, quantitative methods tend to be predominant...” (Mertens, 1998, p. 12)	Experiments/Quasi-experiments/Tests /Scales
Interpretivist/ Constructivist	Qualitative methods predominate although quantitative methods may also be utilized.	Interviews/Observations/Document reviews/Visual data analysis
Transformative	Qualitative methods with quantitative and mixed methods. Contextual and historical factors described, especially as they relate to oppression (Mertens, 1998, p. 9)	A diverse range of tools – particular need to avoid discrimination. E.g.: sexism, racism, and homophobia.
Pragmatic	Qualitative and/or quantitative methods may be employed. Methods are matched to the specific questions and purpose of the research.	May include tools from both positivist and interpretivist paradigms. E.g.: Interviews, observations and testing and experiments.

As suggested by Mackenzie & Knipe, qualitative methods predominate in this thesis and the main data collection tool is semi-structured interviews. The quantitative method of survey research is also utilized to collect data and confirm the results of the qualitative analysis. The quantitative approach is applied to show descriptive data of the research subjects in order to provide the comprehensive understanding of second-hand shopping among young Chinese consumers.

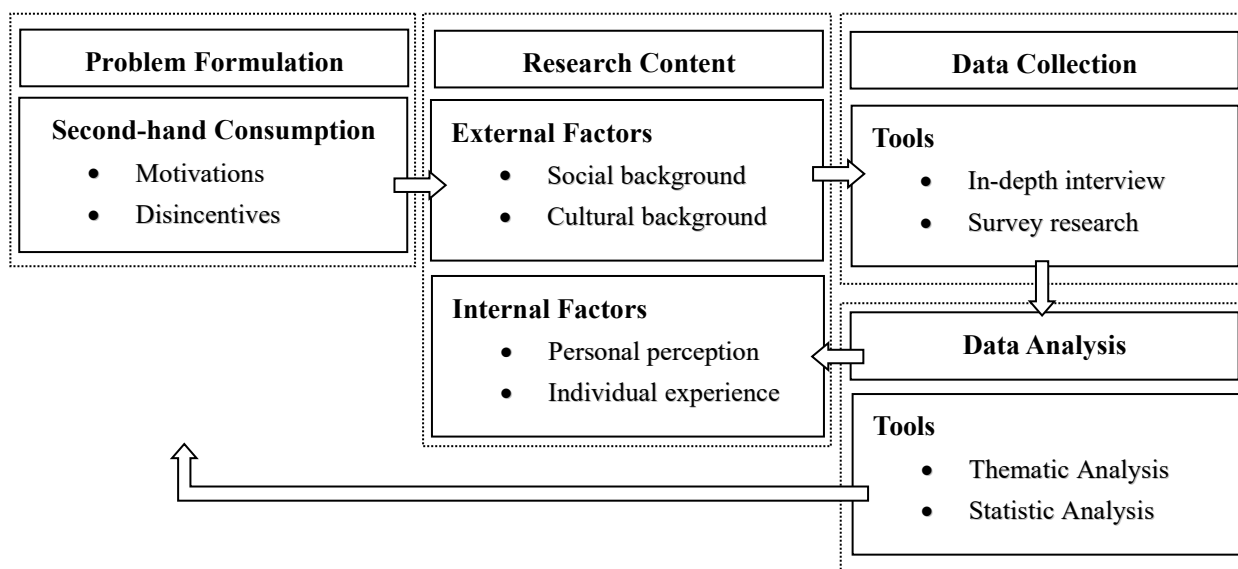
### 3.2 Research Design

Based on literature view and the discussion of epistemological and ontological consideration, this section clarifies the research design of the research question will be addressed. According to the planned behaviour theory, the formation of a certain

consumer behaviour is influenced by both external and internal factors. And the study on second-hand consumption indicates that the two types of factors have a close relationship. The paradigm chosen in this case is interpretivist or constructivist paradigm, which directs the research approach to qualitative method and the main tool for collecting data is the in-depth interview.

The paradigm is the general approach to the research, whereas the research design is the specific approach to resolve the problem formulation. Figure 3.2 illustrates the research model of the thesis.

Figure 3.2: Research Model (Source: Own source)



As the research model shown, the research includes two main aspects: motivations and disincentives for second-hand shopping among young Chinese consumers. According to the previous study, this research hypothesizes that both motivations and disincentives are influenced by external and internal factors. The external factors mainly include the social and cultural background, while internal factors include personal perception and individual experience. Those aspects provide the basic guidelines for the data collection process. By data collection tool of in-depth interviews, rich qualitative data will be collected while survey research is set to test the results of qualitative data of the semi-structural interviews. The quantitative results of survey research test the hypothesis of external and internal factors of

second-hand shopping and address the relationship between the influencing factors and the second-hand consumer behaviour.

It is important to point out that it is hard and impossible, to some extent, to cover all influencing factors of second-hand consumption into this project, as the perception of second-hand consumption can vary from person to person. This project examines the possible influencing factors of second-hand consumption in Chinese context from the perspective of young Chinese consumers. The delimitation has been clarified in Chapter 1.

### **3.3 Data Collection**

This section elaborates how the data is collected in this thesis, including sampling methods, the semi-structured interview, and the survey research. The tools for collecting the data is based on the interpretivist/constructivist paradigm discussed in the previous section.

#### **3.3.1 Sampling**

This project applies a combined sampling method of *Quota Sampling* (Flick, 2013) and *Snowball sampling* (Bryman, 2012a). According to Mackenzie and Knipe, (Mackenzie & Knipe, 2006) the research phenomenon dictates the sampling method (not vice-versa) including even the type of participants. As one of the most important types of non-probability sampling methods, *Quota Sampling* is used in this project to produce a sample which reflects a population in terms of relative proportions of people in different categories, such as gender, ethnicity, age groups, and in combinations of these categories. The goal of quota sampling is to sample participants in a strategic way so that those sampled are relevant to the research questions (Groenewald, 2004). As the segment is the young Chinese consumers' understanding of second-hand shopping in this thesis, the sample of research subjects should be at the age from 20-year-old to 30-year-old and have the connection with second-hand consumption, which means they need to know about second-hand consumption or have bought second-hand products. To ensure that the participants for both the



interview and survey research are at the age of 20 to 30 years old, the interview question of the age group is set to categorise the participants.

Practically, the sampling is often combined with different types of non-probability sampling methods, such as *opportunistic/convenience sampling* and *snowball sampling*. *Opportunistic sampling or convenience sampling* is a type of nonprobability sampling in which samples are selected based on the naturally occurring group. *Snowball sampling* is a sampling technique in which the researcher samples initially a small group of people relevant to the research questions, and these sampled participants propose other participants who have had the experience or characteristics relevant to the research. It is often the case that researchers are forced to collect data from whatever sources are available to them (Bryman, 2012b). Following the suggestions, the informants are widely recruited, especially in the survey research phase, as the number of informants is one of the most significant influencing factors of the reliability of research.

### ***3.3.2 Semi-structured Interview***

The in-depth interview is widely employed in qualitative research, including unstructured interviews and semi-structured interviews. In this thesis, the in-depth personal semi-structured interview is the main method to collect the descriptive data. The unstructured interview gives interviewees full opportunities to express themselves. There may just single interview question based on the problem formulation. The interviewer simply responds to points that worthy of being followed up (Bryman, 2012a, p. 468). The advantage of the unstructured interview is that there are few biases in the interviewing, as the interviewer doesn't lead interviewees by asking many interview questions. But unstructured interview has shortages. For example, the interviewees often deviate from the research theme since there is no clear guidance during the interview.

In contrast, semi-structured interview combines the characteristics of the structured interview and unstructured interview. In a semi-structured interview, there is a list of questions, referred to an interview guide, to keep the interviewing on the

track. But the interviewees have a great deal of freedom to reply, often expected to provide diverse answers. The researcher may get inspirations from the interviewees' reply and modify the original research question. Generally, the qualitative interview is flexible, also, dependent greatly on interviewees participation (Bryman, 2012a, p. 472). The semi-structured interview is employed in this project to get to know the young Chinese consumers' understanding and attitudes towards second-hand consumption. This qualitative interview is necessary to guarantee the quality of the survey research in the research model. The purpose of the interview is to confirm the questionnaire in the survey is reliable and reasonable to be answered.

Regarding the place to recruit informants, second-hand market and second-hand shop are chosen to guarantee that the interview subjects have some connection with second-hand shopping. Second-hand shopping websites are also an accessible resource to reach the research subjects. From April 9<sup>th</sup> to April 20<sup>th</sup>, 2018, eight young Chinese consumers were recruited to take the interview living in Denmark and China. Figure 3.3. shows their general information. To avoid the ethical issues in research, they were anonymous in the research.

Figure 3.3. Interviewees in the In-Depth Interview

Number	Gender	Age	Living Place	Work or Study	Source
S1	Female	28	China	Work	Social Media
S2	Female	25	Denmark	Study	Second-hand Market
S3	Female	27	China	Study	Second-hand Website
S4	Male	29	China	Work	Social Media
S5	Female	30	Denmark	Study	Second-hand Shop
S6	Male	30	China	Work	Second-hand Website
S7	Male	28	China	Work	Social Media
S8	Female	23	Denmark	Study	Second-hand Shop

Regarding the interview guidance, after a brief introduction of the content and the purpose of the interview, the interviewees were asked to tell the general information. The interview consists of three themes around the problem formulation. To address

the research questions, in the first part, the interview questions revolve around young Chinese consumers' second-hand consumption. The second part is the motivations for their second-hand shopping and the third part is the disincentive for second-hand shopping if they show negative attitude about it. At the end of the interview, interviewees are asked to add more about the topic. Both the interview guide and original answers are in the Chinese language because all the informants are Chinese. And the questions and transcript are translated into English for analysis. This linguistic strategy is employed to make sure that the informants understand the interview questions clearly.

### **3.3.3 Survey Research**

The survey research is a following quantitative research of interviews in the section 3.3.2, to examine the perception of second-hand shopping in Chinese context from the perspective of young Chinese consumers.

A standard questionnaire is designed to collect data in this phase. The main purpose of the survey is to test the results of motivations and disincentives for second-hand shopping developed from the in-depth interviews in the first phase. The questionnaire includes three categories of questions: the general information of second-hand shopping experience, the reasons for second-hand shopping and the concerns attached to second-hand commerce. After the introduction part of the survey, informants are divided into two groups according to different answers to the question of "have you ever shop second-hand?". In the following questions, the second-hand shoppers (who ever buy second-hand products) will answer the questions of the motivations for second-hand shopping. On the other hand, non-shopper will answer the questions of the concerns of second-hand shopping. The questionnaire is conducted on the website of *Wen Juan Xing.com*, one of the most popular survey research websites in China.

Based on the answers of in-depth interviews, the first part of the questionnaire is designed to examine the general development of second-hand commerce among young Chinese consumers, including categories of second-hand products, the buying

channels of second-hand products, and the satisfaction of second-hand shopping experience.

In the second part, the main motivations for second-hand shopping are measured, including economic motivation, ethical motivation, and aesthetic motivation. The measurement items are developed from the qualitative interviews in the first phase. Figure 3.4 shows the measurements of motivations for second-hand shopping in the questionnaire. The items are measured on a 5-point scale (1=strongly disagree, 5=strongly agree). The measurement items are developed from the answers in the semi-structured interview.

Figure 3.4 Measurement of the motivation for second-hand shopping

Motivations	Question	Measurement (5-level scale from Strongly Disagree to Strongly Agree)
Economic Motivation	Q1	I don't want to pay more for a product just because it's new.
	Q2	By buying second-hand, I feel I'm paying a fair price for things.
Ethical Motivation	Q3	I enjoy buying second-hand because I don't like objects being thrown away that can still be of use.
	Q4	By buying second-hand, I feel I'm helping to fight against waste.
Aesthetic Motivation	Q5	I hope to come across original articles that are not found in mainstream stores.
	Q6	I think there are extra values on the second-hand products compared with the new ones, such as histories and stories.

Similarly, if the informants choose “No” for the question of “Have you ever shop second-hand?”, the informants will be directed to the other category of questions on the disincentive for second-hand shopping. Figure 3.5 illustrates the items of disincentive mentioned in the in-depth interview.

Figure 3.5 Measurement of the disincentive for second-hand shopping

Disincentive	Question	Measurement (5-level scale from Strongly Disagree to Strongly Agree)
Qualitative Reasons	Q1	I am afraid that the price I pay cannot match the second-hand products.
	Q2	I am afraid that the second-hand products are not clean.
Identity Reasons	Q3	I think people shop second-hand mainly because they cannot afford the new ones.
	Q4	As I can afford the new products, I won't buy the old ones.

Emotional Reasons	Q5	Using second-hand products makes me not that happy compared with using the new ones.
	Q6	I think second-hand products are thrown away by their ex-owner.

The results of survey research are in the forms of descriptive data and correlation analysis between the consumer behaviour of second-hand shopping and the answers towards each group of measurement questions respectively. By comparing the statistics of answers of each group participants, the quantitative results show to what extent that each factor – the motivation and the disincentive – is related to the young Chinese consumers' second-hand shopping decision. Based on the comparison between qualitative data and quantitative data, we can also find the reliability and validity of the interviews as the two types of results may be consistent or contradicted to each other. In addition, we can also see whether the motivation or the disincentive has a bigger influence in determining young Chinese consumer behaviour of second-hand shopping according to the correlation analysis of each group answers. In Chapter 5. Data Analysis, the specific process will be elaborated.

