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From a parent to other parents: The effect of motivators on the decision of parents' buying/renting the secondhand baby clothes.





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Abstract:

Purpose: Many parents go hay wire buying clothes for their baby not realizing that they will be no or less use for them as they grow rapidly and that they will befit in a size for less than a month or two. This results in superfluous expense and more materialist consumption. Hence, the concept of secondhand consumption has become a necessity. There are plenty of factors that motivates or demotivate parents in making decision about secondhand consumption. This study will determine the effects of various factors that motivate the parents to make the purchase or rental decision of secondhand clothes for their babies and toddlers.

Method: Data have been collected from parents living in Copenhagen Metropolitan. A quantitative approach was adopted to collect the data using Questionnaire survey through social media and distribution of hard copies to the respondents. 268 responses were collected, and the collected data were analyzed using SPSS to perform descriptive statistics, correlation between the variables, reliability, and multiple regression to test six hypotheses.

Findings: From the analysis, it was observed that price/ economic benefits, environmental concern, and concept of collaborative consumption affect the purchasing or renting decision of the parents in case of secondhand baby clothes. Trust toward online seller/sites, hygiene and sanitization issues and social embarrassment do not affect the purchasing or renting decision of the parents.

This study contributes its knowledge and information collected through the survey to the existing literature on the subject of secondhand baby clothes consumption and the perception toward them.



Chapter 1 INTRODUCTION

This study is about exploring the effects of various motivating factors that motivate the parents to make the purchase or rental decision of secondhand clothes for their babies. Babies grow steadily in their first years of life, but clothes remain same. These clothes need disposal. The voluntary disposal of the used clothes varies based on the knowledge and concern of the respective family. The modes of disposition they might get engaged are sharing, exchanging, trading, recycling, donating, or trashing (Albinsson & Perera, 2009). The re-user utilizes the residual life of those clothes influenced by various motivation. But depending upon parents, the perception and attitude varies towards the secondhand consumption. Some prefers to opt for priorly owned clothes and get them hand over for the reuse while some refuse to reuse due to various risk factors. The study on post consumption of baby clothes network is very limited in academic research (Ritch, 2019). Therefore, this study aims at highlighting the factors that influence the parents to opt for secondhand clothes over new clothes for their children and underscore the parent's perception and attitude toward the secondhand consumption.

1.1 Research Background:

Parenthood is the happiest phase of one's life but comes with various responsibility (i.e., psychological, and economical). It is an arduous job as they must know what is safe, good, and necessary for the new member of their family. Parents should gain knowledge on (good) parenting which includes physical growth, mental growth, and development of baby by selecting the essential baby gears to complete baby's milestones. Therefore, they should be prepared before having baby. Many parents spend extravagantly while buying beautiful, comfortable, and cute (unnecessary) clothes for their baby specially when it is their first one. Lesser do the new parents realize that the clothes will be no or less use for their baby as they grow up so fast and will fit in one size for less than a month or two at maximum. This consequence the superfluous expenses and more materialist consumption. While some choose brand new organic, fancy clothes for their baby prioritizing the sanitization, some opt for secondhand baby clothes which are in fine condition that do not obstruct any important baby's milestone. Also, the clothes are completely washable where sanitization may not be a big issue. But it is very crucial to choose those which are safe and snug for the little one.

Secondhand shopping has become more convenient and preferable nowadays as customers are aware of the various factors of environmental protection such as reuse, recycle, retainability of the product's life longer by circular consumption. The concern about the nature due to the global warming, emission of excess carbon and deterioration of the natural resources urge to opt for sustainable consumption. But there are not sufficient studies that shows the reason why people opt secondhand things more over brand new prior to earlier days (Markova& Grajeda, 2018). What type of people and why do people choose secondhand things? What are the perception and attitude of people toward secondhand option and the people who prefer secondhand, have become unanswered queries. Roux & Guiot (2008) defines secondhand shopping/ purchase as "*The acquisition of used objects through often specific retail formats and places of exchange, both offline and online which results in giving the goods a second life.*" They added, those items prior used or owned by one and sale/donate for reuse helps in less waste generation, less use of nature, less expenses, and more saving. According to Markova & Grajeda (2018), secondhand shopping specially 'Thrifting' has become fashion and most commanding shopping idea for the people in urban sprawl. Thrifting is an act of purchasing softly used items in a discounted price. People plump for thrifting are conscious about redeeming, environment, and essentiality of controlled consumption.

Generally, clothes used or owned are discarded even though they still have certain potentiality in their lifetime (Farrant et al, 2010). There is the difference in the price, quality, and condition between new and priorly owned clothes hence secondhand clothes (SHC) cannot replace the new one in the value and quality (Farrant et al, 2010). Secondhand clothes are the used / owned clothes by the previous owner who sell for the discounted price, donate, gift to the second user (Chipambwa *et al*, 2016). The largest exporter of secondhand clothes is the United states of America followed by some European countries and the largest importers are Africa and south east Asia (Wallander, 2011 cited in Chipambwa et al, 2016). The consumption of secondhand clothes escalates contemporarily considering various facultative factors that make them the subject of prominence (Hur, 2020).

Different fabrics have different characteristics that determine the life expectancy of the clothes. Some fabrics gets faded and cannot resist long, hence are not pertinent for reuse. Whilst some subsumes excellent quality and can be recycled or reused to expand their life expectancy. Basically, textiles that are manufactured from natural resources have longer life than the artificial fabrics.



Clothes become unused/ no longer on use because of various reasons. Some gets smaller or bigger in size, some are out of fashion, some are bought just for the wardrobe, some are gifted but not liked by the receiver or some are not appropriate for the season of the region where the user reside. Then, these clothes stay in wardrobe as just the piles of textiles and hence the owner wants to get rid of them. These clothes will get ended up either by donating, reselling with discount, hand over to friends or by disposing in the dumpster because of non-usance. Thus, it is very pivotal to organize them considering economy and ecology. The seller and the buyer incorporate secondhand goods business as per their need. Based on the research on French secondhand shoppers conducted by Guiot & Roux (2010), these shoppers are categorized in 4 different types namely; thrifty critics (economic, critical, average 30 age, low income and less likely to shop second hand so save money to buy new) polymorphous enthusiast (average age of 40, use all secondhand channel to shop secondhand goods in market even though they have more than average income, prefer recycle and uniqueness) regular specialist shoppers(prefer secondhand if the goods are unique and specific type) and nostalgic hedonist(need uniqueness in the secondhand goods as they want to recreate the memory, moderate income). Thus, depending upon the needs and perception toward the secondhand consumption, the buyers' expenditure on secondhand clothes is evaluated.

The perception toward secondhand consumption varies from parents to parents. Perception is the process of human sensation where people select, organize, and interpret the information to make the decision (Madichie, 2008). People immediately respond to the object which their sensory receptors received as an information and make a visual or image of that thing and hence develops that specific perception of that human toward that object. Regarding secondhand baby clothes, people perceive this idea in a different way based on their nature. Some perceives it as a wise choice while some disagree and do not prefer. There are various determinants based on people making their perception about secondhand baby clothes which the author describes briefly in this thesis. Eagly& Chaiken (1993) define attitude as a “*psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor.*” Positive or negative perception get reflected on the attitude toward secondhand consumption. Many digital communication channels and media help in easy access of diverse gears new or used. In the era of information and technology consumers equipped with plethora information of anything and facilitate them to create certain perception and echo attitude towards them. Many social media are used as a platform to buy, sell, and rent foreowned baby clothes. People spend most of their time on social media despite busy schedule either to get entertained or to

get updated. So, this platform can be used as a room to manoeuvre to earn a living and transact the business.

Different parents have different opinions on raising their children. It is hard to assume that all parents prefer the same way of parenting because of asymmetrical economical background, culture, perception, preferences, sustainability concern and geography/ residency requirement (weather). Therefore, it is a capitative and crucial topic to explore customers' choices, their preferences and rationale for their choice of secondhand baby clothes. This study intends to explore the perception and attitude of the parents towards secondhand baby clothes.

1.2 Problem formulation and Research questions:

The study of the determinants that persuade parents to buy/rent secondhand baby clothes aim to explore different edges based on which parents decide to buy/rent secondhand baby clothes. Therefore, the following problem is formulated:

What are the factors that affect the parent's buying/renting decision of secondhand clothes for their babies?

To have in-depth idea, this study expands the main research questions into following sub questions:

1. What are secondhand baby clothes mean and what are their pros and cons?
2. Why do parents purchase/rent secondhand baby clothes?
3. What are the factors that motivate and demotivate the parent to make the purchase/rental decision of secondhand baby clothes?

1.3 Objective of the study:

The main objective of this study is to explore the various factors that affect the parents' perception on using secondhand baby clothes and in the buying/rental decision of secondhand clothes for their babies. This study will analyze the relationship between these factors and buying/renting decision of the parents in case of secondhand baby clothes.

1.4 Thesis Structure:

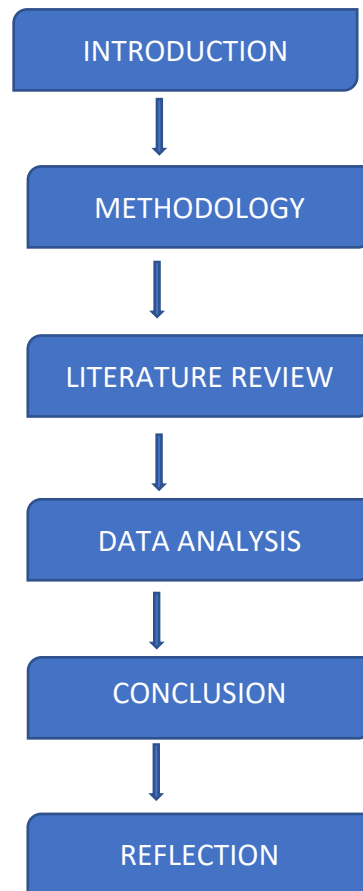


Figure 1: Structure of the thesis

The first chapter is the Introduction of the topic of the whole thesis. It explains what the topic is about. What is the general meaning of perception, attitude, secondhand shopping/ purchase/rent, parenting, and choice of baby clothes option (new or used)? This chapter basically focus on why author choose to write on this topic and whether or not there is a research gap. Why it is an interesting topic? It also contains the problem formulation and research questions which will help the author to dig more into the depth.

The second chapter is the rationale of this thesis. It explains the methodological background, the technique to conduct the research, the method used to collect the data which will be the main measure based on which the author will resolve the research problem and hence conclude the whole study.