### 3.4 Ethical Considerations

Generally, the key to ethics in research is to minimize the harm or cost and maximize the benefit (C. G. R. Gibbs, 2007, p. 101). To avoid ethical issues, the ethical research guidance on notification of researchers' identity to informants is encouraged in this thesis (Kozinets, 2002). To ensure the confidentiality and privacy of informants, their names are replaced by numbers to keep them anonymous. In addition, a cautious position is employed to cope with private-versus-public issues (Kozinets, 2002, p.65). The text and data used in this article have been discussed with interviewees and participants to guarantee there is no harm to them.

In both semi-structured interviews and survey research, the purpose of the research is clarified to participants in the introduction part. In addition, the research results will be sent to participants if they want, which information is also stated in the research.

## **CHAPTER 4. THEORETICAL FRAMEWORK**

This chapter explains the theories applied to explain the research questions of this thesis, including Consumer Culture Theory (CCT), Theory of Planned Behaviour (TPB), and Consumer Perceived Risk (CPR). Those theories are chosen because they are related to three themes of this project: Chinese consumer culture, motivations for the consumer behaviour and the disincentive for the consumer behaviour.

### **4.1 Consumer Culture Theory (CCT)**

“All consumption is cultural” (Slater, 1998). Consumer Culture Theory (CCT) points out the consumption is a kind of symbolized expression, indicating a close relation between the consumption and communication (Arnould & Thompson, 2005). CCT is considered appropriate for this thesis, since second-hand shopping is not only an alternative shopping channel but also has symbolic meaning. CCT focuses on the relationship between consumption and expression and explores the symbolic meaning world of consumer behaviours. CCT is chosen as one of the main theories in this thesis because the analysis of second-hand shopping in the Chinese context is based on the ground that consumption is meaningful and cultural. As the meaning and connotation of second-hand shopping vary in different societies, this thesis explores the perception of second shopping in the Chinese context. As a kind of culture, consumption has diverse meanings, and these meanings are embodied and existed in the consumers’ behaviours. Even though second-hand shopping is a global consumption phenomenon, there are still different characteristics in the Chinese context, incorporating the differences in culture, society, tradition, etc. From this perspective, a global and international consumption trend can also be a local and regional phenomenon. The following sections are set out to explain how CCT is applied in this research in details.

#### ***4.1.1 Consumer Identity***

There are four streamlines in CCT, as suggested by Arnould and Thompson (2005),

including consumer identity projects, marketplace cultures, the socio-historic patterning of consumption, and mass-mediated marketplace ideologies and consumers' interpretive strategies (Arnould & Thompson, 2005). Even though the theoretical research and the study topics in CCT have exceeded the boundaries of the four aspects, the four research interests still outline the main themes in CCT research.

Consumer identity researches the construction of consumers' identity in their daily consumer practices. Consumer culture researchers pay attention to the relationship between consumers and the marketplaces. The consumer identity project argues how the marketplace creates specific customers, and how consumers show different identities through consumption (Gabriel & Lang, 2002). The relationship between the individual and the social is dialectical. Here, individuals constantly create, modify and transfer meanings to the others, therefore inherent conflict exists in how the symbols are interpreted (Elliott & Wattanasuwan, 1998). Consumption, thus, constitutes a useful lens for understanding how membership is acquired in symbolic communities (Lamont & Molnar, 2001).

Even though second-hand shopping is not studied as a kind of consumer expression in this thesis, there do exist special meanings related to the second-hand consumption. The identity of second-hand shoppers is one of the sub-themes in this research, which is also embodied in the interview and survey research. In addition, as a consequent result of consumer identity involved in second-hand shopping, the identity can be a kind of motivation or disincentive for the second-hand shopping behaviour.

#### ***4.1.2 Marketplace Cultures***

The study of marketplace cultures addresses some of the most significant characteristics of the marketplace cultural intersection (Arnould & Thompson, 2005). In marketplace cultures streamline, the consumers are culture producers. The research has also shown that marketplace cultures often define their symbolic boundaries through an ongoing opposition to dominant (i.e., middle-class) lifestyle norms and mainstream consumer sensibilities. The streamline takes the social-cultural

background into consideration when discussing the consumers' daily consumption practices, which has been examined in different cultural contexts. The positivist paradigm is in the dominant position in this study tradition (Hunt, 1991). This streamline of CCT addresses the ways in which consumers create distinctive and fragmentary of a characteristic through common consumption interest. Much of initial work on this streamline has focused on segments of consumer groups, such as young consumers (Yan et al., 2015), female consumers (Li, Li, & Kambele, 2012) and citizen-consumers (Ward, 2008). These studies highlight how the consumer behaviour, such as recreation (Guiot & Roux, 2010), presumption (Zhang, 2015), and experiential consumption (Lee, Motion, & Conroy, 2009) foster collective identifications grounded in values, beliefs, meanings, etc.

The connection between marketplace cultures and the second-hand shopping behaviour in this thesis is obvious. On one hand, young Chinese consumers are the target research group as they have distinctive and collective characteristics, which background has been clarified in the introduction part. On the other hand, this research examines the motivation and the disincentive for second-hand shopping grounded on that second-hand consumption has different features again the dominant consumption method – shopping newly.

#### ***4.1.3 Socio-historic Patterning***

The socio-historic patterning of consumption focuses on the institutional and social structures that influence consumption, such as social class, community, ethnicity, and gender (Arnould & Thompson, 2005). The main research interest of this research pattern is the background of consumers. For example, Askegaard et al. (2005) investigated the consumer culture based on Greenlandic cultural background. As researchers suggested, they describe four identity positions which are the discursive outcomes of negotiation of the three institutional acculturation: Greenlandic, Danish, and global consumer culture (Askegaard, Arnould, & Kjeldgaard, 2005). Based on the characteristics of Greenlandic society, Askegaard et al. examined the Greenlandic consumer's perception. The socio-historic consumer culture research streamline aims



at investigating the relationship between cultural society and consumer behaviour.

In this respect, the discussion on second-hand shopping behaviour in Chinese context in this thesis focuses on the characteristic of the global consumer behaviour of second-hand shopping in the developing country, which has different social development from western developed countries, and the formation of the second-hand market during the trend of globalization. Basically, it is advisable to take the social-historical background into consideration during the discussion of the specific phenomenon to investigate the deep reasons underlying the phenomenon. In this thesis, the second-hand consumption is in the intersection of economic development, social development, and the reflection of modern lifestyle, which is different from old-style second-hand consumption due to the limitation of finance and resource in history.

#### ***4.1.4 Mass-mediated Marketplace Ideologies***

The mass-mediated marketplace ideologies are developed with the emerging technological reform. The internet environment has changed a lot of the world where people live. This streamline examines the difference between the consumer behaviour in the real world and that of the virtual world, which is based on internet environment. For example, traditionally, researchers explore the role of personal communication in consumer behaviour in real work (Groeger & Buttle, 2014). With the development of internet and social media, personal communication is completed on internet environment. The research of personal communication is also directed to the virtual environment (Barreto, 2014).

The mass-mediated workplace ideologies in second-hand shopping study incorporate two aspects. First, the emergence of internet and information technology has changed the traditional shopping channels and there is no exception in second-hand commerce. The research on second-hand shopping behaviour is based on the background of the establishment of professional second-hand shopping websites. The influence of virtual space is also considered when explaining the perception of second-hand shopping through young Chinese consumer's perspective. Second, the

research is conducted in the mass-mediated environment, which means the research, including interview and survey, takes the advantage of the technological support of social media.

According to CCT, there are two ways to understand consumer culture. On one hand, consumers can use the consumption to show their identities or attitudes. For example, green consumers who buy environmentally-friendly products, and minimize the waste to show their attitude of protecting the environment (Soneryd & Ugglå, 2015). Similarly, some consumers refuse to use some products with certain brands to express their political ideas of disagreeing with the company (Ward, 2008). Consumers express themselves and build up their identity through consumption from the cultural perspective. On the other hand, there are various consumption methods for the same products, due to different cultural and social backgrounds. From this perspective, the example of the difference between Chinese consumers' and French consumers' attitudes about the country-of-origin in shopping can be a good example (Dekhili & Achabou, 2014). This suggests there is a complicated meaning world related to cultural, economic, social, political influence, behind certain consumer behaviour.

The two types of application of CCT suggest two approaches to analyse the consumer culture. The first approach focuses on the symbolic expression of the consumer behaviour, researching consumers' identities, the attitudes, and ideas, etc. The second approach focuses on the reasons for the consumer behaviour, researching consumers' motivation, the social and cultural background, etc.

This thesis mainly applies CCT in the second way, starting from phenomena to track its formation, as the main purpose of the thesis is to investigate the motivation and disincentive of second-hand shopping in China. As discussed in chapter 2 of the state of the art, second-hand consumption has been widely investigated in western society, especially on the motivations and drivers. However, it remains to be explored in Chinese context. As a global and local phenomenon, second-hand shopping phenomenon in China shares common characteristics with that in western countries.

However, there are also different understanding and perception of second-hand shopping, due to the significant different cultures and social developments between western and eastern world.

## **4.2 Theory of Planned Behaviour (TPB)**

Theory of Planned Behaviour (TPB) has been widely applied in examining the internal and external elements involved in intentional consumer behaviour. This theory states that behaviour is guided by three types of factors: behaviour beliefs, normative beliefs, and control beliefs. Altogether, these three kinds of factors contribute to the formation of intention (Yadav & Pathak, 2017). Since this thesis researches the behaviour of second-hand shopping, TPB is appropriate to analyse the decision-making process of shopping. Section 4.1 has explained how the consumer culture theory (CCT) is applied in this thesis on the macro level, while TPB is used to explain the consumer behaviour of second-hand shopping on the micro level.

### ***4.2.1 Behaviour Belief***

The behaviour belief refers to the attitude towards some behaviours. In another word, it refers to individuals' positive or negative evaluation of the certain behaviours (Ajzen et al., 1980). On this point, TPB indicates that individual belief about the consequence of engaging in a particular behaviour and the evaluation of the favourable and unfavourable outcomes of the behaviour determines people's attitude about the behaviour.

Behaviour beliefs are applied in consumer behaviour studies as they also work is determining consumer attitudes towards particular consumer behaviours. Usually, in buying decision-making process, consumers generally evaluate the possible consequence of the buying behaviour. Consumers are more likely to buy products which they think positively in the evaluation process. Few people will purchase the products that they think useless or negative. The behaviour belief is the first step of consumer behaviour, but it is not necessary to result in the final behaviour.

In this thesis, the behaviour belief plays an important role in analysing consumer

attitudes towards second-hand shopping. According to the rules in behaviour beliefs, consumers are more likely to be motivated to shop second hand if they evaluate positively of second-hand shopping behaviour and vice versa. From this perspective, the understanding of behaviour beliefs addresses the research question of the role of consumer attitudes in influencing the consumer behaviour of second-hand shopping.

#### ***4.2.2 Normative Belief***

The normative belief refers to social pressure to promote some particular individual behaviours. The result of normative belief is subjective norms which means people have the motivation to comply their behaviours with others in specific situations (Ajzen, 1991). It means that individuals tend to evaluate how others, especially those who are significant to the individual, would like one to behave in a certain situation and then consider how to behave themselves. In another word, people are prone to comply with opinions of others. The influence of normative beliefs is more significant in public environment where individuals can recognise others' opinions.

The outcome of normative beliefs in consumer behaviour studies incorporates the influence of other consumers and opinions of others on consumers. On one hand, as pointed out by Ajzen, norms are a social factor in nature (Ajzen, 1991). Consumers tend to follow others or comply with others' persuasion when making buying decisions. On the other hand, consumers easily take others' opinion into consideration when they are shopping. The implication of normative beliefs is obvious in the marketing industry. For example, celebrity endorsements are widely applied in marketing to promote consumers to pay attention to the opinions of those celebrities who are normally significant ones. In addition, consumers refer to other consumers opinions when making buying decisions, which process has extensively been explored in the theory of *Word-of-Mouth* marketing (Groeger & Buttle, 2014).

This thesis investigates the formation of the second-hand market with the influence of norms in the Chinese context. In the Chinese language, there are also similar words which have same connotations as normative beliefs. For example, "face" (*mianzi*) is especially in Chinese culture, which means Chinese people tend to

behave as respected by others. And it is a shame of “losing face”, which is usually caused by the negative judgement of others. Regarding the role of “face” (mianzi) in consumer behaviour of second-hand shopping, consumers tend to shop second-hand if it is recognized positively by the public and they are less likely to buy second-hand products if they consider it undermines their “faces”.

#### ***4.2.3 Control Belief***

In TPB, the control belief can be defined as individual beliefs on the appearance of certain factors that may facilitate or impede the performance of a particular behaviour (e.g. time, money and opportunities) and then individuals conduct or give up the behaviour according to their evaluation of those factors (Yadav & Pathak, 2017). The control beliefs result in perceived behaviour control in certain circumstances. The perceived behaviour control means people perceive ease or difficulties of doing something in some concrete respects. In one word, the control belief means the evaluation of the condition to behaviour.