The third chapter is the Literature Review. The author will be reviewing various articles which are relevant to explore the research topic and hence find the research gap. The author will research the literatures which are on the topic secondhand clothes/baby clothes, people's perception attitude towards them, how they approach the seller meaning which channel they use the most to buy, sell or rent, what makes them buy/rent secondhand, etc. Many relevant literatures will be reviewed and try to find the gap which will be filled by evaluating the data that will be collected during this research process.

The fourth chapter: Data will be collected using the quantitative research. This study will conduct the survey. Questionnaire will be prepared and distributed to the participants and collect the data using internet mediated method and distribution in the print form. The target group or the participants will be the parents living in Copenhagen Metropolitan of Denmark. The collected data will be analyzed using relevant statistical techniques.

The fifth and sixth chapter: Based on result obtained from the data analysis and the literatures reviewed, the whole project will be concluded. This chapter will also include limitation of the project and the implication and suggestion for the practitioner who will get benefited from this project.

Chapter 2 LITERATURE REVIEW:

“The research literature review is a systematic, explicit and reproducible method for identifying, evaluating, and synthesizing the existing body of completed and recorded work produced by researchers, scholars and practitioners” (Fink, 2020, p.6). The research literature review is enacted to comprehend the known knowledge. The review of the available literatures assists the researcher to glance on expendable information of the designated topic, undiscovered sides and the gap remaining from the last research. Moreover, it provides the spaces for any new information and knowledge that can be explored more regarding the topic.

The review of various literatures, book, and papers on the topic of second-hand baby clothes and customer perception will be reviewed in this chapter. The review will be used as the foundation to generate hypothesis. First, the basic concepts on of the topic (secondhand) will be explained followed by the determinants that will impact or influence the people to think about secondhand option and then to the specific point secondhand baby clothes will be explored more. In the beginning, the independency of secondhand baby clothes and customer perceptions will be studied and then the correlation between them based on various factors will be studied. This chapter will be alienated into multiple subchapters to enlighten the relationship in detail.

2.1 Second-hand clothing Industry: Fashion changes faster than any other industry (Shell, 2013). The clothes are not only basic need but as need to flow with the era. Once worn, will become second hand and the path of clothing has been increasingly discarded from one single body to bodies or else disposed. The range of secondhand clothes was developed more by 19th century and by the early of 20th century, secondhand clothes were started to get sold in physical shops (Shell, 2013). Most of the used clothes from United states and Europe were sent overseas during the late 20th and 21st century. The economic power and global scope of secondhand clothing has been increasing gradually since the early 1990s (Hansen, 2010, cited in Xu *et al*, 2014). Together with concern about the environment, economic crisis also leads the business of secondhand clothing during the early days of 1990’s. In the western parts of the world, secondhand clothes are mainly collected by not-for-profit organisations for charity and donations but these days they are more prominent for trade by numbers of thrift stores, boutiques and online (Hansen, 2010, cited in xu *et al*, 2014). The trade of secondhand business has flourished in the west. Secondhand clothing which once tagged as “poor things” is now adopted as

smart choice and is not limited to the certain level (economic) (Xu *et al*, 2014). The perception of the people toward secondhand clothes shopping has been changed in recent years (Williams & Paddock, 2003). The tag of poor things has been converted into the vintage, environment conscious and the choice of people rather than economic condition (Guiot & Roux, 2010).

2.2 Consumption of Clothes/ Textiles in Nordic countries:

The production and consumption of textiles has been increasing drastically in Nordics these years (Palm *et al*, 2014). The consumption of textiles in Sweden, Finland and Norway escalates which every year which amounts to nearly 15 kg, 13.5 kg, and 22 kg per capita respectively. Similarly, it counts to 16 kg per capita for Denmark and 15 kg per capita for Iceland (Palm *et al*, 2014). Only small fractions of them are reused and recycled. Approximately, 25000 tonnes of used textiles are collected annually by charity organisations in Finland out of which only 7000 tonnes are sold for reuse. Similarly, only 1400 tonnes count for Iceland, 23000 tonnes for Norway, 7500 tonnes for Sweden (Palm *et al*, 2014). Most of the used textiles end up behind the wardrobe which finally get discarded into residual waste. According to Tojo & Kogg (2012), half of the used textiles in the Nordic countries are discarded as waste that counted in the number nearly 145,000 tonnes and are incinerated or landfilled. On the top of it, huge amount of discarded clothes is usable (hardly used by prior owner).

The clothing industry is one of the most polluting industry that demands more resources and generate much waste (Ravnløkke & Bang, 2016). The consumption of textiles has been increasing every year so precipitously that it has become necessity to take rigorous action to control them Therefore, there is a call for the radical change to belittle the use of resources for production of massive textiles and be sustainable by reusing the clothes as much as possible. In the 2015 Nordic Council of Minister's planned action for sustainable fashion and textiles, the parameters like the choice of materials, production and construction procedures and functionality (energy effectiveness) have given the main priority and a big concern as they have colossal impact on sustainability (Nordisk Ministerråd, 2015). While these parameters imply to the producers and should take these into account during the production of the textiles, customer/consumer on the other side can play pivotal role for sustainability. The limit in consumption and change in buying behaviour may play role to certain extent. In other words, change in the way of consumption like opting for reuse, recycling, adopting new models like circular economy etc. will lead to the longevity of the life cycle of clothes and hence to sustainable ecosystem.

2.3 Consumption and disposal of textiles in Denmark:

According to Palm *et al*, (2014) Danish market consumes about 89000 tonnes of new clothes and household textile every year. Out of them, approximately 41000 tonnes of used clothes are collected by various charity organisations as well as private companies and only 23000 tonnes are exported for reuse and recycle. Even though 23000 tonnes are exported for reuse and recycle, only half of them is reused and few fractions are recycled, and the remaining get incinerated. The average number of times that the people reuse their clothes is comparatively higher in Denmark (Paras & Pal, 2017). Many charitable organisations like Salvation Army, Danish Red cross, Dan church social, etc collect the used clothes in Denmark for charity. There are many private actors like Trastbrog who the emerging sectors for are collecting the secondhand clothes in Denmark. In addition to these collectors, there are numerous small actors like thrift shops, loppemarket (secondhand market), local secondhand shops. According to Palm *et al* (2014), there are no official requirements for collecting the used clothes but should have transparency about the donation and use of the fund, hence account Denmark as comparatively high collector of used clothes in Nordic countries.

2.4 Secondhand baby clothes online and physical shops in Denmark:

People knowingly or unknowingly accumulate too many clothes in their life which they use, rarely use, or just keep as a member of their wardrobe. In some point of their life, they realize they need to get rid of them whether for space for new one, just to get their wardrobe clear or for some extra income. For various reason, the thought for reuse is appreciable. In Denmark, most of the people opt for giving the second life for their clothes therefore the Danish market for used clothing is flourishing (Palm *et al*, 2014). Denmark has an unpredictable weather, sunshine, rain, wind, occasional storm, snow and again sunshine and rain (Nielsen, 2020). Nielsen (2020) quoted the British fell walker's saying, "*There's no such thing as bad weather, only unsuitable clothing.*" She stressed on this quote and explained that bad weather does not keep Danes inside. So, every parent should be prepared with every seasonal or say weather matching clothes all the time for inside and/or outside children's activities. They need various types and numbers of correct clothes according to the weather. For example, breathable woolen warm clothes, winter boots, *flyvedragt* (one piece snowsuit which should be water and wind resistance), warm sweaters and sweatpants for indoor, mittens and warm hats for winter, raincoats and rainboots for rainy weather, soft and thin cotton clothes for short time summer, thermal set for spring and autumn, and what not? Moreover, outdoor activities are so much preferred that it has become an integral part of Danish lifestyle (Nielsen, 2020). Children play and explore

nature much often in kindergarten and school. So, it is recommended to have extra pairs in their daycare, kindergarten, or school's wardrobe. All the essentialities are very pricy. It's very expensive and is hard to afford all the new clothes for these essentialities. Therefore, parent should manage these wardrobe expenses wisely. Many parents hence opt for the secondhand clothes for their growing baby and cut the cost. Parents can either rent the secondhand clothes or buy them for discounted price and again resell them on various online and offline platforms.

If people want to get rid of their unwanted clothes and other things, they can get several choices (paid or charity). Together with many charity organisations, there are vigorous private business emerging in secondhand market in Denmark.

Charity organisations:

- Red cross:
- Dan mission
- Mødrehjælpen

To sell and buy:

- Red Barnet Genbrugsbutik
- Reshopper
- Several Facebook groups and Marketplace
- Børneloppen (online and physical stores)
- Vigga.us (new name Circos.co)
- Flea market, etc.

2.5 Consumption of baby clothes:

There are various expectations in each milestones of baby's development concerning their capabilities, limitations, how should they look, react and act (Callahan & Jo, 1999). Clothing plays a vital role in each milestones of baby development. Children are very active, playful, and enthusiastic to nature and surroundings so, they play with them without caring their clothes. Therefore, the clothes should be durable and comfortable for their activities (Rita, 2018). Clothes should provide comfort, should have self-help features, and help in growth and development of the baby (Rita, 2018). Together with it, "*Social norms considered babies to be beautiful, no matter the sex and no concerns existed about differentiating the gender at a glance* (Cooke, 2019). The well-being of children depends upon the dressing pattern, not only type of clothes but how they are worn (Cheng *et al*, 2020). The size,

style, hygiene, and health are basic and imperative characteristics that matters must while deciding baby's wardrobe.

Some of the features that the baby's clothes should comprises:

Size: The shape and size of the body of infants and children is distinctive and constantly changes with the growing number of age. When considering size, parents should put on the right size (little upsize is preferable) so that there is a place for physical freedom. The size chart is different depending upon the manufacturing and selling country. Some manufacturer measured in cm or/and inches while some does with the age group like 0-3 months, 3-6 months, 6-9 months, etc. In addition, the size is different depending upon the brand too. In Denmark, the size typically measured in months as well as cm. Baby clothe sizes like 0-3m, 3-6 months or starting from 52 cm for new-born(premature) and higher. Therefore, it is crucial for parents to select the precise size of cloth for comfort and easiness of their baby's body. Since baby grows within the blink of eyes, parents should be prepared with the upsize cloth for their baby.