In terms of consumer behaviour, the control belief refers to the factors facilitating or impeding the purchasing behaviour. In another word, it means the cost to get particular products from the consumer perspective, mainly including money and time. Compared with the perception of the results in the behaviour belief and the peer pressure in normative belief, the control belief focuses on the external conditional factors in the formation of consumer behaviour. Practically, control beliefs are often related to the supply of products, the convenience of buying, and the price of the product in consumer behaviour studies.

Particularly, the concept of control belief is applied in this thesis to understand the conditional factors revolving around second-hand shopping behaviour. On one hand, control beliefs incorporate the acknowledgement on channels for shopping, such as second-hand shopping websites, shops, markets, and their accessibility. On the other hand, the control belief also includes the evaluation of the price of second-hand products. According to this understanding, consumers are more likely to shop second-hand if they perceived the second-hand products are easily obtainable

and the price is rather fair.

In summary, the three types of factors in TPB, namely behaviour belief, normative belief, and control belief, determine people's intention of certain behaviours, to be specific, consumer behaviours in this thesis. TPB has oriented the research on second-hand shopping to three aspects: the consumer perception, the peer pressure, and the conditional limitation in the second-hand shopping process. The three aspects are embodied in the measurement of motivation and disincentive for second-hand shopping.

### **4.3 Consumer Perceived Risk (CPR)**

Consumer Perceived Risk (CPR) is the third theory applied in this thesis, as one of the main themes is the disincentive for second-hand shopping in China. The disincentives in consumer behaviour refers to factors discouraging consumers to buy something, and the factors are categorised into two types. One type is the outside factors, such as the lack of buying places, and another type is the inside factors which mainly refer to the risks perceived by consumers, as “consumers are more often motivated to avoid mistakes than to maximise utility in purchasing” (Mitchell, 1999). Therefore, Consumer Perceived Risk (CPR) is used in this research to analyse the risk of second-hand shopping in the perspective of young Chinese consumers.

#### ***4.3.1 Negative Possibility***

There are two aspects in the definition of “risk”: a “chance” aspect where the focus is on probability; and a “danger” aspect where the emphasis is on the severity of negative consequences (Mitchell, 1999). In the theory of Consumer Perceived Risk (CPR), the risk refers to the possibility of some negative consequences after the consumer behaviour from the perspective of consumers. In another word, the consumer-perceived risk is a kind of subjectively perceived risk, and not objective risk in “real world” (Bauer, 1960). While the different understandings of perceived risk result in different approaches to address the issue of consumer-perceived risk, the main point is that majority of scholars admitted the existence of subjective risk and

some scholars designed different models to measure the perceived risk.

Why practitioners and scholars pay attention to consumer-perceived risk? Consumer Perceived Risk (CPR) a role in facilitating marketers seeing the world from the perspective of consumers (Han & Kim, 2016) and promoting the products or services in more effective ways. For example, if marketing practitioners get to know the uncertainty of products are the main risk perceived by their consumers, they can clarify the uncertain information to lessen consumers' subjective impression of the risk. CPR has been used in a wide range of fields to analyse consumer behaviour, especially in marketing (Björk & Kauppinen-Räsänen, 2011; Han & Kim, 2016). And it has been proved that the perceived risk is the main subjective challenge to consumers for conducting the particular consumer behaviour (Björk & Kauppinen-Räsänen, 2011).

#### ***4.3.2 Product Uncertainty***

Basically, CPR is widely applied in the promotion of new products, as normally there are more uncertainty of new products or services and consumers are reluctant to try uncertain products if they perceive the risk of the consumption. However, uncertainty or consequences may involve either a known or unknown probability (Mitchell, 1999).

CPR then is not only applied in the analysis of the marketing of new products, but also in the investigation of well-known products. In this thesis, CPR is adopted to analyze the second-hand shopping, because second-hand products are uncertain, to some extent, as they have been used before and perceived risk can be an important factor for second-hand non-shoppers' purchasing decisions.

A relevant question, which assists our understanding of perceived risk, is what contributes the uncertainty of consumption? There are a variety of answers. First, the consumers' knowledge of their needs, purchasing goals, etc. For example, the different answers to the question of "how important is it that I need to buy a new mobile phone?" lead to the different purchasing behaviours. There is uncertainty in "the evaluation of the importance of a new mobile phone". Second, consumers may

be uncertain about the predictive validity of the current products. For example, consumers may ask the question of “how I can confirm that the machine will work as well as it is working now in the future?” Third, previous experience may also add the uncertainty of the next buying decisions. Basically, consumers make the buying decisions based on their previous experience. Basically, consumers choose the alternative products when the current products cannot satisfy their needs. And on the other hand, if consumers get used to certain brand products and the products can satisfy their needs, they are less likely to turn to other products. There is also uncertainty in previous experience. As there are numerous sources of uncertainty in consumption, consumers may perceive different kind of risks which makes them hesitate to make choices, especially when they have more than one choice (Han & Kim, 2016).

Besides the uncertainty in consumption discussed in the previous study, a special uncertainty in second-shopping is that the products have been used before. This characteristic makes the application of CPR in this thesis different from the traditional application of measuring the risks of new products. From this perspective, the thesis is pushing forward the development of marketing theories in the analysis of new consumer behaviour.

The risk is often viewed as an antecedent of involvement (Choffee, S.H. and McLeod, 1973). This means that perceived risk also provides the possibility to consumers of future involvement revolving the products or service and high consumer involvement may reduce the risk perceived by consumers. Risk can be regarded as the first step to build involvement between consumers and suppliers, to some extent.

Compared with the “spiral” process between risk and involvement in marketing or promotion of new products, the big difference in second-hand commerce is that normally the trade is a one-shot deal, which means the products’ former owners do not have to build the involvement or trust after they sell the products. To use the involvement to reduce the risk perceived by consumers of second-hand shopping is not enough from this perspective. However, on the macro level, the interaction



between risk and involvement may work on second-hand shopping as a whole, which means the risk perceived by consumers is the starting point to promote second-hand commerce. The second-hand market is expected to develop as more consumers involved in it.

## **CHAPTER 5. Data Analysis**

This chapter includes two sections: the first part is the qualitative analysis of interviews with eight young Chinese informants who all, to some extent, have shopped second-hand before; the second part is the analysis of the survey research which is carried out by digital questionnaires and distributed through social media. The thesis chooses an interpretive paradigm to address the research question as emphasized in Chapter 3. Methodological Consideration, which means that the analysis strategy will focus on the interpretation of the empirical data. However, to test whether the findings in the qualitative analysis are reliable or not, positive approach is applied in the section of the quantitative analysis. Since the final findings are the results developed from the interview, the quantitative research approach does not change the philosophical position.

### **5.1 Qualitative Analysis of Interviews**

Basically, qualitative data deriving from interviews is not straightforward to analyse as it is in the form of a large corpus of unstructured textual material. Even though the interviews can provide rich materials, it is still difficult to find appropriate analytic paths through the richness. Unlike quantitative analysis, there are no clear rules about how to handle the data in the qualitative analysis. What can be provided by analysing tools is the broad guideline on how to get the results needed in the research.

In this thesis, *Coding* and *Thematic Analysis* (Braun, Clarke, Braun, & Clarke, 2008) are employed to deal with the qualitative data. The qualitative interviews are the raw materials to analyse with the form of interview transcripts. Before the coding process, the raw materials need to be processed, as there is a lot of invalid information

in it. Coding is the main process in the qualitative analysis and it is intertwined in the whole process of thematic analysis. There is no doubt that “Second-hand shopping” is the most important theme in the interview. Revolving the theme of second-hand shopping, the main purpose of the qualitative analysis is to investigate other themes in categories of motivations and disincentives for second-hand shopping in informants’ answers.

Regarding the eight informants, five of them were living in mainland China and the other three were living in Denmark when they were interviewed. They had different experiences of second-hand shopping. For example, some of them never shop second-hand in China before they came to Denmark, and some only shopped second-hand online. What they have in common is that they all, to some extent, have shopped second-hand. Based on their different experiences of second-hand shopping, the process of coding generates a series of descriptions about the theme of “second-hand”, which puts forward the exploration for the deep reasons of motivations and disincentives involved in second-hand shopping. In the following parts, the coding process and thematic analysis are fully elaborated.

### **5.1.1 Coding**

Coding is the starting point for most forms of qualitative data analysis and it has been well developed by theorists on *Grounded Theory* (Glaser & Strauss, 1967). In qualitative research, the material is consistently being structured, compared, summarized, and interpreted in the coding process (Langer & Beckman, 2005). During the coding, some considerations are suggested by pioneer researchers (G. R. Gibbs, 2016)Bryman, 2012a). 1) It is well worth coding as soon as possible after getting the interview transcription, which is helpful in sharpening the understanding of the data; 2) Focusing on the transcription itself rather than over-interpreting, which step lessens the research bias in the qualitative analysis; 3) Generating an index of terms that help in the interpretation of the data, by making marginal notes about significant remarks of interviewees, which is the main section in coding; 4) Checking connections between different concepts and categories; 5) Generating general

theoretical ideas about the data and developing hypotheses about the linkages; 6) Confirming the hypotheses. Through these operations researchers organize data, extract meaning, reach conclusions, and generate or confirm conceptual schemes and theories that describe the data (Spiggle, 1994). The final phase of data interpretation involves deriving a composite summary of the data while making an attempt to go beyond the data, to “develop ideas” (Groenewald, 2004, p. 21).

The coding process is applied in dealing with the interview transcript throughout the whole qualitative analysis. Conclusions of the coding are hypotheses of the motivations and disincentives for second-hand shopping developed from the raw descriptions of second-hand shopping through the processes of coding, categorization, comparison, etc. The details in the application of coding will be illustrated in the following sections. In addition, the hypotheses of coding are not only confirmed in qualitative data but also tested in the quantitative survey research.

### ***5.1.2 Thematic Analysis***

Thematic analysis is a method for identifying, analysing and reporting patterns (themes) within data (Braun et al., 2008). Basically, the coding process is intertwined with the thematic analysis in the data analysis process. Thematic Analysis is one of the most common approaches to qualitative data analysis. However, unlike strategies such as grounded theory, thematic analysis is not an approach which has been outlined in terms of a distinctive cluster of techniques (Bryman, 2012a). Indeed, thematic analysis is usually integrated with other qualitative analysis tools, such as grounded theory and coding, but not regarded as an independent approach in analysis. In this thesis, thematic analysis is written in a separate section because this method plays an important role in coping with the interview transcript and the process of searching themes is combined with the coding process.

During the practical analysis process, coding and thematical analysis are applied simultaneously. First of all, line-by-line coding is carried out to identify initial categories in the interview transcript (G. R. Gibbs, 2016). Thematic analysis is applied to search the themes and subthemes revolving the categories and their

relationships. Finally, the findings need to be systematically related to existing research literature in the certain field. Suggested by Virginia Braun and Victoria Clarke (2008), Figure 5.1 outlines the general process of different phases in the thematic analysis.

Figure 5.1 Phases of thematic analysis (Source: Virginia Braun and Victoria Clarke, 2008)

Phase	Description of the process
1. Familiarizing yourself with your data:	Transcribing data (if necessary), reading and re-reading the data, noting down initial ideas.
2. Generating initial codes:	Coding interesting features of the data in a systematic fashion across the entire data set, collating data relevant to each code.
3. Searching for themes:	Collating codes into potential themes, gathering all data relevant to each potential theme.
4. Reviewing themes:	Checking if the themes work in relation to the coded extracts (Level 1) and the entire data set (Level 2), generating a thematic ‘map’ of the analysis.
5. Defining and naming themes:	Ongoing analysis to refine the specifics of each theme, and the overall story the analysis tells, generating clear definitions and names for each theme.
6. Producing the report:	The final opportunity for analysis. Selection of vivid, compelling extract examples, the final analysis of selected extracts, relating back to the analysis to the research question and literature, producing a scholarly report of the analysis.

The thematic analysis starts with the noticeable interesting remarks or potential interest in the data, which may happen simultaneously in the interview or coding process. The endpoint is the report of different themes and subthemes in the data. The themes and subthemes are derived from a thorough reading and rereading of the transcripts. The analysis grid is then applied to the data which is categorised initially into core themes and organized into following subthemes with the matrix. Figure 5.2 shows the framework of matrix used in the thematic analysis.

Figure 5.2 The framework approach to thematic analysis (Alan Bryman, 2016, P. 586)

	Theme 1			
	Subtheme 1	Subtheme 2	Subtheme 3	.....
Interviewee 1	Case 1			
Interviewee 2		Case 2		

Interviewee 3			Case 3	
.....				.....

Generally, thematic analysis is taken as a qualitative analysis tool that contrasts with *Grounded Theory*. We can see the difference and similarity between the process of grounded theory and thematic analysis. In terms of similarity, both methods are applied in qualitative analysis, such as interview, fieldwork note, memos. And coding is the common process in both analysis methods. Regarding the difference, perceptions are developed from “bricks” – concepts in raw data in grounded theory, while the process of thematic analysis starts from a general reading of the “structure” of the materials. Realising the difference and connection between the two methods, thematic analysis is more appropriate in this research as previous literature has oriented the research themes of second-hand shopping. In contrast, grounded theory is more appropriate for developing new theories in the relatively unexplored field.