Material/ fabric types: When it comes to the baby, all the parents are always aware and conscious about the health, sanitization, and development of each milestones of their baby. They prioritize baby's safety over economy and environment. Baby's skin is very delicate and less sturdy compare to the adult (Unal & Sekeroglu, 2017). Parents are and should immensely be conscious when it comes to baby's product specially clothes which are in direct contact with the baby's skin. Safety and comfort are the two priorities that every parent should consider while choosing the baby clothes. It is very crucial to know about the fabric of the baby's clothes. The texture of the textiles plays important role in the selection of baby clothes by many parents. The texture here means soft/hard, itchy/ friendly, bleaching with ecofriendly dye/ harsh chemical, etc. Since the clothes directly get in contact with the skin, it is very crucial to examine the textiles rigorously that they are not harmful to the baby's skin. There are various types of fabrics like, cotton, polyester, spandex blend, voile, poplin, fleece, denim, woollen, etc. Some baby's skin is friendly with any type of fabric while some baby is very sensitive to many kinds of fabric. Baby has delicate skin and are very prone to get irritated by the fabric of the clothes and hence get rashes and itchiness in the skin which can be dangerous if not treated on time Also, the fabric should be very flexible; not so hard and not much mild as these small humans are very playful and explorer of everything, they should be comfortable with the wearing (Dogbey *et al* ,2015). The guardian should pay attention to numerous characteristics of the fabric like

fabric manufacturer, printing materials and its quality, colour and bleach, easiness in taking care of the fabric, etc. (Dogbey *et al*, 2015). Also, the colour of the fabric should not fade easily as their clothes need to be washed very often. Therefore, the cloth should not be selected randomly in case of babies, several criteria should be considered in selection.

Weather friendly: There is a demand of clothes for the tiny humans as per the weather. Different season demands diverse natures and categories of clothes. Denmark is typically low temperature country where there is very short summer and most of the months are cold, windy, rainy, snowy, and humid (Nielsen, 2020). Danish weather is tricky and unpredictable. Therefore, suitable clothing is the only thing that can cope with the Danish weather. Layering of clothes is much preferred as these can be put on and off as per the temperature and for flexibility. The breathable woollen underwear are the first things that go on baby's body during winter while organic cotton is favoured for hot summer. Warm, snow water and air proof but yet breathable snowsuit is must to have in cold dark winters while thermal suits, raincoats, and warm insiders (two piece) can replace the spring and autumn of Denmark (Nielsen, 2020). These varieties are well known in Danish parents (as well as internationals living in Denmark) as they are also informed by their child's day care and kindergarten. In addition, these varieties need to be up to 3 pairs (2 pairs for day care and 1 pair for home). It is not an easy task to spend on baby's clothes here in Denmark due to change in weather so frequently that parent should be stand by with suitable outfit for their baby.

Health hazards: According to Cheng *et al* (2019), parents should be very careful about the cloth they put on their young children specially when the clothes are little fancy and loaded with accessories. Babies and toddlers often swallow the things they find around them without knowing their effects. They put the foreign bodies into their body parts like mouth, nose, ear, etc. inhale them very quickly which are very dangerous as they exert choking hazard and are fatal too. The clothes that are embraided with buttons, pearls, extra sticky puffs, and accessories should be avoided during the first few years of child. The manufacturers also should be conscious about the inherent risks their products possess and hence should avoid exaggerate the products with unnecessary accessories. Therefore, it is the responsibility of the parents to be responsible on selection of their baby's wardrobe.

When it comes to baby, parents are very sensitive. Regardless of the price, they prefer to have quality product that is friendly with their baby's skin like not irritable, breathable, smooth, soft, and weather friendly. There is no doubt that every parent's main preference is comfort and usability when it comes to baby clothing, but babies grow in such a pace that they rarely wear some garments (Ravnløkke & Bang, 2016). Baby grows leaving the clothes constant. Different parts of the body need different clothing types, also differs with the weather. Every month is different for the baby under 12 months and hence need different sizes of clothes, different types according to weather and different shapes as per their body structures. In addition, some parents prefer to have functional as well as aesthetic clothing which overload their baby with load of cuteness. Therefore, it is difficult for the parents to balance the design aesthetics, size chart, material quality and longevity of their baby clothes for long period of time and hence urge them to spend much on baby clothes during the short period of time.

The frequency of the use of baby clothes is very low so that the baby clothes are as good as new and can be reused by other baby/babies depending upon the quality and structure/ form remained being the secondhand. Ravnløkke & Bang (2016) outlined longevity as the imperative parameters of the clothing for the sustainable use. In their pilot study where they explore the experience of value and preference for baby clothing from 6 participated parents; design aesthetics, usability, comfort play significant role while choosing baby's wardrobes. Their study also revealed that children's wellbeing and practicality in daily use are some features that their chosen baby's wardrobe must comprise. The following table was acquired from (Ravnløkke & Bang, 2016).

		Materials	Form Giving	Functionality
Aesthetics	Parent relevant	Touch, look	Shape, details	Details that support use
Wellbeing	Child relevant	Softness, Warmth	Fit	Comfortable to wear
Usability	Garment relevant	Contextual choice of material	Cut that supports use	Daily use, wash

Table 1: A tentative matrix structure for choosing sustainable design.

2.6 Consumption of secondhand baby clothes:

Every parent wish for the betterment of their child. They are always conscious about the appearance and comfort of their baby as they want their baby look appealing along with comfortable and safe. They spend much on the baby clothes which are gorgeous and eye catching. The adorable outfits of

the baby cost much but does not worth it as it cannot be used for long period of time. These elegant outfits are barely worn as they get unfit in a short span of time. When parents seek for mesmerizing outfit for their mini human, they grow by 1 more pound and one more inch and are not subjected to wear them anymore after within the short interval of time. They can't fit into their teeny-weeny clothes and hence get into back side of the wardrobe.

Buying used baby cloth or taking hand-me-downs from the family members, friends, relatives and even neighbours can be useful and helpful from economic point of view but everything we borrow or buy from other that have been already used may not be safe and appropriate for your baby. There is always the trust issue. People think twice on acquisition of secondhand baby clothes. The acquisition of the used baby clothes is a very sensitive matter to every parent. Not all parents prefer second hand even though are unable to afford for the brand new for their growing baby. There are various criteria that should be considered consciously when opting for used clothes for tiny human.

2.6.1 Health Issue and Hygiene: Risk is an inherent part of the secondhand consumption the secondhand consumer must weigh up this perceived risk (Waight, 2015). The risk and anxiety are typically pertinent to cleanliness and hygiene. The first concern while thinking about secondhand clothes is hygiene which can hold back people from adopting the secondhand option. The priority owned clothes pose numerous hygiene issue and major health risk to the second user due to its antecedents and widespread among many users (Agbulu *et al*, 2015). During the sharing, the microorganisms in the clothing are transmitted from one human skin to other specially when moisture from sweat, saliva, secretions from various parts is in contact with the fibre of the clothes (Muthiani *et al*, 2010). In addition, people discomfort with the secondhand clothes because they might come from smoke-holic, alcoholic family and with pets. Those clothes from these owners possess various allergies and health effect on the small babies. Contradictly, even though secondhand clothes have an inherent ability to retain and transmit microorganisms from the first to the final user, these can be treated and antiseptic effectively by using effective disinfection (Muthiani *et al*, 2010). However, this study assumes that the risk of health and sanitization influence the customer's purchase decision of secondhand baby clothes.

H1: The risk of health and hygiene concern affect the parents' buying/rental decision of secondhand baby clothes.

Size fit: There is often the size guarantee risk perceived in secondhand consumption. The size of the used clothes basically goes off as they get stretched and shrink if they are used by multiple times by the previous owner. Thus, the actual size of the cloth does not remain the same and hence there is the problem in fitting those clothes to the borrower or the buyer's baby if they only check the original size of the clothes. Likewise, the footprint on the clothes is not appropriate for the second user baby. Therefore, secondhand option is very sensitive specially in small babies' cloth so the parent should act wisely on selecting them.

Accessibility: The passing of used or priority owned baby clothes which are coded here as secondhand baby clothes is not a new idea instead is a continuous used practice (Waight, 2015). The barely used clothes of their baby has become redundant so the parents give away to charity, sell or hand me down to friends and family. But these days, the business of secondhand baby clothes is flourishing as the parent are aware of the cost, cause of natural hazard and consumerism hence consider secondhand alternative. This creates the market opportunity for the seller where these barely used baby clothes having sufficient useful life left for second use can get life longevity.

Secondhand retail and online sites are emerging unconventionally and informally (Waight, 2015). There are numerous online and offline stores where you can exchange your baby clothes in Denmark. Physical stores like børneløppen sell almost everything for your tiny human which are barely used /as good as new where some items are unused. People can directly purchase from this purpose-built store in a reasonable price. Likewise, many people like to display their secondhand baby products in alternative temporary spaces like flea market, exhibitions and some playgrounds and open space where they are allowed. On the top of it, digital media has become the most popular alternative. These redundant items can get rid of from numerous options for the disposal. According to Waight (2015), *“there are some channels which are hidden through the informal exchange networks and social ties and increasingly facilitated by online network while others are more visible like the charity shops which are more professionalized.”* She termed these informal channels as traffickers that traffic the children's wear from one family to another. But are these channels trustworthy?

2.6.2 Trust of parents toward online sites:

Trust and customer's buying decision are interconnected. In case of physical stores, there is not much trust issue toward the store and products too as buyer can physically visit the store and can inspect the chosen product. These stores are reliable as they are under the certain safeguards and standard prescribed by the government. But in electronic market, these rules regulations and legal procedures are not much stable and trustable (Lee & Sang, 2006). When it comes to online secondhand baby clothes, trust is the critical factor every parent prior consider (Lee & Sang, 2006). The initial trust between the seller and buyer and the trust toward the online site and its products greatly influence the buyer to make their purchasing decision (Lee & Sang, 2006). Even though customer go through the description about the used products like how often they were used, are they good as new, what are the faults to be repaired after purchasing, brand, any extra knowledge about the products and mainly the Trustpilot of online sites. But again, buyer always get anxious when they purchase/rent used items. The two types of trust issue (store/site trust and product trust) exit during the decision-making process.

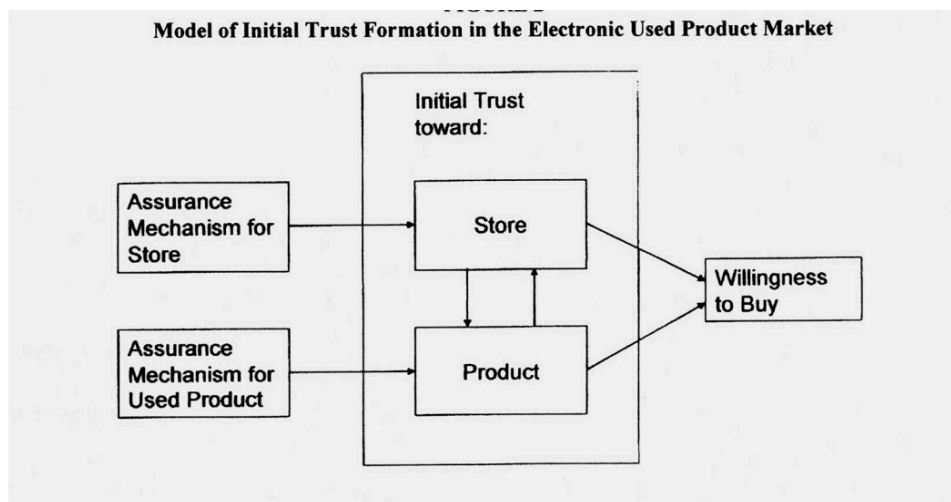


Figure 2: Initial trust toward store/site and products (Lee & Sang, 2006).

Therefore, the trust being an important criterion that the seller/renter has to execute when selling and buyer prioritize most before exchanging the business, this study assumes the hypothesis that trust is an important factor that influence the buyer/rentee to make the buying/renting decision.

H2: The trust toward online sites affects the parents' buying/renting decision of secondhand baby clothes.



Chapter 3 Theoretical framework

3.1. Consumer's buying behaviour: The buying behaviour of the ultimate consumer refers to the need, selection, purchase and satisfy the need from consumption of goods (Chandan, 2019). The involvement of a buyer in the decision-making process of goods and the risk involved, determine his/her buying behaviour (Sydorenko, 2021). It is riskier to buy a high-priced product compared to lower priced products without intensive knowledge. Kotler & Armstrong (2016) distinguished four types of behaviour based on this involvement criteria.

	High Involvement	Low Involvement
Significant differences between brands	Complex buying behaviour	Variety seeking Buying behaviour
Few differences between brands	Dissonance-reducing behaviour	Habitual Buying behaviour

Table 2: Types of behaviour (Kotler & Armstrong, 2016)

- **Complex buying behaviour:** Consumer inflicts complex buying behaviour when they highly comprehend in the purchase of expensive and risky goods. When the goods are exorbitant and impose high degree of risk, consumer should be aware of distinct characteristics of goods precisely. Marketer on the other hand need to describe and illustrate the product- class attributes, values, and importance of the goods (Kotler & Armstrong, 2016). It is arduous to pledge the consumer of this kind of behaviour. They subject to buy the products which has significant difference in their brands and values, so are very critical consumers for the marketers.
- **Dissonance-reducing behaviour:** When the goods of different brands do not possess much difference and provide almost same values, consumers express dissonance reducing behaviour. Risk is still high because goods are expensive, so consumers presuppose high involvement in the purchase decision. Consumer of this behaviour may feel post -purchase discomfort on selected goods because they might hear more benefits of other brands. After sale communication between seller and buyer is very substantial to avoid this dissonance (Kotler & Armstrong, 2016).



- Variety seeking buying behaviour: Consumers undertaking this behaviour get bored and seek varieties of those goods which have significant difference in brands but are low involvement products (Kotler & Armstrong, 2016). The switching of brand because of variety seeking is a challenge for the seller so, they need to retain their customer strategically. The risk in switching the brand is very low hence the involvement in the purchase decision is very low.
- Habitual buying behaviour: This type of consumer's behaviour is characterized by few differences in the brands as well as low involvement in a purchase decision. They buy same goods frequently without searching extensively for the information of brands (Kotler & Armstrong, 2016).

Purchase behaviour varies based on their own attributes, shopping habits, preferred brand, purchasing behaviour and the physical or online shops chosen (Ramya & Ali, 2016). Consumer's purchase behaviour is mainly influenced by social, cultural, psychological, economic and personality (Kotler & Armstrong, 2016). Society influences the lifestyle of the people and the perception to some extent. People seldomly adopt the behaviour which are not accepted by the society (Ramya & Ali, 2016). Family, friends, social circle and values and norms of the society influence people's buying behaviour. Similarly, culture and the ethics are the fundamental determinants of people's behaviour, consumption pattern, preferences, and perception (Kotler & Armstrong, 2016, Ramya & Ali, 2016). Subcultures like religion, racial groups, nationalities, geographical region determine the purchasing behaviour of the people which varies from culture to culture (Gajjar, 2013). Other factors like personality and psychic behaviour determine the purchasing behaviour of the consumer. The age group, occupation, their income source, expenditure habit, lifestyle, etc also affect the consumer behaviour. In addition, the level of motivation to purchase the certain brand or things, their perception and attitude toward the brand or things, their needs, etc. affect the buying behaviour of the consumer (Gajjar, 2013). The main determinant that influences the buying behaviour is the economic condition of the consumer. It determines whether or not to buy, which brand and from where, how much to spend and whether it is a need or fantasy. Hence, consumer basically get influenced by various factors that determine their pre, during and post purchase behaviour.

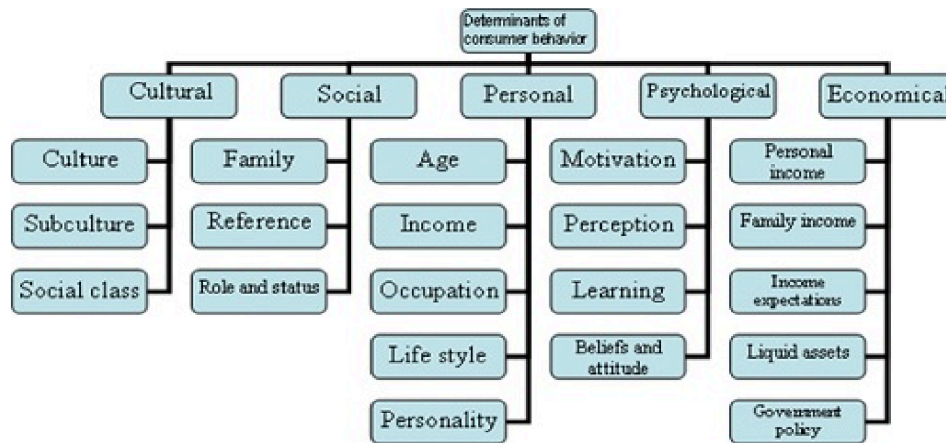


Figure 3: Factors influencing the purchase behaviour (Ramya & Ali, 2016)

Regarding the secondhand baby clothes, the above-mentioned determinants influence the parent's behaviour. The cultural and social values on adoption of secondhand clothes varies from country to country and culture to culture. Buying secondhand clothes is a norm and a common practice in the West but wearing other clothes is a big dislike for Asians (Xu *et al*, 2014). Similarly, the concept of establishing and maintaining the high-class status and prestige in the society shed the reusing and recycling thoughts. However, the economic condition of the people, their preferences and perception toward secondhand consumption, their lifestyle determine the buying behaviour and decision of purchasing or renting secondhand baby clothes.

3.2. Consumer's purchase intention:

The purchase intention of the customer represents the willingness to purchase the certain brands/products in a certain period of time (Wu *et al*, 2011). There is high possibility of purchasing the products when consumers have positive purchase intention (Martins *et al*, 2019). For marketers, customer purchase intention is one of the primary inputs which helps to predict the future sale and prepare them to strategize wisely (Morwitz, 2014). Consumers often have intention to buy a certain product in a certain period of time, but many circumstances may affect them to change their intention. For example, change in economic condition (loss in business, lost the job, etc.), better alternatives, poor reviews and comments or sometimes sudden need, etc. The ultimate evaluation of the product leads the consumer to intend the purchase. However, the preferences of the consumer to buy a product get influenced by various external factors. The attitude toward the product/ services varies depending upon the influencing factors. The price of the product, quality of the product, accessibility and

attracting promotional advertisement are responsible to influence purchase intention of the consumer (Ramya, 2016). The intention to purchase lead to buying decision.

3.3. Consumer's buying decision:

In simple word, the journey that the customer bypass to make the purchase decision of any product is termed as customer buying decision in business. This study focusses only from customer's side of decision making and will explain in short. The dynamic customers make the decision proceeding through several level which are influenced by internal and external factors. According to Prasad & Jha (2014), the decision relates to what product he/she is interested in, its quantity, time of buying, purchase method, etc. The decision is a process of opting one over many other choices. The five steps consumer been through (not necessarily all) to make the purchase decision according to Engel-Kollat-Blackwell model is.

1. Problem/need recognition: In this first step of the decision making, customer is aware of their need and looking forward for the needed product. The consumer gets information about the product from numerous information sources like internet, friend's WOM, physical shop, etc. Customers expect that the product they are seeking will satisfy their need else opt for the alternatives.
2. Search for alternatives: If the product found during the search do not satisfy the criteria of customer's product, customer will search the alternatives that might constitute equivalent the characteristics.
3. Alternative evaluation: If the alternative with equivalent characteristics is found, then it will be evaluated in detail so that the customer can decide to invest on them.
4. Purchase: If all well with the product, customer invest on it to satisfy his/her need.
5. Post purchase evaluation: After purchase, customer will consume the product and evaluate its value. This evaluation is based on the satisfaction level of the customer which decide either or not to repurchase.

Regarding the purchase of baby's secondhand clothes, parents go thoroughly the purchase decision model. Realizing the need of the baby clothes, customer search online and offline for the information about the product and place and opt for the alternatives if not satisfied with the initial search's result and hence purchase them if met the criteria and evaluate the product and place after the use. The decision-making process is different for different product/ service depending upon the situation and nature of the consumer.

3.4. Motivation to purchase secondhand baby clothes:

3.4.1 Economic benefit (reduced price/ low price)

Low price is one of the main indicators that influence the people to shop for secondhand clothing and has become the adventure for them to find great valued clothes at low cost in the Western world (Weil, 1999). Traditionally, secondhand clothes acquisition was considered as a prime motivator for middle or lower class due to limited financial availability (William & Paddock, 2003). The price sensitivity and consciousness play the vital role in hunting for bargain, cheap and secondhand option. The financially deprived customer always looks for the outlet and discounted offers as well as secondhand option (William & Paddock, 2003). Roux & Guiot (2008) also suggested in their study that price consciousness heavily influence the secondhand consumption behaviour. The budget of the economic family for clothing expenditure is manageable with secondhand selection. It eases the family to allocate the budget on other expenditure to satisfy the basic need of the family (Guiot & Roux, 2010).

The research done on Norwegians by Laitala & Klepp (2014) found that 36% parents showed importance of economic value on selecting secondhand children's clothes as they emphasized on the point of outgrown of babies and hence need more clothes frequently. Children's clothes in Denmark are very expensive. With the growing chart of baby, parents discover difficulties to fulfil the need of every season and every month's growing baby's attire thus buying gently used baby's clothes is harmless. Therefore, considering economic argument for the consumption of secondhand clothes has some relevant basis.