**5.1.3 Qualitative Analysis of Second-hand Shopping**

The interviews took place at the informants’ homes or through social media, during which the interviewees described what they had bought second-hand and in which channel, then expanded on the motivations that influenced their choice or the disincentive if they thought second-hand shopping was not that popular in China. The interviews also involved questions about their original contacts with this form of shopping and how it subsequently developed. Before finishing the interview, informants were also inquired to add extra information to make sure the research to covers the psychology of second-hand shopping as comprehensive as possible.

According to the interview guide, there are three themes coded from the informants’ answers, including the perception of second-hand shopping, the motivation and disincentive involved.

**5.1.3.1 Theme A: Second-hand shopping – A “new” alternative channel for shopping**

According to the first theme of second-hand shopping in interview guideline, all informants quickly reflected how and when they started to shop second-hand. In the

first part of the interview, all interviewees were asked about their personal experience of second-hand shopping. The questions are set to get subjects’ general perceptions of second-hand shopping. Interviewees’ answers also provide the information about the current development of second-hand business in China. The general information of second-hand shopping from the perspective of consumers provides a foundation for the following questions about the motivation and disincentive involved. A typical understanding of second-hand shopping in China is as follows:

*“Second-hand shopping is still relatively new to Chinese consumers, in my perspective. I never know any second-hand shopping channels before the foundation of Xian Yu. com (a second-hand shopping website). In a simple word, we do not get used to second-hand shopping.” (Appendix 3)*

Regarding the general understanding of second-hand shopping, the majority of the informants used words, such as “new”, “not familiar”, “don’t get used to” to describe the development of second-hand shopping in China. In addition, the frequency of buying second-hand was not often, compared with the daily consumer needs of young Chinese consumers. All informants said they ever bought less than five second-hand products.

Regarding the time when young Chinese consumer started to shop second-hand, the answers were even different. The Chinese international student interviewees started to shop second-hand after they arrived in Denmark. And the young Chinese consumers living in China pointed out that they started to shop second-hand after the foundation of the most popular second-hand shopping website – *Xian Yu. com*. Figure 5.3 illustrates the thematic analysis of the general information on second-hand shopping in China through the informant’s perspective.

Figure 5.3 Thematic analysis of the theme of perception of second-hand shopping

<b>Theme A: Perception of Second-hand Shopping</b>			
<b>Informant</b>	<b>Frequency</b>	<b>Quantitative</b>	<b>Popularity</b>
1	"I should say recently"	"piano, books and treadmill."	"It was not that popular to shop second-hand before the existence"

			of Xian Yu. Com"
2	"Half a year ago."	"books and bicycles"	"Never did I shop second-hand in China"
3	"last three month"	"books, clothing, Mobil phone"	"...very new channel to Chinese consumers...still remain to be explored."
4	"last month"	"furnisher and books"	"...is still comparatively new to Chinese consumers"
5	"half a year ago"	"dress"	"...is not that popular in China."
6	"I almost forget"	"books"	"But I didn't know any other channels of selling second-hand stuff."
7	"Last month"	"mobile phone, second-hand bicycles"	"I know someone shopping second-hand, but I don't it is popular"
8	"Only one time"	"books"	"Absolutely not popular."

According to the eight young Chinese interviewees, we can find that second-hand shopping is not that popular in China. The frequency of second-hand shopping is not very often, and the types of products are limited. However, we cannot get the formal conclusion of the development of second-hand shopping business in China only through the eight informants' comments. The results of the in-depth interview will be used as the foundation to design the survey to collect data on a larger scale.

#### *5.1.3.2 Theme B: Economic, Ethical, and Aesthetic Motivations*

In terms of informants' experiences, informants offered a wide range of motivations, many of which are not linked to specific product categories in isolation but rather to a shopping system as a whole. Economic motivation, generally, is the main motivation to shop second-hand, but not the only motivation. The product quality and function are supposed to be the most important criterium in second-hand shopping. All the informants pointed out that they would not buy broken or useless second-hand products no matter how cheap they are. Some informants insisted to buy more than 80% new second-hand products. In addition, normally young consumers would like to consider "big-ticket" items second-hand products, such as cars, pianos, electronic devices, as there is a big price difference between the new products and the old ones.

Besides the economic motivation, young Chinese consumers also mentioned ethical consideration, but it is not as significant as the economic motivation. The ethical motivation was not the first time mentioned by young Chinese consumer, while it has been explored in western society (Damme & Vermoesen, 2009). In ethical dimension, some informants realised the benefits of second-hand shopping even though they didn't really know how to promote second-hand shopping business in China. On the other hand, regarding the disposal methods of second-hand shopping, some informants thought it was rather wasteful of throwing away the old stuff and they thought there should be some better ways to deal with old stuff.

Another type of motivations of second-hand shopping is aesthetic motivation, which is similar to the motivation of fashion and vintage (Ferraro et al., 2016) suggested in the previous literature. For example, some respondents pointed out that the histories and stories attached to the second-hand products added extra values, compared with the new ones, which suggested a kind of positive attitude to second-hand products. Finally, the word "aesthetic" is chosen to describe the relative motivations revolving pursuit of fashion, vintage, and uniqueness in second-hand shopping. In Figure 5.4 we provide some examples of the informants' answers related each of the three types of motivations for second-hand shopping.

Figure 5.4 Informants' comments related to motivations for second-hand shopping

<b>Theme B: Economic, Ethical, and Aesthetic Motivations</b>	
<b>Motivation Theme</b>	<b>Illustrative comments</b>
Economic Motivations	<ul style="list-style-type: none"> <li>• "The price difference between new products and second-hand ones is significant."</li> <li>• "...as the new books are really expensive in Denmark."</li> <li>• "The biggest benefit is the price."</li> <li>• "...To save money is the only motivation to shop second-hand."</li> <li>• "I don't want to pay a high price just because they are new."</li> <li>• "If there is no big difference between the new products and the old ones and I can pay much less for the second-hand products, I am glad to pay less to shop second hand."</li> </ul>



Ethical Motivations	<ul style="list-style-type: none"> <li>• “I think it is good to reuse things.”</li> <li>• “It is really a waste to buy a lot of stuff more than we can manage them, even though we can afford them.”</li> </ul>
Aesthetic Motivations	<ul style="list-style-type: none"> <li>• “I often visit it (the second-hand shop) just for fun.”</li> <li>• “I found everything she sells is unique. And I think it is interesting. I love the stories behind the old stuff.”</li> <li>• “Maybe I will visit the second-hand shop if it is selling vintage jewellery. I think the jewellery is the older the better.”</li> <li>• “There are some extra values on second-hand products. For example, you can get products with unique designs.”</li> </ul>

What needs to mention is that the motivation can be even more than the three motivations – economic motivation, ethical motivation, and aesthetic motivation. Moreover, the role of different motivations varies with different societies. For example, based on the second-hand clothing shopping experience among American college student, Yan (2015) has suggested that the vintage and fashion are the significant factors motivating college students to buy second-hand clothing (Yan et al., 2015). However, the aesthetic motivation and ethical motivation are not as obvious as economic motivation in the interview of young Chinese consumers in this research. And second-hand clothing is not welcome, as most informants mentioned they didn’t like second-hand clothing in the interview. In next section, the disincentive for second-hand shopping will be discussed.

*5.1.3.2 Theme C: Disincentives related to Quality, Identity, Feeling*

The motivations of second-hand shopping through young Chinese consumer’s perspective have been discussed in the previous section. One important finding is that second-hand shopping is relatively unpopular among Chinese consumers according to the interview even though some informants pointed out its benefits. Therefore, in this thesis, the disincentive of second-hand shopping in the Chinese context is another important aspect which is barely researched in previous literature.

Actually, it turned out to be a hard job of seeking informants in the data collection phase. It is not only because the second-hand shoppers are reluctant to join the interview – of course, it is also one difficulty – but also because young Chinese consumers are generally not fond of second-hand products. For example, when I

asked the second-hand shoppers in the second-hand market, “as you are a second-hand shopper, may I ask you some questions?”, two second-hand shoppers said, “I am not a second-hand shopper, I just buy one product, and barely did I shop second-hand”. The scenario indicates that second-hand shopping is not only a simple consumer behaviour, there is also some special meaning behind the behaviour. Moreover, the label of “second-hand shopper” seems not welcome to young Chinese consumers. The coding and thematic analysis of the disincentive of second-hand shopping make the reasons of the unpopularity of second-hand shopping in China clearer.

As mentioned before, quality of second-hand products is one of the most important concerns in consumer behaviour. The risk of buying products with inferior quality can prevent the consumer behaviour of second-hand shopping. Some typical comments related to the qualitative concern are as follows:

*“The quality should be the priority. The second-hand products do not have to be totally new, but they should be at least 80% new.” (Appendix 3)*

Besides product quality, whether second-hand products are clean or not also plays a significant role in influence young Chinese consumers’ buying decisions. For example, a young mother used the word “safety” to describe the risk of buying second-hand products, especially of the kid products. Here is her comment:

*“It (the concern of second-hand shopping) should be the safety. You never know who has worn the second-hand clothing. It can be a kind of media for the disease.... Normally, I buy new products. Daily consumables should be new, such as clothing, shoes, especially for kids.” (Appendix 3)*

On the other hand, the safety issue of the second-hand product is also linked to another issue of the lack of quality guarantee in second-hand shopping. Unlike the new product business, second-hand shopping is almost completed between consumers to consumers. The second-hand business is closely related to the ethics of sellers, which means there is no regulations or rules to guarantee the product quality. Therefore, the risk of low quality of second-hand products is one important disincentive.

Additionally, second-hand shopping is related to one particular Chinese word “face” (*Mian Zi* in Chinese), to some extent. Face and identity are linked because threats to one’s face constitute threats to one’s identity, which in Chinese culture is constructed by internalizing the judgment of others in oneself (Yang, 1989). Given the influence of “face” (*Mian Zi*), young Chinese consumers are reluctant to shop second-hand. If they did, they avoid letting others know as they are afraid of “losing face”. The connection between the second-shopping experience and the “face” can be illustrated by the following comments of informants:

*“In a short word, “face”. Nobody wants to receive second-hand stuff as gifts or something. I am afraid of making others feel awkward by giving them second-hand stuff.” (Appendix 3)*

*“Third, you know, it is about the “face”. Using second-hand stuff is not that enjoyable.” (Appendix 3)*

*“So, for most people understanding, only people in poor financial situations may need second-hand stuff, such as clothing and shoes. And in China, nobody wants to be considered as poor. From this perspective, buying second-hand products is a symbol of living in poverty or something similar.” (Appendix 3)*

From the comments, second-hand shopping and second shoppers are related to the identity or symbol of “low living conditions”. If some consumers always shop second-hand, they are easily regarded as living in low financial conditions. However, the hypothesis remains to be explored and confirmed in a more scientific test. One thing is sure that second-hand shopping means more than just a kind of consumer behaviour. This is culturally and regionally related to the Chinese context.

On the other hand, as second-hand products are usually used by ex-owners or have been owned by several persons before the final consumers buy them. Someone loves the stories and histories, especially the memories of the second-hand products are good memories. However, some informants in the interview pointed out that they don’t really like the “experiences” of the second-hand products, which cannot bring the same cheerfulness as the new products do. Figure 5.5 provides some comments from the informants related to the theme of disincentives of second-hand shopping.

Figure 5.5 Comments on Disincentives for Second-hand Shopping

<b>Theme C: Disincentives related to Quality, Identity, Feeling</b>	
<b>Disincentive Theme</b>	<b>Illustrative comments</b>
Risk of Quality	<ul style="list-style-type: none"> <li>• “You never know who has worn the second-hand clothing. It can be a kind of media for the disease.”</li> <li>• “Because second-hand clothing feels unclean even though it has been washed.”</li> <li>• “I mean if the second-hand products with a famous brand, it is easier to be sold out, compared with normal products.”</li> <li>• “I am afraid it is hard to guarantee the product quality.”</li> </ul>
Risk of Identity	<ul style="list-style-type: none"> <li>• “Nobody wants to receive second-hand stuff as gifts or something.”</li> <li>• “consumers shop second-hand when they cannot afford the new ones.”</li> <li>• “Several years ago, it was popular to donate the second-hand stuff to poverty-stricken areas by a community committee.”</li> <li>• “And in China, nobody wants to be considered as poor. From this perspective, buying second-hand products is a symbol of living in poverty or something similar.”</li> <li>• “There should be a lot of people living in poverty who need the second-hand products.”</li> </ul>
Risk of Feeling	<ul style="list-style-type: none"> <li>• “New” is always related to good stuff. For example, we usually wear new clothes in New Year. And we always give a new stuff as gifts to others.”</li> <li>• “second-hand stuff is something thrown away by previous owners.”</li> </ul>

Besides, the challenge for developing second-hand business in China is also related to the growing up environment of young Chinese consumers. As one informant mentioned, “current young Chinese consumers, generally, grew up with everything new. As there was a big promotion of economic condition, especially in cities, their parents bought new stuff for them when they were kids”. To some young Chinese consumers, “buying new” is a consumer habit rather than an alternative option. This also explains why most informants in the interview though second-hand shopping are relatively new to Chinese consumers.

Moreover, the role of the public institutions also should be taken into consideration when analysing the disincentive of second-hand shopping. Some

informants mentioned the influence of advertisement in cultivating consumers' buying decisions. For example, advertisements normally promote consumers to buy new products, which is also a barrier to develop the second-hand business.

#### ***5.1.4 Sub-conclusions of Qualitative Interviews***

Based on answers of informants, we can find that all informants think there are benefits, to some extent, in the second-hand shopping, such as money-saving, vintage feature, but relatively second-hand shopping is not popular in China. Second-hand shopping has become an alternative option to young Chinese consumer as the technological development in China, including the development of second-hand shopping website, such as Taobao. Com. Even though second-hand shopping is not unfamiliar in Chinese history, seldom do young Chinese consumers shop second-hand, due to their upbringing environment with the better financial situation and their parents would like to buy new stuff for them. The interviews collected various comments about young Chinese consumers' perception of second-hand shopping based on their own shopping experiences. The understanding is not only linked to some specific consumer behaviour but also connected with the development of second-hand business in China as a whole.

The motivations of second-hand shopping have been widely examined in different societies. The motivations of economic, ethical, and aesthetic (the descriptive words may be different) considerations also work in the Chinese context. The economic motivation is still the first and most important factors in second-hand shopping. However, it doesn't mean the economic factors determine that consumers conduct final behaviour of second-hand shopping. According to the comments of informants, the quality also plays an important role. In a word, consumers are more likely to shop second-hand when they think the quality can match the price. Besides economic motivations, ethical consideration and aesthetic motivation are also mentioned by informants, but the two factors are not at the top of the list of motivations of second-hand shopping. In the survey research, economic motivation, ethical motivation, and aesthetic motivation are design as variables to test the

correlations with the consumer behaviour of second-hand shopping.

On the other hand, the exploration of disincentive of second-hand shopping is the main contribution of this thesis in the literature of second-hand consumer behaviour, as the disincentive for second-hand shopping from the perception of consumers have barely been investigated. Majority of informants mentioned the unpopularity of second-hand shopping in China, which indicates the analysis of unpopularity should be including in the research.

According to the interview, the disincentive can be categorised into factors related to product quality, consumer identity, and purchasing feelings from the perspective of consumers. The pursuit of product quality is generally the common consumer request in purchasing behaviour, and there is no exception in second-hand shopping. In terms of the identity, some consumers may be afraid of “losing face” or “being looked down” by second-hand shopping, as second-hand stuff are often donated to people in poverty-stricken areas in China. However, this situation has been changed since the development of the second-hand business. In addition, informants also pointed out the difference in purchasing feeling between second-hand shopping and buying new products. The findings on the influence of feelings indicate that consumption is not only related to consumers’ material needs, but also connected to spiritual needs.

In addition, some informants also mentioned the role of government, public institution, and marketing company. In a society like China, the role of government exists in a variety of aspects. This also raises the discussion of the perception of consumer behaviour – whether it is a private choice or social phenomenon. Regarding the marketing company, we should also realise the benefits of second-hand shopping are not necessarily the same benefits to producers and marketing companies. The discussion between macroeconomics and microeconomics is not the subject of this thesis, while it directs the research to go in-depth to explore how private economic life relates to the public society and economics.

## 5.2 Analysis of Survey Research

Based on the results of the interviews on the motivations and disincentives for second-hand shopping from the perspective of young Chinese consumers, a survey is designed to test the presumed correlation between the influencing factors formed from the qualitative analysis and young Chinese consumer behaviour of second-hand shopping.

Regarding the survey, 102 participants answered the questionnaire, with 30 males and 72 females. Since the target age group in this thesis is the young Chinese consumers, participants outside the age group from 20 to 30 years old are filtered out. Finally, there were 81 effective samples which underwent the analysis procedure.

### 5.2.1 Popularity of Second-hand shopping

After answering the “yes-or-no” question – have you ever shopped second-hand? – the participants were divided into two groups as second-hand shoppers and non-shoppers. Each group of participants was directed to different parts of the questionnaire focusing on questions of motivations and disincentive respectively. Among the 81 participants, 59 people of them have bought second-hand products and 22 never shop second-hand. The statistics of the survey research presents that the second-hand shopping phenomenon is not as unpopular among young Chinese consumers as interviewees described in the interview. Approximately 75 percent of the participants (n= 81) reported that they had bought second-hand products.

However, we cannot use only the “yes-or-no” answer to evaluate the popularity of second-hand shopping consumer behaviour in China. The number of second-hand products bought is also taken into consideration to measure the popularity of second-hand shopping among young Chinese consumers. Figure 5.5 illustrates the results of the answers of those surveyed to the question “How many second-hand products have you bought”.

Figure 5.5: Number of Second-hand products ever bought (n=59)

Item	Number	Proportion
------	--------	------------

1~5	36	61.02%
6~10	18	30.51%
11~15	2	3.39%
more than 15	3	5.08%
Total number of answers	59	

About 92 percent of participants had bought fewer than 10 items of second-hand products. Among the 59 second-hand shoppers, 36 people had bought fewer than 5 pieces of second-hand products. Only 2 participants chose the option of 11 to 15 items bought second-hand and 3 participants had bought more than 15 second-hand items. Compared with the consumption needs of a normal person, the number of second-hand products bought is relatively small. We can see that second-hand shopping is not a very popular alternative option of shopping since the number of second-hand items bought is basically fewer than 5 items.

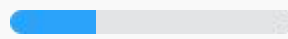
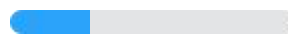
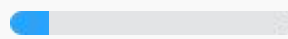
Combining the results of both interviews and surveys regarding the subject of the popularity of second-hand shopping among Chinese consumers, we can see that even though almost all participants in the interview thought that second-hand shopping was not popular in China, the majority of young Chinese consumers (around three quarters) had shopped second-hand before they answered the questionnaire.

According to the interview, all participants suggested different consumer behaviour in regards to different types of products. The statistics for types of products the participants had bought present the same results as these shown by the interview result. Figure 5.6 shows the popularity of different types of second-hand products among the participants.

Figure 5.6 Types of second-hand products ever bought (n=59)

Item	Number	Proportion
Books and CDs	43	72.88%
Clothing and shoes	23	38.98%
Furniture	18	30.51%


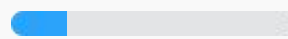
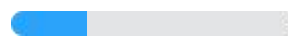
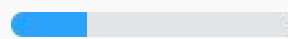
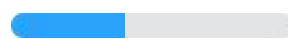
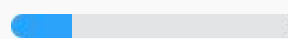


Electronic devices	18	 30.51%
Bicycles	17	 28.81%
Other	8	 13.56%
Total number of answers	59	

According to the data, “books and CDs” are the most popular products that young Chinese consumers bought second-hand, with the number of 43 and the proportion 82.88% of the total second-hand shoppers. Second-hand clothing and shoes are a little more popular than furniture, electronic devices, and bicycles among participants, with the number of 23 at the second position. Moreover, around 30 percent of second-hand shoppers had bought furniture, electronic devices, and bicycles. In addition, eight participants had bought other second-hand items, such as a piano or luxury products. Even though the psychological activity of different second-hand items is not the main topic in this thesis, the results of the popularity of different products still provide a clue that different types of second-hand products are related to different motivations.

In terms of shopping channels, the statistics show that second-hand websites are more popular than second-hand shops and markets among young Chinese consumers. Particularly, the second-hand shopping website, *Xianyu.com*, founded by *Alibaba*, the biggest e-commercial company in China enjoys the greatest popularity among young Chinese consumers, with the proportion 64.41 percent of the total. Figure 5.7 presents the choices of participants on the second-hand shopping channels.

Figure 5.7 Channels of second-hand shopping (n=59)

Item	Number	Proportion
Xianyu.com	38	 64.41%
58.com	12	 20.34%
Kongfz.com	16	 27.12%
Second-hand shops	16	 27.12%
Second-hand markets	24	 40.68%
Other	13	 22.03%

Total number of answers	59
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The questionnaire listed three main second-hand shopping websites in China – *Xianyu.com*, *58.com*, and *Kongfz.com*. The most popular one – *Xianyu.com* was founded in 2016, while *58.com* and *Kongfz.com* were founded in 2005 and 2002 respectively. Specifically, *Xianyu.com* is specialized to trade second-hand products between consumers to consumers, including all categories of products. And it was founded by *Alibaba* company to cope with the channel problem for second-hand business. Comparatively, *58.com* is a service platform facilitating daily activities, such as dating, finding jobs, business, not particularly for second-hand shopping, while *Kongfz.com* is specialized on the second-hand books trade. In addition, according to answers following the option of “Other”, 13 informants mentioned second-hand shopping channels of social media, such as WeChat, Facebook, and Instagram. Based on the answers, we can find that the development of information technology facilitates the emergence and development of second-hand shopping. The foundation of the especial second-hand shopping website, *Xianyu.com*, is the milestone in 2016, as it has accelerated the developing speed of second-hand shopping. Consistent with the findings in the interview, we can find that second-hand shopping is relatively “new” in China, as the especial second-hand shopping website was built just two years ago.

### ***5.2.2 Discussion on Motivations for Second-hand Shopping***

Participants in the group of second-hand shoppers are asked questions related to motivations and satisfaction on the second-hand shopping experience.

Modified based on the scale proposed by Guiot and Roux (2010) and qualitative analysis of interview in the previous section, second-hand shopping motivations were measured with 6 items on a 5-point Likert scale (1=strongly disagree, 5=strongly agree) in three categories – economic motivation, ethical motivation, and aesthetic motivation.

Regarding economic motivations, items of the scale include two questions: “[EC1]

<sup>1</sup>I don't want to pay more for a product just because it's new" and "[EC2] By buying second-hand, I feel I'm paying a fair price for things" measured the consumers' economic consideration. The Cronbach's alpha <sup>2</sup>for this scale was 0.969, which means the scale has relatively high reliability.

In terms of ethical motivation, the scale includes two questions: "[ET1] <sup>3</sup>I enjoy second-hand shopping because I don't like objects being thrown away that can still be of use" and "[ET2] By buying second-hand, I feel I'm helping to fight against waste. The items measure consumers' attitudes toward the waste. The Cronbach's alpha for this scale was 0.982.

At last, aesthetic motivations are measured by attitudes to two items: "[AE1]<sup>4</sup> I hope to come across original articles that are not found in mainstream stores" and "[AE2] I think there are extra values on the second-hand products compared with the new ones, such as histories and stories." The Cronbach's alpha for this scale was 0.972.

The discussion about the impacts of economic, ethical, and aesthetic motivations for second-hand shopping is organized according to participants' grades on the items in the scale (Figure 5.8). On average, second-hand shoppers among the participants tend to be motivated by economic considerations (mean=3.785), which factor has more significant influence than ethical motivation (mean= 3.655) and aesthetic motivation (mean=3.650). In fact, about 65 percent of second-hand shoppers take "a fair price" as the motivation to shop second-hand. In addition, about 70 percent of them agree that second-hand shopping is a kind of consumer behaviour against waste, while about 58 percent of them don't like objects being thrown away that can still be of use and then shop second-hand. Regarding the aesthetic consideration, about 70

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<sup>1</sup> EC is the abbreviation of economic, which stands for economic consideration in this context.

<sup>2</sup> Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of items are as a group. Note that a reliability coefficient of 0.70 or higher is considered "acceptable" in most social science research situations.

<sup>3</sup> ET is the abbreviation of ethical, which stands for ethical consideration in this context.

<sup>4</sup> AE is the abbreviation of aesthetic, which stands for the aesthetic consideration in this context.

percent of second-hand shopper agree that they are motivated by the uniqueness of second-hand products, while the stories and histories happened on the second-hand products are not as attractive and as the characteristics of uniqueness.

Figure 5.8 Consumers’ perceptions of motivation for second-hand shopping  
(1=strongly disagree; 2=disagree; 3= neutral; 4= agree; 5= strongly agree)

Item	1	2	3	4	5	Mean
[EC1]	4(6.78%)	5(8.47%)	12(20.34%)	21(35.59%)	17(28.81%)	3.71
[EC2]	1(1.69%)	4(6.78%)	14(23.73%)	23(38.98%)	17(28.81%)	3.86
[ET1]	5(8.47%)	6(10.17%)	13(22.03%)	23(38.98%)	12(20.34%)	3.53
[ET2]	2(3.39%)	7(11.86%)	9(15.25%)	25(42.37%)	16(27.12%)	3.78
[AE1]	2(3.39%)	6(10.17%)	9(15.25%)	23(38.98%)	19(32.2%)	3.86
[AE2]	4(6.78%)	11(18.64%)	11(18.64%)	21(35.59%)	12(20.34%)	3.44

Following the perceptions of different motivations of second-hand shopping, the correlation between the motivation and the consumer behaviour shows that the economic consideration is more significantly related to consumers decisions of shopping second-hand. There is no big difference between the ethical motivation and aesthetic motivation for second-hand shopping among the participants, as the corresponding statistics are approximately equal (Figure 5.9).