On the other hand, Christiansen & Snepenger (2005) in their paper indicate the least connection of prior-used products and economic condition. Instead, consumer with wide range of income also prefer to thrift shop with other motivation than economic benefit. People can find varieties with versatile in a reasonable price so no matter how the financial state is, people always think of saving. According to Willaims & Paddock (2003), this has become the matter of their choice to adopt the secondhand consumption approach rather than only the financial crisis. There are other motives like ecological concern, societal responsibility, sharing concept, etc. that people these days consider secondhand consumption more important than economy. Laitala & Klepp (2018) also corresponded to the belief based on their research's result that the acquisition and adaptation of secondhand clothes consumption

do not belong only to economic benefit reason. Customers seeking attributes like unique quality with unique fabrics, certain style and some cultural values purchase secondhand clothes on various platforms (online, thrift shops and other physical stores) (Guiot & Roux, 2010). Buying secondhand clothes has become more acceptable practice not only with the purpose of economic and environmental benefit but also for hedonic reason where they experience the pleasure of shopping them (Baker & Yurchisin, 2014, Guiot & Roux, 2010). Buyers feel emotional satisfaction on buying from thrift stores and fulfil their fantasies by hunting the treasures (Baker & Yurchisin, 2014). However, the assumption of considering economic benefit as one of the key factors that motivates parents to buy or rent secondhand clothes for their growing baby will be tested by evaluating the data collected. The underline assumption of this study is that the economic benefit is one of the key drivers that influence the parents' decision of consumption of secondhand baby clothes.

H3: The low price/ economic benefit affects the parents' buying/renting decision of secondhand baby clothes.

3.4.2 Environmental protection, concern, and sustainability:

Banerjee& McKeage (1994) referred the concept environmentalism with relationship of human and nature, their impact on each other, importance of nature to humankind, seriousness of depletion of nature and its resources, steps to consider preventing this environmental hindrance by changing the lifestyle, consumption, economic state, and the utilization process. There is an exigent need to think about environment on every movement because of depletion of natural resources. Reuse, recycle, renovate, reduce, etc. have become the insistence as well as mandate of the environment to sustain the resources. Barusiak et al (2020) emphasize the urgency of encouraging people to give a second life to the products. This self-restrictive behavior of the user will help to reduce the hindering sustainability (Barusiak et al, 2020).

The term sustainability has evolved and makes its ways firmly in the mid 1980s as people were concerned more about the environment and the natural resources (Portney, 2015). The World commission on Environment and Development in 1987 define sustainability as "Sustainability is economic-development activity that meets the needs of the present without compromising the ability of future generations to meet their own needs" (WCED, 1987). According to Portney (2015), sustainability is not similar to environmental protection, preservation, and conservation of natural resources even though it has root on them, but it is much more about the retaining the steady state of



the earth so that it can support the human's economic growth without ultimately threatening the creatures, human health, and the ecosystem. The three pillars suggested by Portney (2015); economy, equity and environment are the base of sustainability are interconnected with each other and human should not compromise one to attain other. These three E's of foundation of sustainability emphasize that sustainability can only be achieved if only these three E's are simultaneously be used. This elucidates that people on this planet can sustain only when they protect environment while promoting equity and preserving economic growth and development. Therefore, sustaining without protecting can't go long run.

The consumption of food, clothes, energy, and other basic needs are growing as world is populated exceedingly. This increment in consumption without concerning the future is hindering the balance that needs to be maintained to sustain. The short-lived products are responsible for enormous creation of this imbalance. The one-way consumption does not create the harmony between the nature and the human which will conclusively affect each other. Therefore, ecological balance can be sustained by utilizing the world and its resources wisely and durably. The life cycle of the product should be increased by reusing and recycling as much as possible to condense the consumption rate.

Clothing is considered as basic needs of the human. But the boost in the clothing (fashion) industry has become the topic of concern because of its environmental impact. The clothing (fashion) industry is one of most polluting industry that emerge 8-10 % carbon emission, 20% industrial wastewater, 35% marine microplastic contamination and generate more than 92 million tons of textiles waste every year (Ninimäki *et al.*, 2020). The escalating speed of clothing consumption bids more natural disasters and hinder the sustainability. The value chain of production of clothing is very long which is responsible for over utilization and degradation of nature (Laitala *et al*, 2018). The primary and secondary activities of value chain constitute massive natural resources involvement. Agriculture, animal husbandry, industrial synthesis, etc which are the main aspects in production of textiles all have impact on environment as they consume excess natural resources. The rise in the concern of environment degradation and the global protection upshots the concept sustainability in each business sectors and voluminous endeavours of human beings. Therefore, the firm as well as an individual both involve in the forward and backward value chain to upsurge the sustainability of the value chain to re perform the activities like redesign, reuse, recycle, repair, remanufacture, etc (Jayaraman & Lua, 2007). The reducing, reusing, and recycling give the second life for the cloth. The clothes that are

already being used or owned by the previous owner and hand down to the second user or owner is basically considered as secondhand clothes (Roux & Guiot, 2008). These clothes still have the certain useful life that can be used further to fulfil the need of another user. Ravnløkke & Bang (2016) connect the feature longevity with the sustainability. The longevity of the clothe has high impact on sustainability. Higher the frequency of use of cloth, more sustainable the clothing consumption. But people still have little understanding and less adaptation of secondhand consumption because worn clothes are perceived to have little value.

In addition, the social responsibility of the people encourages them to think more about others living in the same planet. Donors donate their used clothes to the non-profit charity organisation with the believe that their donation will help these organisations to accomplish their goal of social welfare (Seo & Kim, 2018). People fascinate their societal image of being ethical and ecological consumer. Buying secondhand clothes from thrift shop, charity organisation and donating them for goodwill, encouraging sharing economy and collaborative consumption has great influence on personality of social media user. The digital world, trending lifestyle and going viral in internet has become the trend in this era. So, enhancing own image of being ecological customer has become fashion in the vogue world. Together with this image enhancement, people are giving more life to the clothes to let others reusing them and reduce the rate of mass production and over utilization of natural resources.

The environmental concern and ethical consumption have become one of the significant motivators of secondhand consumption (Giout & Roux, 2010). Avoiding mainstream purchasing and opting for secondhand for the sake of environment is the non-wasteful attitude of the ecological consumer. Therefore, this study assumes the environmental concern as one of the key influencers to influence the decision of the customer to buy/rent secondhand baby clothes.

H4: Consumer's concern about environmental protection affects the parents' buying or renting decision of secondhand baby clothes.

3.4.3 Social Embarrassment:

Consumers buy secondhand clothes to reflect their individual beliefs, need, personal values and ethics (Laitala & Klep, 2018). But some people feel embarrassment and disgrace on buying or renting secondhand clothes because they do not want themselves to/ perceived to be associated in a lower socio-economic class (Laitala & Klep, 2018). The anxiety of lower-class image that would be

conveyed on buying or renting secondhand clothes demoralize them. Despite of perceived benefit, consumer still hesitate to consume secondhand clothes because of the social embracement and fear of judgement (Silva *et al*, 2021). The study of Silva *et al* (2021) show the social embarrassment as one of the key indicators that influence negatively and impede them to opt secondhand clothes consumption. In addition, the participants in Waight (2015)'s research hesitated to reuse the used baby clothes as they belong to someone else. Buying secondhand clothes for their baby make them to feel bad parenting and unaffordable parenthood (Waight, 2015). The threat of not perceiving "good mothering" prevent parents to avoid secondhand consumption. Therefore, this study assumes social embarrassment as one of the influencers of parents' decision making in case of secondhand baby clothes consumption.

H5: Social embarrassment affects the parents' buying or renting decision of secondhand baby clothes.

3.4.4 Circular use of secondhand clothes and its benefits (circular economy)

The attitude toward consumption has shifted from self-need to sustainable consumption concerning about the ecological, societal, and developmental impact (Hamari *et al*, 2015). Botsman & Roger (2010) delineate the sharing economy as an emerging economic technological phenomenon. Concern of the environment, economy and social embeddedness encourage people to engage in circular economy (Belk, 2014). According to Radostina (2020, p1) "*Circular economy is an approach that requires a paradigm shift from waste management and recycling to a completely new circular system in the textiles value chain.*" The end of life of the product has shifted to the restoration and restart in the model of circular economy. The linear model of "making, using and disposing" has become outdated as they use massive natural resources in production and end with environmental degradation. This model is considered as unsustainable and irreversible hence there is an emerging concept for alternative "circular economy" which constitute the extension of lifespan of the material goods. The traditional method of consumption (linear economy) urge consumer to consume the product and dispose them at the end in a one-way system. This leads to immense utilization of natural resources and convert them into waste after its functionality. But circular economy helps to foster it with minimal waste generation and gradual increment of life span of the product (Murray *et al*, 2017). Circular economy integrates the economic activity and environment so that the consumer can consume the product in a sustainable way (Murray *et al*, 2017). Circular Economy basically aims to

regenerate the value of already existed product. The sale of use concept of circular economy intensifies the use rate of product (Camacho-Otero, *et al*, 2018).

Circular economy's business model split into two groups: one is reusing and extending the lifespan of the product and the other is recycling by using the old products as the raw materials for the new (Stahel, 2016). Recycling is believed as the last possible option to bring back the use of the disposed clothes and recover its value (Angelova, 2020). Therefore, limiting the meaning of circular economy as only recycling is a huge misconception about circular economy.