Figure 5.9 Correlation between motivations and the second-hand shopping behaviour

	Mean	SD	Second-hand Shopping	[EC1]	[EC2]	[ET1]	[ET2]	[AE1]	[AE2]
Second-hand Shopping	0.39	1.78	1						
[EC1]	0.88	3.45	0.388**	1					
[EC2]	0.97	3.49	0.393**	0.969**	1				
[ET1]	0.77	3.36	0.387**	0.951**	0.936**	1			
[ET2]	0.92	3.46	0.390**	0.954**	0.968**	0.964**	1		
[AE1]	0.97	3.51	0.390**	0.937**	0.952**	0.946**	0.963**	1	

[AE2]	0.73	3.32	0.386**	0.947**	0.941**	0.957**	0.955**	0.948**	1
* p<0.05 ** p<0.01									

Additionally, the satisfaction on second-hand shopping experience also confirms the motivation of economic considerations. As shown in Figure 5.10, about 78 percent participants are satisfied with the price they paid for the second-hand products (mean=4.12), which result is consistent with the measurement of the motivations for second-hand shopping. In addition, 68 percent of them are satisfied with the second-hand product quality (mean= 3.81). By contrast, second-hand shoppers are less satisfied with the service in the trade (mean=3.59), with about 52 percent of the total participants satisfied with the service.

Figure 5.10 Satisfaction on second-hand shopping

(1=very dissatisfied; 2=dissatisfied; 3=neutral; 4= satisfied; 5=very satisfied)

Item	1	2	3	4	5	Mean
Price	0(0%)	1(1.69%)	11(18.64%)	27(45.76%)	20(33.9%)	4.12
Quality	0(0%)	3(5.08%)	16(27.12%)	29(49.15%)	11(18.64%)	3.81
Service	1(1.69%)	7(11.86%)	20(33.9%)	18(30.51%)	13(22.03%)	3.59

In addition, the satisfaction on second-hand shopping has the correlation with the second-hand shopping consumer behaviour (Figure 5.11). The statistics support the hypothesis that satisfaction on second-hand shopping experience has a close relationship with the consumer behaviour of second-hand shopping as the correlation coefficient Pearson's r is close to 0.4<sup>1</sup>.

Figure 5.11 Correlation between satisfaction and the second-hand shopping behaviour

Items	Have you shopped second-hand?
Price	0.396**
Quality	0.396**
Service	0.391**

<sup>1</sup> Pearson's r can range from -1 to 1. An r of -1 indicates a perfect negative linear relationship between variables, an r of 0 indicates no linear relationship between variables, and an r of 1 indicates a perfect positive linear relationship between variables.

\* p<0.05 \*\* p<0.01

In summary, the survey result is consistent with the findings in previous in-depth interviews which supports the hypothesis that young Chinese second-hand shopping behaviour is correlated with economic, ethical, and aesthetic considerations. Particularly, economic motivation is more significant than the other two motivations. Besides, the statistics also show that satisfaction on second-hand products also related to the consumer behaviour. However, we should mention that it still needs to investigate whether the motivation or the disincentive has more influence on the second-hand shopping by the comparison in the following section.

### ***5.2.3 Discussion on Disincentives for Second-hand Shopping***

The participants who never shop second-hand are directed to questions on the statements regarding the risk of second-hand shopping, including product quality, identity, and feelings. The three aspects of challenges are developed on the qualitative analysis in interviews.

Regarding the measurement of concerns on product quality, two items are designed to evaluate informants' perception: "[QU1]<sup>1</sup> I don't buy second-hand products because I am afraid that the product quality cannot match the price I paid" and "[QU2] I don't buy second-hand products because I am afraid that the second-hand products are not clean". The Cronbach's alpha for this scale was 0.987.

In addition, consumers' perceptions of the identity involved in second-hand shopping are measured by two items: "[ID1]<sup>2</sup> I think people buy second-hand products mainly because they cannot afford the new ones" and "[ID 2] As long as I can afford the new products, I won't buy the second-hand ones". The two items are developed from the interviewees' description of "face" issue in Chinese culture. The Cronbach's alpha for this scale was 0.971.

In terms of measurement of purchasing feelings regarding second-hand shopping,

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<sup>1</sup> QU is the abbreviation of quality, which stands for the concern on quality in this context.

<sup>2</sup> ID is the abbreviation of identity, which stands for the concern on identity in this context.

informants are asked their perceptions of two items: “[EM 1]<sup>1</sup> Using second-hand products cannot bring the equal happiness as the new products do” and “[EM 2] I think second-hand products are thrown away by their ex-owner”, as the two dimensions typically reflect consumers’ concern about the buying feelings. The Cronbach’s alpha for this scale was 0.979.

The discussion on the disincentive for second-hand shopping is based on the grades given by second-hand non-shoppers on the three aspects – quality, identity and feeling (Figure 5.12). Generally, the quality of the second-hand product is the biggest concern for young Chinese consumers. In particular, the consumer purchasing decision depends on whether the products are clean or not (mean=3.95), as over 72 percent non-shoppers agree that they are reluctant to shop second-hand because of this reason. By contrast, emotions and feelings ranked at the second among the three aspects of disincentives of second-hand shopping. About 68 percent of them think second-hand shopping cannot bring the same excitement as buying newly (mean=3.68). Compared with the risk of inferior product quality and unequal happiness, the factor of identity is less significant in determining consumers’ refuse on second-hand shopping. Majority of non-shoppers (over 67 percent) don’t think people shop second hand because of the low financial situations even though over 58 percent of them prefer to buy new products if they can afford.

Figure 5.12 Consumers’ perceptions of disincentive for second-hand shopping

(1=strongly disagree; 2=disagree; 3= neutral; 4= agree; 5= strongly agree)

Item	1	2	3	4	5	Mean
[QU1]	1(4.55%)	3(13.64%)	11(50%)	3(13.64%)	4(18.18%)	3.27
[QU2]	2(9.09%)	2(9.09%)	2(9.09%)	5(22.73%)	11(50%)	3.95
[ID1]	6(27.27%)	9(40.91%)	3(13.64%)	3(13.64%)	1(4.55%)	2.27
[ID1]	3(13.64%)	1(4.55%)	5(22.73%)	7(31.82%)	6(27.27%)	3.55
[EM1]	2(9.09%)	3(13.64%)	2(9.09%)	8(36.36%)	7(31.82%)	3.68

<sup>1</sup> EM is the abbreviation of emotional, which stands for the buying feelings in this context.

[EM2]	4(18.18%)	5(22.73%)	7(31.82%)	4(18.18%)	2(9.09%)	2.77
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Generally, according to the correlation analysis between the disincentive and the second-hand shopping behaviour, we can find that disincentives are more likely to influence consumers' second-hand shopping behaviour than motivation (Figure 5.13), as the Pearson's r of disincentive is bigger than that of motivation ( $0.46 > 0.39$ ). the result indicates that if consumers perceive the risk of second-hand shopping, they tend to give up the purchasing decision rather than shopping second-hand motivated its benefits.

Specifically, the risk of inferior quality is the biggest concern among the three and this factor has a more significant correlation with the second-hand shopping behaviour. The feeling of buying plays a bigger role than the identity, which refers to "face" in the Chinese context, in influencing consumers' second-hand shopping behaviour.

Figure 5.13 Correlation analysis of the disincentive and second-hand shopping behaviour.

	Mean	SD	Second-hand Shopping	【QU1】	【QU2】	【ID1】	【ID2】	【EM1】	【EM2】
Second-hand Shopping	0.39	1.78	1						
【QU1】	-1.65	2.64	0.467**	1					
【QU2】	-1.5	2.94	0.465**	0.980**	1				
【ID1】	-1.86	2.24	0.462**	0.969**	0.956**	1			
【ID2】	-1.59	2.77	0.464**	0.945**	0.951**	0.965**	1		
【EM1】	-1.56	2.83	0.465**	0.945**	0.958**	0.943**	0.974**	1	
【EM2】	-1.75	2.45	0.463**	0.960**	0.973**	0.961**	0.955**	0.969**	1

\* p<0.05 \*\* p<0.01

### 5.2.4 Sub-conclusion of Survey Research

Directed by the findings in the in-depth interviews, this chapter tested the motivations



and disincentives for second-hand shopping among young Chinese consumers based on the result of standard questionnaires. The survey collected data in three main aspects: the descriptive data of the general information on young Chinese consumer second-hand shopping experience, informants' understanding on motivations for second-hand shopping and disincentives. In general, the survey result is consistent with the findings of the qualitative interviews which ensures that the conclusions of the thesis are valid and reliable.

Regarding the development of second-hand shopping in China, most participants in survey pointed out they have shopped second-hand. However, items of second-hand products bought are not that many. The popularity of second-hand shopping varies on product categories. Second-hand books and CDs are basically popular among young Chinese consumers, while a great promotion happened after the foundation of especial second-hand shopping websites.

In terms of motivation for second-hand shopping, the survey shows that there is a close connection between the satisfaction of second-hand shopping experience and consumer behaviour of second-hand shopping. Economic consideration is more influential than the ethical motivation and aesthetic motivation. Young Chinese consumers are more likely to shop second-hand, attracted by the fair price compare with the eco-friendly consideration and historical values of old products.

In addition, the survey also indicates that the young Chinese consumers are more likely to be influenced with the disincentive and then don't shop second-hand, as the statistics show that there is a closer correlation between second-hand shopping behaviour and disincentives than motivations. The fear of dirtiness of second-hand products is the most influential disincentives to young Chinese consumers, compared with the factors of symbolized identity and purchasing feeling.

What needs to mention is that the survey only tests the findings from the interviews, including the economic, ethical, and aesthetic motivations, and disincentives – quality, identity and feeling, but it doesn't mean that those factors determine consumer behaviour of second-hand shopping. Chapter 1 has clarified the

delimitations and limitations of the thesis. Other multiple factors may influence the consumer behaviour, but not in the discussion in this thesis.

## **CHAPTER 6. CONCLUSION**

The last chapter concludes the main findings of the thesis regarding the topic of second-hand shopping in the Chinese context. The first part of this chapter reflects the key findings and implications for those who are involved in second-hand commerce. The second part discusses the limitation of the thesis and future research directions based on the current research concerning second-hand shopping.

### **6.1 Key Findings and Implications**

This thesis is set out to explore the second-hand shopping behaviour of modern consumers, including both motivations and disincentives in the Chinese context. From a practical perspective, the findings of the research uncovered several factors involved in second-hand commerce through young Chinese consumers' perception. We should realise that second-hand commerce is a relatively new alternative channel for shopping to young Chinese consumers, compared with its popularity in western societies (Ferraro, Sands, & Brace-Govan, 2016; Yan, Bae, & Xu, 2015; Guiot & Roux, 2010) in terms of frequency, scale, academic research, etc. However, with the growth of technological support and the awareness of the environment, the emerging second-hand market is proposed to develop fast in China. For example, there is a great proportion of second-hand shoppers who use the special second-hand website, *Xian Yu. com* founded in 2016 in the survey research. According to statistics, two-thirds of the participants have shopped second-hand, which indicates that second-hand shopping is getting more popular but there is still space to develop in China. For the second-hand marketing practitioners and researchers, it is important to realise the motivations and disincentives for second-hand shopping if they take young Chinese consumers as the target consumer group.

Consumers are motivated by different factors to varying degrees. Past research

has found that economic motivation, ethical motivation, and fashion motivation are intrinsically intertwined in second-hand shopping behaviour in western society (Roux & Guiot, 2009), while this thesis examines those motivations in the Chinese context. The results indicate that young Chinese consumers are more likely to shop second-hand with reasonable prices. Compared to the influence of price, ethical and aesthetic consideration also affect consumers' second-hand shopping intention, but to a lesser extent. Compared to the similar research in western society, the impact of ecological and ethical motivation on second-hand shopping is relatively insignificant in the Chinese context. This result suggests that price strategy should be highlighted in the marketing for second-hand commerce, while environmental and ecological benefits should also be communicated to Chinese consumers extensively. And second-hand retailers should cultivate Chinese consumers' ethical and aesthetic motivation to promote second-hand commerce.

According to the theory of planned behaviour, consumer behaviour can be influenced by both internal and external factors. There is still potential for developing second-hand commerce in the Chinese market. On the internal level, second-hand retailers could promote consumer satisfaction, including price, quality, and service, etc. On the external level, it is important to critically reflect the development of the consumer society (Baudrillard, 1970) and encourage consumers to pay attention to ethics in consumption.

The results of the disincentive of second-hand shopping show the concerns that second-hand retailers or marketing practitioners need to consider seriously, including quality, identity and shopping feeling. If consumers perceive second-hand products (e.g. clothing, shoes, bags) as unclean or broken, they are less likely to buy second-hand products no matter how cheap those products are. Product quality is the biggest disincentive for second-hand shopping from the perspective of young Chinese consumers. In addition, the shopping feeling is also an important factor perceived by consumers. Adding thrill and excitement to second-hand shopping is a potential strategy to promote second-hand commerce among young Chinese consumers.

Moreover, second-hand consumption is moving away from the shame and stigma attached to the perceived financial limitation of the consumers to an alternative shopping channel in China, as fewer consumers perceive the risk of the stigma linked to the identity in second-hand shopping compared with the concerns with product quality and buying feelings.

In addition, the comparison of the correlations between the motivation and disincentive and second-hand shopping behaviour predicates that the concerns on second-hand shopping are more influential than the motivation. In another word, consumers are more likely to be influenced by the *Perceived Risk* (Mitchell, 1999) and give up second-hand shopping, rather than shop second-hand motivated by attractions. Therefore, second-hand retailers are supposed to pay attention to lessen the risk, especially of the product quality to attract second-hand shoppers.

## **6.2 Limitation and Future Research Directions**

Like all research, this study is subject to limitations. First, only including Chinese consumers aged 20 to 30 limits the findings and conclusions by excluding consumers in other age groups. Directed by the purpose of this research, an understanding of the behaviour, motivation, and disincentive for second-hand shopping in contemporary China requires a sample of individuals who typically represented young Chinese consumers. However, it would be helpful to conduct a larger sample of the total market so as to better understand what fraction of the population would be glad to shop second-hand overall. Further more, the results may not be generalisable in future research on second-hand shopping behaviour as the consumer psychology may be changing and developing.

This research is also methodologically limited in that it uses semi-structured interviews and a survey research to examine consumers' subjective perceptions of second-hand shopping. However, this may not be the optimal way for studying the psychological processes underlying second-hand shopping behaviour (Ferraro et al., 2016). Arguably, a better way for researching psychological processes which does not only rely on subjective narratives should be explored in case that informants may hide

their own perceptions and feelings during the interview and provide unverifiable answers. Participant observation can provide helpful information besides the interview and survey research to some extent, which refers to joining second-hand shoppers to trace the consumer behaviour. In addition, interviewing second-hand retailers is also a helpful resource to gather the information about the barriers and challenges in developing second-hand commerce. Moreover, *Netnography* (Kozinets, 1997) also can provide rich materials for researching the consumer behaviour in online communities. As it is hard to get a typical case of a second-hand shopping forum or community online in China currently, however, it may be feasible in future when second-hand shopping gets more popular. Future research might consider employing multiple research methods to evaluate how consumers perceive second-hand shopping behaviour.

Although the outlined motivations and disincentives capture factors that influence people in making or giving up second-hand shopping decisions as a whole, they do not address specific factors of different types of shopping when making a particular purchase in a given situation. For example, buying second-hand books likely involves different consumer psychological activities than buying second-hand clothing, which is also different from purchasing second-hand luxury products, even though all these purchases might involve second-hand commerce. With its focus on general young Chinese consumers' motivations and disincentives for second-hand shopping, not those related to specific purchase situations, the findings are not generalisable for analysing or accounting for every kind of second-hand shopping. Future research should examine the links between different dimensions of motivations and disincentives and the decision-making process, which is likely to vary according to the type of products.

Finally, future research should investigate the connections and relations between the motivations and disincentives for second-hand shopping, and emerging phenomena, such as socially responsible consumption, green consumption, and ethical consumption in different societies.

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## **APPENDIX 1. Interview Guide**

*Dear Sir or Madam,*

*Thank you for your participation.*

*The interview is about the young Chinese consumers' perception of second-hand shopping. There are no right or wrong answers to each question. Your information and answers will be anonymous in the research. Your privacy will be guaranteed.*

### **Theme 1: Second-hand shopping experience**

- (1) Have you bought second-hand products?
- (2) When did you shop second-hand last time?
- (3) What second-hand products do you usually buy?
- (4) Are there any second-hand shops, markets, or websites in your living place?
- (5) How do you usually deal with your second-hand stuff?

*If the interviewee is a second-hand shopper, the following interview guideline will be Theme 2.*

*If the interviewee is not a second-hand shopper, the following interview guideline will be Theme 3.*

### **Theme 2: Motivation of second-hand shopping**

- (6) Why do you decide to buy second-hand products, rather than the new ones?
- (7) Is there any happy experience with second-hand shopping?
- (8) What do you think are the benefits of second-hand shopping?
- (9) Could do rank the answers of Q (8) in an order from the most important benefit?
- (10) Which channel do you choose to buy second-hand products?

### **Theme 3: Disincentive of second-hand shopping**

- (11) What discourage you to shop second-hand?
- (12) Do you have different feelings of buying second-hand stuff and buying the new ones?
- (13) What do you think are the potential risks of second-hand shopping?
- (14) Do you have any unhappy experience with second-hand shopping?
- (15) What do you think are the reasons for the unpopularity of second-hand shopping in China?

## APPENDIX 2. Questionnaire of Survey Research

Dear participant,

Thank you so much for helping me with my research and taking your time to do this survey. I am a student at Aalborg University, Denmark. The questionnaire is about young Chinese consumer (at the age of 20 ~ 30 years old) behaviour of second-hand shopping. It takes about 3 minutes to finish the questionnaire. Please answer questions based on your personal understanding. There is no right or wrong answer to each question. Confidentiality is guaranteed, as all respondents stay anonymous.

Thank you for your contribution.

尊敬的参与者，

非常感谢您参与我的这项调查，并填写这份问卷。我是丹麦奥尔堡大学的学生，在进行一项关于 20 到 30 岁年轻消费者二手购物消费行为的研究。仅需要 3 分钟的时间完成问卷。请根据您的实际情况填写问卷，问题没有对错之分。请您放心，所有问卷是匿名的，不涉及任何个人信息的泄露。

非常感谢您的参与。

Sincerely,

Meina Jia

第 1 题 Your gender is 您的性别是

选项	小计	比例
male 男	30	 29.41%
female 女	72	 70.59%
本题有效填写人次	102	

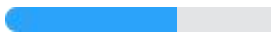
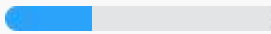
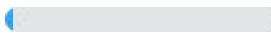
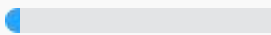
第 2 题 Your age is at 您的年龄是

选项	小计	比例
20 ~30 years old	81	 79.41%
Other	21	 20.59%
本题有效填写人次	102	


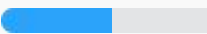


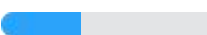
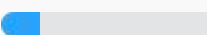
第 3 题 Have you shopped second-hand? 您是否买过二手商品?

选项	小计	比例
Yes 买过	59	 72.84%
No 没买过	22	 27.16%
本题有效填写人次	81	


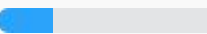
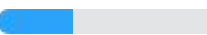
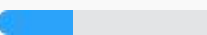

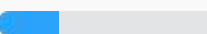
第 4 题 How many second-hand products have you bought? 你大概买过多少件二手商品?

选项	小计	比例
1~5 件	36	 61.02%
6~10 件	18	 30.51%
11~15 件	2	 3.39%
more than 15 超过 15 件	3	 5.08%
本题有效填写人次	59	

第 5 题 Which types of second-hand products did you buy? 您买过什么品类的二手商品?

选项	小计	比例
Books and CDs 书和 CD	43	 72.88%
Clothing and shoes 衣物和鞋子	23	 38.98%
Furniture 家具	18	 30.51%
Electronic devices 电子产品	18	 30.51%
Bicycles 自行车	17	 28.81%
Other 其他	8	 13.56%
本题有效填写人次	59	

第 6 题 Which channel did you choose to shop second-hand? 您通过什么渠道购买二手商品?

选项	小计	比例
Taobao.com 淘宝闲鱼网	38	 64.41%
58.com 58 同城	12	 20.34%
kongfz.com 孔夫子旧书网	16	 27.12%
Second-hand shops 二手商店	16	 27.12%
Second-hand markets 二手市场	24	 40.68%
Other 其他	13	 22.03%
本题有效填写人次	59	

第 7 题 Satisfaction with the second-hand shopping experience. 您对二手购物在下列方面的满意程度是? 1- Very dissatisfied ~ 5- Very satisfied 1 是很不满意 - 5 是很满意



该矩阵题平均分：3.84

题目\选项	1	2	3	4	5	平均分
Price 价格	0(0%)	1(1.69%)	11(18.64%)	27(45.76%)	20(33.9%)	4.12
Quality 商品质量	0(0%)	3(5.08%)	16(27.12%)	29(49.15%)	11(18.64%)	3.81
Service 服务	1(1.69%)	7(11.86%)	20(33.9%)	18(30.51%)	13(22.03%)	3.59

第 8 题 Please choose the most appropriate option for each statement corresponding to your personal understanding. (1 Strongly Disagree ~ 5 Strongly Agree).

根据您的实际情况，您是否同意下列陈述？（1-非常不同意 - 5-非常同意）

该矩阵题平均分：3.7

题目选项	1	2	3	4	5	平均分
【EC1】 I don't want to pay more for a product just because it's new. 我不想仅仅因为商品是新的而多付钱。	4(6.78%)	5(8.47%)	12(20.34%)	21(35.59%)	17(28.81%)	3.71
【EC2】 By buying second-hand, I feel I'm paying a fair price for things. 我觉得二手商品的性价比很高。	1(1.69%)	4(6.78%)	14(23.73%)	23(38.98%)	17(28.81%)	3.86
【ET1】 I enjoy second-hand shopping because I don't like objects being thrown away that can still be of use. 我喜欢二手购物是因为我讨厌把有使用价值的物品丢弃行为。	5(8.47%)	6(10.17%)	13(22.03%)	23(38.98%)	12(20.34%)	3.53
【ET2】 By buying second-hand, I	2(3.39%)	7(11.86%)	9(15.25%)	25(42.37%)	16(27.12%)	3.78

feel I'm helping to fight against waste.我认为二手购物行为是一种“反浪费”的行为。						
【AE1】 I hope to come across original articles that are not found in mainstream stores.二手购物时，我希望能淘到一些在一般商店买不到的东西。	2(3.39%)	6(10.17%)	9(15.25%)	23(38.98%)	19(32.2%)	3.86
【AE2】 I think there are extra values on the second-hand products compared with the new ones, such as histories and stories.我认为二手商品有一些特殊的价值，比如说历史和故事	4(6.78%)	11(18.64%)	11(18.64%)	21(35.59%)	12(20.34%)	3.44

第 9 题 Please choose the most appropriate option for each statement corresponding to your personal understanding. (1 Strongly Disagree ~ 5 Strongly Agree). 根据您的实际情况，您是否同意下列陈述？（1-非常不同意 - 5-非常同意）

该矩阵题平均分：3.25

题目\选项	1	2	3	4	5	平均分
【QU1】 I don't buy second-hand products because I am afraid that the product quality cannot match the price I paid. 我不买二手商品的原因是担心性价比不高.	1(4.55%)	3(13.64%)	11(50%)	3(13.64%)	4(18.18%)	3.27

<p><b>【QU2】</b> I don't buy second-hand products because I am afraid that the second-hand products are not clean. 我不买二手商品的原因是我担心二手商品不干净</p>	2(9.09%)	2(9.09%)	2(9.09%)	5(22.73%)	11(50%)	3.95
<p><b>【ID1】</b> I think people buy second-hand products mainly because they cannot afford the new ones. 我认为人们购买二手商品是因为他们买不起新品。</p>	6(27.27%)	9(40.91%)	3(13.64%)	3(13.64%)	1(4.55%)	2.27
<p><b>【ID2】</b> As long as I can afford the new products, I won't buy the second-hand ones. 我能买的起新品，就不会去买二手商品</p>	3(13.64%)	1(4.55%)	5(22.73%)	7(31.82%)	6(27.27%)	3.55
<p><b>【EM1】</b> Using second-hand products cannot bring the equal happiness as the new products do. 使用二手商品的愉悦感比不上使用新品的愉悦感</p>	2(9.09%)	3(13.64%)	2(9.09%)	8(36.36%)	7(31.82%)	3.68
<p><b>【EM2】</b> I think second-hand products are thrown away by their ex-owner. 我认为二手商品都是卖家扔掉的东西。</p>	4(18.18%)	5(22.73%)	7(31.82%)	4(18.18%)	2(9.09%)	2.77

Thank you so much for your contribution.

If you are interested in the research, you can leave your email: \_\_\_\_\_

Have a nice day!

**APPENDIX 3. Interview Transcript**

Informant: Subject1

Gender: Female

Age: 28

Career: Housewife

Living place: China

Source: Social Media

Q Have you bought second-hand products?

S1 Yes. As far as I can remember, my piano and treadmill are second-hand. I bought some second-hand books for kids last month.

Q When did you start to shop second-hand?

S1 I should say recently. It was not that popular to shop second-hand before the existence of *Xian Yu. com* (a second-hand shopping website).

Q Are there any second-hand shops, markets, or websites in your living place?

S1 In my community? No, I only shop second-hand on the website. And there is no second-hand shop near where I am living.

Q How do you usually deal with your second-hand stuff?

S1 I usually give them to other for free. I don't know how to put it. I feel kind of embarrassing when I give second-hand stuff to others. You know, I am afraid they maybe do not like the second-hand stuff. So, I often donate the second-hand stuff, such as clothing, shoes to the poor people in rural areas anonymously. Then I don't have to face the embarrassment of giving stuff to other face-to-face.

Q What do you think the reasons for the embarrassment?