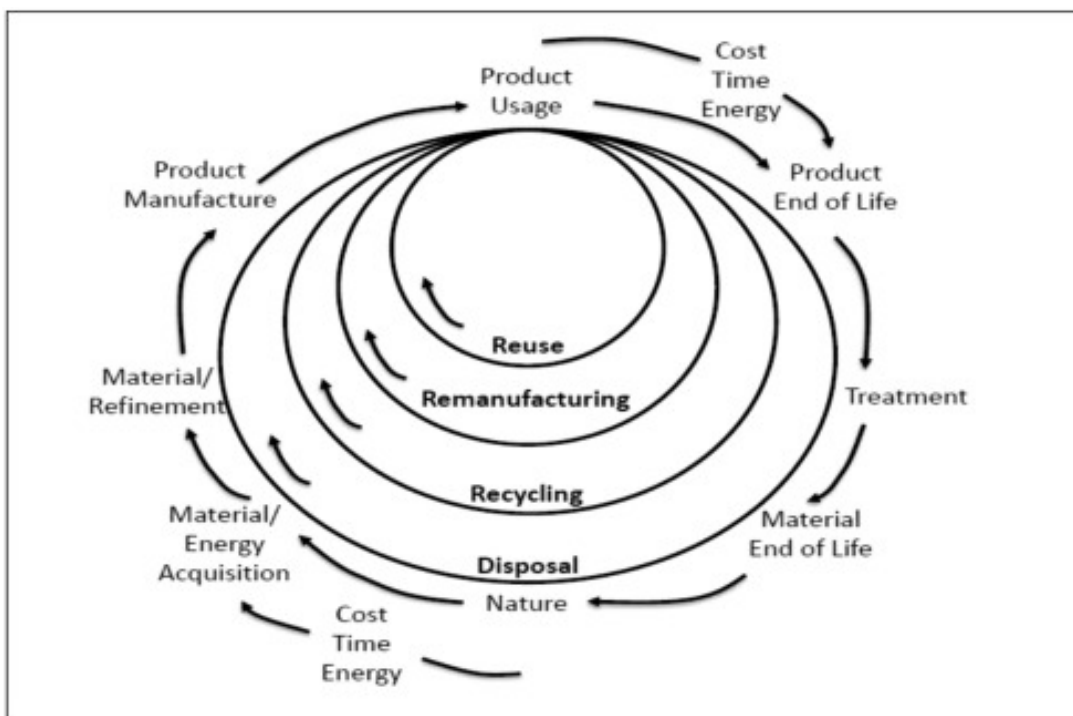


Figure 4: The current concept of Circular Economy (Korhonen *et al*, 2018).

In case of clothing sector, recycling is more expensive than reusing because clothes are made up of mix of different fibers which are to be separated to recycle and are hard to separate (Angelova, 2020). Also, the original value disappears when recycled. Reusing the baby clothes helps to retain its value and extend the lifespan but if the value is beyond the reuse, they can be recycled. Parents these days are not urged to capitalize on brand new clothes for their baby rather can rent, borrow, lend, and even sell their no more use clothes and save for more. Peña-Vinces, J. *et al*. (2020) believe that economic concern is prioritized over nature and environmental concern. So, sharing the remaining assets for the second use with monetary exchange and saving the earth simultaneously motivates the parents to

adopt this emerging model. This model helps to exceed the lifecycle of the clothes so that the used clothes should not end their life on recycle at early stage (Angelova, 2020). In Denmark, many social networking platforms are utilized exceedingly as marketplace to share their economy. Correspondingly, many apps like DBA, resshopper are fostering enormously to let people reuse already existing varieties of baby clothes rather than buying the expensive new clothes.

3.4.5 Collaborative consumption of secondhand baby clothes:

The concept of Collaborative consumption was coined in 1978 by Felson and Spaeth describing it as the event where one or more people can be economically benefitted by consuming the mutual goods and services by sharing and exchanging (Binninger *et al*, 2015). This concept is reformed with the digital transformation and hence defined as “*Peer -to- peer based activity of obtaining. Giving or sharing the access to goods and services, coordinated through community-based online service*” (Hamari *et al*, 2016). The use matters than the ownership and hence consumers these days prefer to sale, share, rent and lend their owned clothes to the second user via numerous channels (Binninger *et al*, 2015). This helps the products to regain their value and improve the intensity of its use while an appealing alternative for sustainable and economic consumer.

Collaborative consumption is a part of sharing economy (Hamari *et al*, 2015). Consumers participate in collaborative consumption to get economic benefit while benefitting other economically, concerning about environmental and to oppose capitalism (Hamari *et al*, 2015). In addition, collaborative consumption has challenged the traditional business model because of their temporary access and non-ownership model (Belk, 2014). Customers can access the products for certain period without owning them totally using web 2.0 that allow the consumer/ user to connect with each other and share their content (Carroll & Romano, 2011). In simple word, it is the joint consumption by joint acquisition and distribution of the particular product for a certain fee and some other compensation like bartering, swapping by using internet as the channel/medium (Belk, 2014).

When it comes to clothing industry, collaborative consumption is a new trend which encourage consumers to reuse and reduce the new purchase reducing the textile waste and be a part of sustainable consumption (Lang & Armstrong, 2018). Consumer can rent the clothes from various company using subscription service. In addition, people can swap the clothes by giving the permanent ownership of the unused or unwanted clothes for the second use for the proliferation of the clothes. This



collaboratively consumption process help in the reduction of production of mass new textiles, eliminates the waste to some extent, increase the lifespan of the cloth and improve the economic health of the consumer. Web 2.0 acts as the integral channel to integrate peer-to-peer collaboration on consumption of the common goods. Many apps, social network, blogs have become the platform to exchange the trade between seller/ owner/ renter and buyer.

In Denmark, the clothing company “Vigga.us” (new name Circos.co) has challenged the traditional business model of children’s clothes. The children’s clothing company Vigga is a start-up company which is subscription-based clothing line. The clothes from Vigga are recycled through the circular system where parents can rent the quality clothes for their babies for certain period of time and can return back to the company and get the new pack of clothes for growing babies. The returned clothes go through the environmentally certified hygienic laundry, get repackaged resealed for the next customer. Vigga ensures that this collaboratively consumed clothes maintain their quality for the next use by going through all the quality control criteria and hence sustain the longevity life of the baby’s clothes (We-Economy.net) This circular subscription-based business model reduce the production cost and environmental contamination jointly without compromising the quality of clothes. Vigga’s concept of circular consumption of baby’s wear is an innovative business model which conjoint sustainability and clothing in a meaningful way (Vigga.us).

Thus, the advancement of the digital world drives the consumers to adopt new models and innovation of consumption of clothing without investing the bulk on them and exploiting the opportunity and benefits. The virtual market allows consumer to exchange and share their economy. Due to the revolution of digital era, consumer these days opt for used clothes for their growing baby so that they don’t have to have immense piles of small clothes of their babies on the backside of their wardrobe. They can lend, borrow, rent, sell and buy the used clothe using various platforms of web2.0. Because of internet, parents now can afford the quality clothes for their baby in an affordable price and can use them until they need and can handover for reuse and recycle. In addition, all these innovation and technique of sharing the economy and mutual consumption has become possible with the boom of digital world. This encourages consumer to consume the good without owning them permanently and can use them as required. Thus, this study assumes that the web2.0 encourages customer to engage in collaborative consumption and enhances customer’s willingness to buy secondhand baby clothes.

3.4.6 Swapping: The exchange of clothes without the monetary exchange is clothing swap. Swapping is usually held between friends, family members, neighborhood and now-a-days on various social media and free market. People swap their clothes for the re- utilitarian reason so that the clothes that are loved and owned by one hand over to other for free to extend the lifespan of that clothes. It is the part of collaborative consumption where consumer act as supplier (Henninger *et al*, 2019). Redistributing the ownership of the clothes shared the feeling of ours instead of mine (Belk, 2007). Being parent and spending large share of family budget are corresponding to each other. Buying and cluttering the house with bulk of rarely used and unused baby clothes annoy every parent. As baby grow every month and need new substitution of clothes as per their growth, parents are left with bunch of clothes yet needed more (LeBlane, 2019). So, the smart way to get rid of the used clothes of the baby is to swap them which help the parents to clear out the baby clothes(unwanted) and getting the new (used by other) for replacement. There are many places and channels where parents can swap like social media (Facebook mom's/ parenting group).

With the swapping concept, people will get used to with the secondhand consumption and this helps the parents to opt for secondhand clothes either by buying from others or getting it for free. The main aim is to increase the secondhand consumption. The swapping concept can lead to maximum consumption of secondhand clothes and these can be used for financial exchange if needed. Hence, swapping secondhand baby clothes encourage the parents to cut off cost and reduce the production of mass of new clothes which end up with landfill even though they have abundant life remain.

H6: The concept of collaborating consumption affects the parents' buying or renting decision of secondhand baby clothes.

3.4.7 An overview of the hypothesis based on literature review:

Various factors are scratched out from various literatures that motivates or demotivate the parents to buy secondhand baby clothes for their babies. Based on literatures reviewed, this study constructed the following hypothesis to test for the evaluation of the result.

1. H1: The risk of health and hygiene concern affects the parents' buying/renting decision of secondhand baby clothes.

2. H2(a): The trust toward online sites affects the parents' buying/renting decision of secondhand baby clothes
H2(b): The trust toward the secondhand products (baby clothes) affect the parents' buying/renting decision of secondhand baby clothes.
3. H3: The low price/ economic benefit affects the parents' buying/renting decision of secondhand baby clothes.
4. H4: Consumer's concern about environmental protection affects the parents' buying/renting decision of secondhand baby clothes.
5. H5: Social embarrassment affects the parents' buying/renting decision of secondhand baby clothes.
6. H6: The concept of collaborating consumption the parents' buying/renting decision of secondhand baby clothes.

3.4.8 Conceptual Framework of the study:

The relationship (cause and effect) between the various influencing factors and the parent's purchase decision is below:

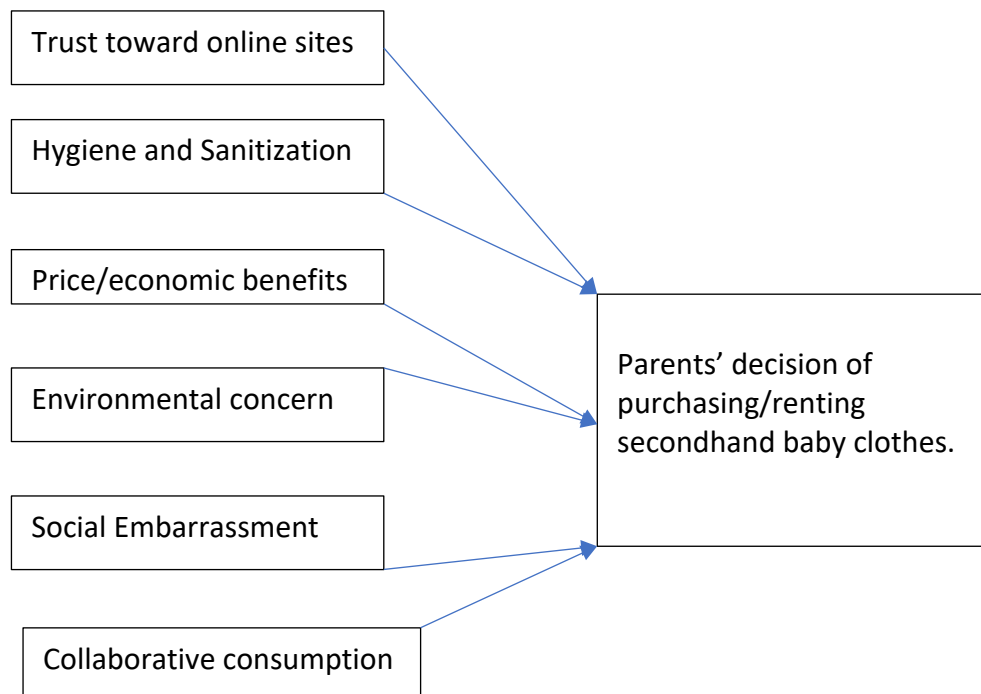


Figure 5: Conceptual framework of the study

Chapter 4 METHODOLOGY:

4.1 Definition: This is the foundation of the research as it masterplans the whole work process. The research methodology is an avenue that researcher must pass through to conduct the research and get the result (Sileyew, 2019). Methodology plays a significant role in development of the research from philosophy of science via sociology, logistics and mathematical calculation to the result (Arbnor & Bjerke, 2009). Arbnor & Bjerke (2009: p27) defines methodology as “*Methodology is a mode of thinking, but it is also a mode of acting, it contains a number of concepts, which try to describe the steps and relations needed in the process of creating and searching for the new knowledge.*”

4.1.1 Purpose of methodology: The methodology of the research shows how the outcome of the research can be obtained thoroughly meeting the main objectives of the whole research (Sileyew, 2019). The underlying motive of this chapter is to give a rundown of the process of research, the choices made to collect the data, analysis of those data, the tools used to analyze those data and the rationale for those choices.