S1 In a short word, "face". Nobody wants to receive second-hand stuff as gifts or something. I am afraid of making others feel awkward by giving them second-hand stuff. So, I normally explain that the stuff is still very new and it has been washed, or something like that.

Q Why do you decide to buy second-hand products, rather than the new ones?

S1 It depends on what I need. For example, the piano and the treadmill. The price

difference between new products and second-hand ones is significant. And they are not daily consumables. So, I think it is OK or even better to buy the second-hand products.

Q Is there anything that you will never buy second-hand?

S1 Normally, I buy new products. Daily consumables should be new, such as clothing, shoes, especially for kids.

Q What is the reason?

S1 Safety. You never know who has worn the second-hand clothing. It can be a kind of media for the disease. As long as I can afford the new products, I will never consider the second-hand.

Q But you said you bought second-hand books for kids.

S1 Yes. They are different stories. I have never heard that children can get infected with diseases because of touching books. And kids don't have to hold the books all day like wearing a piece of clothing.

Q What are your criteria for choosing second-hand stuff? Could you put them in an order?

S1 Yes. First, the quality. The second-hand products do not have to be totally new, but they should be at least 80% new. Second, the price. If the second-hand products are still very expensive, I prefer to buy new ones. Third, the personality of the sellers. You know, all trades are built on the nice communication and talking. If the seller is not that nice, I don't think his or her products will be nice.

Q Interesting. Did you say that you only shop second-hand online, why?

S1 Convenient. You don't have a bargain with them, and the products can be delivered to your place.

Q If there are some second-hand shops near your living place, will you visit there?

S1 No. Honestly, I don't really like second-hand products. As I said, economics is the main motivation.

Q Ok. Thank you so much. Do you have any information to add?

S1 I have a friend. She insists everything should be new for kids. I think there is also an issue of ideas. Liking the new and hating the old is one of the human natures. It is kind of hard to change.

Q Thank you so much.

S1 You are welcome.

Informant: Subject 2

Gender: Female

Age: 25

Career: Student

Living Place: Denmark

Source: Second-hand Market

Q Have you bought second-hand products?

S2 Yes. I bought second-hand books and bicycles.

Q When did you shop second-hand last time?

S2 Half a year ago.

Q Are there any second-hand shops, markets, or websites in your living place?

S2 Yes. Currently, I am living in Aalborg. There are several second-hand shops in the city centres.

Q How do you usually deal with your second-hand stuff?

S2 Only online. I think it is convenient. You don't have to bargain with the seller face-to-face.

Q Did you shop second-hand when you were in China?

S2 No. Never did I shop second-hand in China.

Q Why?

S2 First, the second-hand shopping is not popular in China. Second, as the price is comparatively very cheap, consumers prefer to buy new products. Third, you know, it is about the "face". Using second-hand stuff is not that enjoyable.

Q Why do you think it is not enjoyable to use second-hand products?

S2 Normally, consumers shop second-hand when they cannot afford the new ones. And people don't want others to know they cannot afford the new products.

Q What type of things that you consider to buy the second-hand and what type of things that you insist on buying the new?

S 2 I can accept second-hand books, as the new books are really expensive in Denmark. I think clothes must be new. Because second-hand clothing feels unclean even though it has been washed. Maybe because we did not get used to wearing second-hand clothes.

Q What do you think are the reasons for the unpopularity of second-hand shopping in China?

S 2 There are a lot of reasons. I think the main reason is that we don't have such a habit. I mean since we grew up, our parents gave us everything in new, normally. Maybe our parents will like second-hand stuff since they were in a poor financial situation when they were young.

Q Thank you so much.

Informant: Subject 3

Gender: Female

Age: 27

Career: Student

Living Place: China

Source: Second-hand Website

Q Have you bought second-hand products?

S 3 Yes. I bought several second-hand products in the last three months.

Q What second-hand products do you usually buy?

S 3 I bought second-hand books, clothing, Mobil phone, etc.

Q Are there any second-hand shops, markets, or websites in your living place?

S 3 Because I am living on campus, there is a second-hand market there. I often visit it just for fun. But I usually buy second-hand products on the website, *Xian Yu, com*. I think it is very convenient.

Q How do you usually deal with your second-hand stuff?

S 3 I usually donate them to poor people in remote areas. I think there should be a better way to deal with the old stuff. But I am not sure what will be.

Q Why do you decide to buy second-hand products, rather than the new ones?

S 3 I think there is no big difference between the new products and the old ones. And I can pay much less for the second-hand products. I am glad to pay less to shop second hand.

Q Is there any happy experience with second-hand shopping?

S 3 Until now, I am satisfied with each second-hand shopping experience. This makes me continue to shop second-hand in future.

Q What do you think are the benefits of second-hand shopping?

S 3 The biggest benefit is the price. But the quality should come first before the reasonable price. I only accept 80 percent new second-hand products. And there is also a lot of fun in wandering in the second-hand market. It reminds me a second-hand stand I usually visit in the square. The owner is an old-lady who ever lived in France. She brought back a lot of stuff from France. I found everything she sells is unique. And I think it is interesting. I love the stories behind the old stuff.

Q What do you think are the reasons for the unpopularity of second-hand shopping in China?

S 3 I think second-hand shopping is still very new channel to Chinese consumers as they get used to buying new products. The benefits of second-hand shopping still remain to be explored.

Q Ok. Thank you so much. Do you have anything to add?

S 3 I would like to add a point of the disposal method of second-hand stuff. There was a trailer near where I live. The trailer has really especial techniques to resign the old stuff. You know, some people like keeping old stuff. But when it is broken, it becomes useless. If there are some places, like the trailer to redesign the clothing, I think, it will get more popular to shop second-hand.

Q Thank you so much. Have a nice day.

Informant: Subject 4

Gender: Male

Age: 29

Career: Staff

Living Place: China

Source: Social Media

Q Have you bought second-hand products?

S 4 Yes. I shopped and sold second-hand several times.

Q When did you shop second-hand last time?

S 4 I think last month.

Q What second-hand products do you usually buy?



S 4 I bought second-hand furniture and books. Actually, I sold more than I bought.

I sold handbags, shoes, and a closet.

Q Why do you decide to buy second-hand products, rather than the new ones?

S 4 The main reason is the price. I think for furniture and books, I don't want to pay a high price just because they are new. I prefer to buy new clothing rather than old one because second-hand clothing cannot bring me the same enjoyment as the new ones.

Q Is there any happy experience with second-hand shopping?

S 4 I am not sure whether it is happy to experience or unhappy experience, but it is interesting, I think. I ever sold a handbag through second-hand shopping website, *Xian Yu. com*. I did not check the bag carefully before I sold it. When the shopper asked me whether it is broken, I said absolutely "no". However, when she received the bag, she said there was a small hole in the bag. To be honest, I did know that before. Then I said I could refund the money. But she said she really love the bag and she thought it is Ok even though there was a hole.

Q What do you think are the benefits of second-hand shopping?

S 4 I think there is a lot of fun. Normally we have a lot of stuff we don't really need anymore. It is a waste to hold the stuff if you don't really need it. That second-hand stuff also occupied the space. I think it is good to reuse. Second, you can pay less money to get the nearly new products sometimes on second-hand shopping websites. I think it is good.

Q Which channel do you choose to buy second-hand products?

S 4 I shopped second-hand only on a second-hand shopping website. It is not interesting to visit a second-hand shop. If it is an antique shop, it is another store. But I don't young people are interested in buying antique. Maybe I will visit the second-hand shop if it is selling vintage jewellery. I think the jewellery is the older the better.

Q That is really interesting. What do you think are the reasons for the unpopularity of second-hand shopping in China?

S 4 Second-hand shopping is still comparatively new to Chinese consumers, in my perspective. I never know any second-hand shopping channel before the foundation of *Xian Yu. com*. In a simple word, we did not get used to second-hand shopping. You know, “New” is always related to good stuff. For example, we usually wear new clothes in New Year. And we always give a new stuff as gifts to others. Old and second-hand stuff is not welcome in Chinese culture.

Q Thank you so much. Do you have anything to add?

S 4 I would like to add a piece of information that according to my second-hand shopping experience. I think the brand plays an important role. I mean if the second-hand products with a famous brand, it is easier to be sold out, compared with normal products.

Q Thank you so much. Good to know that.

Informant: Subject 5

Gender: Female

Age: 30

Career: Student

Living Place: Denmark

Source: Second-hand Shop

Q Have you bought second-hand products?

S 5 Yes. I bought the second-hand bicycle, clothes, books and plates.

Q When did you shop second-hand last time?

S 5 I think half a year ago. I bought a second-hand dress.

Q Why do you decide to buy second-hand products, rather than the new ones?

S 5 I think the most important value of products is to use. Second-hand products are also usable. I don't want to pay more just because it is new. I bought the second-hand products are nearly new. And I think some designs are unique.

Q Is there any happy experience with second-hand shopping?

S 5 Nothing special. But I think it is interesting to go to the second-hand market to see a lot of people, especially in Denmark. It is not that easy to see such a lot of people usually. So, I think it is a good opportunity for social time.

Q What do you think are the benefits of second-hand shopping?

S 5 Absolutely, I think there are a lot of benefits of second-hand shopping. First, it is environmentally-friendly. I think it is really a waste to buy a lot of stuff more than we can manage them, even though we can afford them. Second, there are some extra values in second-hand products. For example, you can get some products in unique design in second-hand shops.

Q Did you shop second-hand in China?

S 5 No. I started to shop second-hand after I came to Denmark. Second-hand shopping is not that popular in China, I am afraid.

Q What do you think are the reasons for the unpopularity of second-hand shopping in China?

S 5 Personally, I think the perception of second-hand shopping is really different between China and Denmark. Several years ago, it was popular to donate the second-hand stuff to poverty-stricken areas by a community committee. So, for most people understanding, only people in poor financial situations may need second-hand stuff, such as clothing and shoes. And in China, nobody wants to be considered as poor. From this perspective, buying second-hand products is a symbol of living in poverty or something similar. But currently, it gets better, as more people get to know the benefit of second-hand shopping. I think it will be better.

Q Will you keep the habit of second-hand shopping when you come back to China?

S 5 I think I will as long as there are channels to buy second-hand stuff. It also depends on my needs. I think it will be better if there are some organizations to run the project of communicating the benefit of second-hand shopping. Otherwise, I think Chinese people will keep the old habits.

Q Thank you so much for your participation.

Informant: Subject 6

Gender: Male

Age: 30

Career: Teacher

Living Place: China

Source: Second-hand Website

Q Have you bought second-hand products?

S 6 I bought second-hand books.

Q When did you shop second-hand last time?

S 6 I almost forget. Maybe two months ago.

Q Are there any second-hand shops, markets, or websites in your living place?

S 6 There is a second-hand books website. But I didn't know any other channels of selling second-hand stuff.

Q How do you usually deal with your second-hand stuff?

S 6 Throwing away or donating to poverty-stricken areas.

Q Why do you decide to buy second-hand products, rather than the new ones?

S 6 You mean the second-hand books? I cannot find the book I needed through ordinary bookstores.

Q What do you think are the reasons for the unpopularity of second-hand shopping in China?

S 6 First, for my understanding, second-hand stuff is something thrown away by previous owners. So, the second-hand stuff is not that welcome in China. Second, people usually want to have new products when they have their own home. Never did I heard anyone use second-hand products when they have their own house. Third, I am afraid it is hard to guarantee the product quality. People prefer to pay more to get new ones.

Q Thank you so much. Do you have any information to add?

S 6 I think it is good for people who live in rented houses to shop second-hand. They don't have to pay a lot of money on it. And when they move out, they can throw them away.

Informant: Subject 7

Gender: Male

Age: 28

Career: Staff

Living Place: China

Source: Social Media

Q Have you bought second-hand products?

S 7 Yes. I bought second-hand mobile phone, second-hand bicycles.

Q When did you shop second-hand last time?

S 7 Last month I think.



But seldom did I visit. I only go to second-hand shops when I need something that I cannot find it in normal stores.

Q How do you usually deal with your second-hand stuff?

S 8 Throwing away or donating to others who need them.

Q Is there any happy experience with second-hand shopping?

S 8 Er... I felt happy when I found the book I need in the second-hand bookstore. It felt like I hunt treasure when I found it.

Q What do you think are the benefits of second-hand shopping?

S 8 As I said, you can get something you cannot get in the normal stores. In addition, the price is comparatively cheap and affordable.

Q Did you shop second-hand before you came to Denmark?

S 8 No. I didn't. I think I can get everything I need when I was in China.

Q Is it popular to shop second-hand in China?

S 8 Absolutely not popular. The products are affordable even the new products. There is no reason for shopping second-hand. However, second-hand house or car is another story. Regarding the consumables, I think only a few of people shop second-hand.

Q What do you think are the reasons for the unpopularity of second-hand shopping in China?

S 8 People are motivated to buy new products. You can see the advertisement everywhere. All the advertisements are pushing you to buy new products. People can afford new products, why do they buy second-hand?

Q If we continue to buy new products, how to deal with old stuff?

S 8 Throw away or donate to others. There should be a lot of people living in poverty who need the second-hand products.

Q Ok. Thank you so much. Do you have anything to add?

S 8 That's all.