4.2 Methodological understanding:

Kuada (2012) developed the model in his book to explain the different level of methodological understanding which help the researcher to perform the research in sequence. The four level of understanding is illustrated below:

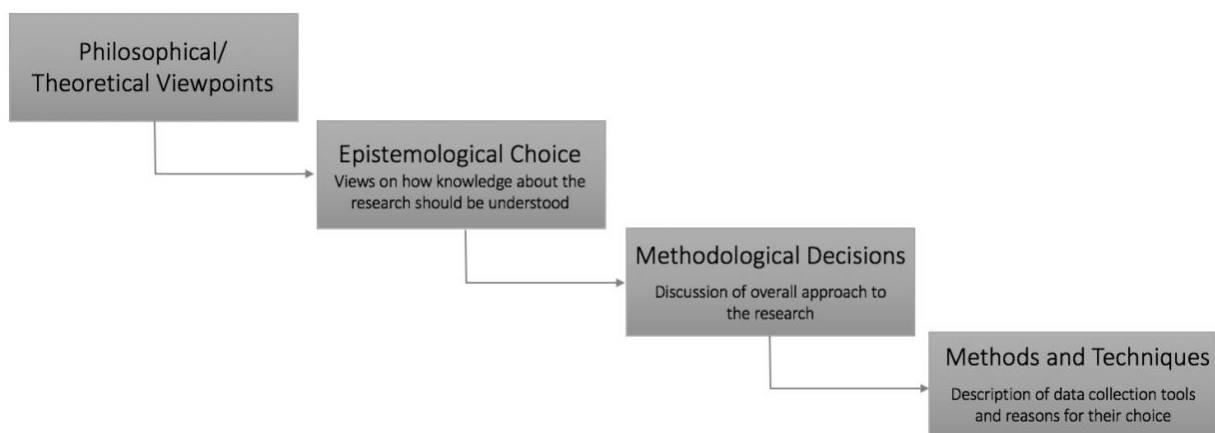


Figure 6: The four level of understanding (Kuada, 2012)

4.2.1. Philosophical viewpoint/ Theoretical viewpoints:

The research philosophy basically helps to explore the researcher's ideas and assumptions on conducting the research and reflect them throughout the process using relevant procedures. According to Saunders *et al* (2019, p.130), research philosophy basically refers to the system of beliefs, ideas, assumptions, etc. about the development of the knowledge. It is simply developing the knowledge on a chosen topic when embarking on research. Whether you are known or unknown about the chosen topic or field meaning, you are aware about the topic or not, you make some assumptions about that topic and hence get into the deep knowledge by digging into the depth. These assumptions can turn into reality, which is termed as ontological assumptions, can be about human knowledge which is termed as (Epistemological assumptions) and can be about the ways your own concept and values will influence your research process (Axiological assumption) (Saunders *et al*, 2019). Thus, the research philosophy encompasses the pivotal presumptions about the way in which you outlook the world and hence shape all the relevant aspects of the research project (Saunders *et al*, 2019). Saunders *et al* (2019) explicate that, to have unblemished concept of research philosophy, the researcher needs to develop the skill of reflexivity. The researcher must ask themselves various questions from diverse angle about their own beliefs and assumptions and scrutinize them with the same lens through which you examine other beliefs. This will help to give the shape to your understanding of the research questions and the method you will be using to conduct the research and interpret your findings (Crotty, 1998).

Following the Saunders *et al* (2019)'s suggestions, this study had been through the following two main criteria to make a more active and well-informed philosophical choice:

1. Asking own self about own research beliefs and assumptions and
2. Get own self into the general concept of philosophies that help in conducting this research.

To provide the summary of the assumptions, the word "paradigm" has been widely used in philosophy of science literature (Kuada, 2012). Thomas Kuhn, the American physicist, and philosopher identified the concept "Paradigm" who focus on the concept that "there is *a set of common understanding of what kind of phenomenon is being studied in every research field*" (Kuada, 2012, p.72). Also, Kuada (2012) cited Kuhn's concept in his book that there is almost the alike concept and common understanding of the process, kinds of questions planned to ask during the research phenomenon, how to approach the participants, structure of the process, methods, calculation and

interpretation and end conclusion. These all-intersecting characteristics of the research process constitute a term paradigm. Similarly, Arbnor & Bjerke (2009) stated in his book that the theorist of science developed the relation between the assumptions and the methodological views, termed this as “conceptual language” which contain the key feature “paradigm” which act as the bridge for these two points (presumptions and methodological views).

In addition, the concept Paradigm is used by the theorist of science to describe the assumptions made in research philosophy which consist of: “*conception of reality (vision of the world), conception of science, a scientific ideal and ethical aspects*” (Arbnor & Bjerke, 2009). Concept of reality generally explain the philosophical ideas about the construction of reality meaning how reality is constructed. Does the reality exist, by itself or through any mediation, does this have linear relation or diverse, is it in order or in disorder, etc. Conception of science deals with the knowledge the researcher gained throughout his/her academics which educate them and give the ideas or beliefs about the surroundings, objects, subjects, things, process, and procedure. A scientific ideal is related to the personal expression of something that the researcher perceived, and lastly ethical aspects are the claims of researcher whether the things or knowledge/ideas/ assumptions are morally accepted or not (Arbnor & Bjerke, 2009). The concept paradigm is not usually influenced by vast change, but again operative paradigm is subjected to change depending upon the character, area, and the type of the study area (Arbnor & Bjerke, 2009). The ideas and the knowledge must get reframed gradually as the concept, ideas and knowledge get broader. The operative paradigm consists of major two parts; methodological procedure and methodic Methodological procedure is adopting and if necessary, modify the previously prepared models/ theory or result and the way the research is planned and conducted is methodic. (Arbnor & Bjerke, 2009). To sum up, paradigm is a way or the process/method to adopt during the research in any study field.

Therefore, alike Saunders *et al* (2019)’s set of assumptions, paradigm has been defined in terms of four sets of assumptions: ontological, epistemological, methodological and assumptions about human nature by many scholars of philosophy of science which are described here briefly (Kuada, 2012).

Dimensions	The objectivist approach	The subjectivist approach
Ontology	Realism	Nominalism
Epistemology	Positivism	Antipositivism
Human nature	Determinism	Voluntarism
Methodology	Nomothetic	Idiographic

Figure 7: The objectivist and subjectivist Approach (Kuada, 2012).

Ontology: According to Saunders *et al* (2019) ontology refers to the nature of reality. The ontological assumptions shape the ideas of the researcher to study the research objects. The ontology of the researcher helps to see the world through their own lens and help them to make a choice to research on the topic of interest no matter what the previous authors research result. It is the term used by the scholars in philosophy of science to describe “*the nature of what the researcher seeks to know*” (Kuada, 2012, p. 58). The researcher must glance on how the social reality is created. Ontology is the study of being, so ontological assumptions are concerned with what is the actual reality of the being, what is something, how things really are, positioned and how do they work in reality (Crotty, 1998).

The social world is viewed from two broad spectrum: objectively and subjectively (Kuada, 12). The scholars who view social environment as a real and external to each individual are objectivist whereas the scholars who view that every individual are different and hence create their own social world themselves on the basis of their own perceptions and views, these are subjectivist and are under nominalism. However, ontology relates to the relationship between these two entities (relationship between human and the surrounding they live), meaning how every scholars or researcher see the correlation between these two entities. Some view social environment as an individual entity and being outside whereas some view them corelated, different people different views and hence different assumptions on the reality of the world (Kuada, 2012). All depends upon the perception based on which the human sees their surroundings.

This study views the world as an objectivistic and adopt the objective approach to understand the social world and understand how the knowledge is created. This research believes that the social world is external to each individual is a real world which is made up of tangible and relatively immutable structure (Burrell & Morgan, 1979). This study based its research on the reality of the

surrounding on how people perceive the concept secondhand baby clothes and what do they think about it, adopt it or not and what makes them to adopt it.

Epistemological consideration: Burrell & Morgan (1979) identified the epistemological assumptions which concern the bases of knowledge. It explains the nature and forms of knowledge and how they can be created or acquired, are they acceptable, valid, and legitimate or not and how the acquired knowledge is communicated to the other (Cohen *et al* ,2007). Kuada (2012) defines epistemology as “*the term that describe how we know what we know*”. Epistemologies can be positivistic and anti-positivistic. The one who view the knowledge as hard, tangible and need the researcher to be observer are positivist. They seek the knowledge on what’s happening in the social world based on regularities and relationship between the constituent elements (Burrell & Morgan, 1979). While the anti-positivists are against the laws and regularities of the social world. They believe that the social world is relativistic and can only be understood by stepping into the foot of the involver (Burrell & Morgan, 1979).

It is very important for the researcher to choose the relevant epistemological assumptions and imply them in relation to the methods chosen to collect the data and hence to critically analyze the strength and weakness of the finding (Saunders *et al*,2019). As this thesis beliefs on the real world and the reality of the social world being objective, this study’s epistemology is positivistic. This research seeks to see what’s happening in the social world as being observer and assume some hypothesis on the chosen topic and will test them to get accepted or denied. This acceptance and rejection will help this research to get into clear and reliable result and nearer to the reality.

Human Nature: The relationship between human and their surrounding is unique, but the human beings are both subjective and objective in their nature and hence either become determiner of its own will or be a volunteer of the concerned environment (Cohen *et al*, 2007). The determiner initiates their own ideas, actions, knowledge, creation and get surrounded by the environment which they create themselves. Their activities are totally determined by the situation whereas the volunteer wants to be controlled by the environment and the surroundings it is bounded (Burrell & Morgan, 1979). This research falls into the category of volunteer because the concept like sustainability, recycle, reuse which are key elements of this research are not free-willed perception. The perception of people on these concepts are being influenced by many tangible and intangible factors.



Methodological Approach: There are two approaches in the social science, one is Ideographic and other is Nomothetic (Kuada, 2012). The former approach is based on the concept that the researcher can only get the knowledge of the social science only when they get the first-hand knowledge of their concerned subject under deep investigation (Burrell & Morgan, 1979). Therefore, the researcher has to get into close contact with the subject matter and explore them in detail and depth on their own. This approach basically emphasizes subjective viewpoint as they have to get into the situation themselves and investigate them in involving into the situation. On the other hand, Nomothetic approach is somethings based upon systematic protocol and technique (Burrell & Morgan, 1979). It deals with the methods and procedures to test the hypothesis and assumption of the related topic using quantitative methods. This research as fore-mentioned is an objectivist (objectively observed from outside) and investigate as an observer, so this research falls under nomothetic approach.

Methods and Decisions: The last level of Kuada (2012)'s level of understanding comprises method/ methods and the decision made by the researcher based on the analysis and evaluation of the findings. The techniques and the methods used for the description, calculation and analysis of the collected data are to be explained and demonstrate clearly during the methods explanation process and section of the research project. It is very crucial to choose the relevant method of data collection, the result of which will help to answer the research questions. There should be link between the method selected and problem formulation (Kuada, 2012). Kuada (2012) also stressed on the relationship between the methods chosen and the consistency of the various level of understanding mentioned above.

Before selecting the technique to collect the data and calculate them to get the finding, it is critical for the researcher to decide which research approach is appropriate based on problem formulation, aim and objective of the research. There are basically three approaches: inductive, deductive, and abductive. The inductive approach relates to the process of moving from specific to the general (data to theory) while the deduction begins with general theory and test them with the ending of result which is very specific. The third one is the mixed approach to conduct the research.

This research works from top to down i.e., from theory to data collection and hence adopt deductive approach. This study has adopted this methodological choice to conduct the research and collect data because this study will journey from reading relevant articles, theories, making assumptions and hypothesis based on them and hence will test these assumptions and hypothesis by conducting the

survey(questionnaire) choosing all the possible parents of various social platforms groups as participants. This will help this research to get more specific result starting from general theory and assumptions. The findings derived from the collected data would be either accept or reject the assumptions.

The research strategy is the key to the research which concerned with the selection of the method by the researcher to conduct the process of data collection. The choices of methods and techniques must be consistent with the research approaches (Kuada, 2012). This research opts for quantitative research techniques to collect the data because this study seeks to test the hypothesis derived from literatures reviewed and get tested to find result. Also, this study chose quantitative data collection techniques as it has an objectivist view of reality together with positivist epistemology (Kuada, 2012). The questionnaire-based survey will be conducted to collect the data. This method will help to investigate the causal relationship between variables, the impact of one on other and will help to produce the general knowledge (Kuada, 2012). The questions are closed questions. The indicators or the variable will be chosen based on the information gathered from literatures and articles which this study had been thorough on the relevant issues. The relationship between these variables will be tested using statistical techniques.

4.3 Literature Review Methodology:

4.3.1 Systematic Review:

This study adopted the systematic review approach to be more transparent. According to Denyer & Tranfield (2009), systematic review of the study locates the existing subject matter related to the selected study, help to select them, and evaluate their content and contributions, their methodology and analysis and their conclusion that makes the scholar clear about what is already known and what is to be left to know or unknown. It is required to set prespecified relevance of the study and to evaluate the quality of the article/ journals or other references before including into the study so that the study will not be biased and transparent to the reader (Denyer & Tranfield, 2009). The reader would be able to summarize the existing information when reviewing systematically in an unbiased manner.

The preliminary literature review was done in February 2021 when the draft of introduction of this study was submitted to get supervisor's comments and from the beginning of March 2021, the full

draft of literature review was conducted. The varied selection of literature was done using various field: marketing, business economy, medical, agriculture. This study does not limit its search to Marketing only because the secondhand clothes relate to the area of medical, agriculture, environmental and economy. So, together with marketing concept of buying decision, this study covers other area. This study uses the AAU library database and Google scholar as the search engine to hunt the related literatures and some related websites of the company to get reliable information about them.

4.3.2 Search Strategy:

This study collects relevant information, useful data, and corresponding knowledge through electronic database. Aalborg University Library database is the primary search engine of all the information that are required to build the base of this study followed by literature reviews. If the required information and articles were not found, then the second search engine was Google scholar. For the specific information about the company, person and fiscal data, pertinent websites were used. Also, this study contacted the owner of the mobile app Reshopper through email to get some information. The four themes were formulated to ease the search: Secondhand, Clothes/baby clothes, motivation, and parent's buying decision. These themes are used to make the key words of this study and are used to search the relevant information.

Secondhand	Clothes/ baby clothes	Motivation	Parent's buying
“Secondhand” AND OR “Used” OR “Prior owned” OR “Rarely used” OR “As good as new” OR “Reuse, Recycle”	“Clothes” AND OR “Baby clothes” OR “Textiles” OR “Fashion”	“Influencer” AND OR “effect” OR “Indicators” OR “Make” OR “Attract” OR “Intention”	/renting decision “Consumer behavior” OR “Thoughts” OR “Attitude” OR “Trust” OR “Preferences” OR “Renting”

Table 3: List of keywords for search engine.

The inclusion of relevant and exclusion of irrelevant information help this study to assemble the useful information and data from various literatures. Only those information were integrated to build the theory and hypothesis which will help to answer the research questions. The popped-up articles

when searched using the above keywords should encompass the individual concept of the theme or the relationship between them or else discarded.

In addition, to be more specific, inverted commas were used as shown in the table above AND was used to include the relationship between two themes like Secondhand clothes and influencer OR was used to include the all the possible spelling differences British/ American, “*” sign was used for different forms of verbs, adjectives, adverbs, and synonyms. Therefore, the search string look like:

Search String: Secondhand clothes*AND motivators OR Influencer* AND parents buying OR renting decision*

More importantly, published years were one of the most concerned area during the search. This study aimed to include the articles /journals that were published between 2000-2021 but there is some information which was original definition of specific subject and was defined on the material that was published before 2000 AD. So, these original definitions of the certain subject matter were included ignoring the publication date.

In this way, this study started to search articles, journals, books, etc. which are on the topic of Secondhand clothes/ baby clothes, motivation, influencers, effect of them on customer buying decision and their perception and attitude toward them.

4.3.3 Selection of the literatures:

Using the above-mentioned search string in Aalborg University library, 567 results were shown on free search without any limit of published year. 529 results were shown when publication date was limited from 2000-2021. When limiting to peer-reviewed articles to be more valid and of premium quality, the result was compressed into only 37 outcomes. Again, limiting the search to the published year 2011 -2021, unfortunately 0 result was shown even though all source type and documents type like book, dissertation, literature review, statistics, website, etc. were ticked to get included in the search. This shows that either none or very few studies were done on the concept of secondhand baby clothes, parent’s perception on them, motivation for the parents to buy them.

Therefore, different search string was made again to get information using different key words from above table.

Search String: Secondhand clothes And buying/renting decision AND indicators

A total of 164 results were shown without limiting the publication time. On peer-reviewed, only 28 results were shown without time limit and with time limit from 2000-2021, 26 results were shown and from 2011-2021, 20 results were shown. Therefore, these 20 articles were first chosen for the inspection going through abstract, main body skimming and conclusion. To explore more, the results from 2011-2021 were also skimmed thoroughly.

Since it was difficult to find the abundant relevant articles in Aalborg university's library (AUB), this study uses the google scholar as a search engine to find more studies on this topic and unlike other study topic, very few studies were done on the secondhand baby clothes and motivation that influences the parent's buying decision.

4.4 Data collection: This subchapter of this study will describe the process and procedures implied and been through during the collection of the data for calculation. After the review of various literatures and theories explained in the literature review chapter, the questionnaires were prepared based on them. The following subchapters will explain how this study reached the sample and distributed the questions and how they were collected for the calculation.

4.4.1 Administering questionnaire: As explained above, this study will collect the data using quantitative method where questionnaire is constructed in Survey XACT and distributed the link of the questionnaire and the printed form to the target respondents and collect the data for analysis. This study distributed the prepared questionnaire digitally and through print form. The internet-based questionnaire is sent to the respondents through social media (Facebook). The questionnaire's link is shared with the request in the Mom's group in social media namely "New Mom Tribe Copenhagen" "Miracle Maker", "Brugt Steiner Legetøj tøj mv" and through my personal Facebook account to all of my friends who have children and through email to the owners of the secondhand seller app (Reshopper) and website (Circos.co which is the new name of vigga.us) with the hope to get more respondents through them. The email was searched in their website's homepage but did not get any response from them. so, the responses were collected through social media Facebook only and

through print form. Due to the pandemic (COVID-19) and with all these restrictions rule in the country (Denmark), it is very difficult almost impossible to contact the respondents physically. Therefore, the hardcopy/print form questionnaire were given to friends and family members to distribute to their colleague in their workplace. Therefore, this study opted the digital media as well as print form to distribute the questionnaire.

4.4.2 Population and Sampling: According to Arnav (2017), population is the collection of elements for the purpose of study from a particular area at a specific time interval and sample is the selection of particular number of elements from the population which represent whole population in order to collect the data for calculation and draw the conclusion. In this study, the population is the parents living in Copenhagen regardless of buying/renting secondhand baby clothes or not. This study targets the parents living in Copenhagen metropolitan area.

The sample should be taken out of the population to collect the data which represent the whole population. Sampling is of two types: probability sampling and non- probability sampling. In probability sampling, sample is randomly selected whereas non-probability sampling involves non-random selection using certain criteria for selection. This study opted the probability sampling method where every member of the population has equal opportunity to get selected.

4.4.3. Collection period:

This study started the distribution of questionnaire on Tuesday, 6th April 2021 through social media messages and posting on the parent's group in Facebook. Also, the hard copies of questionnaire were handed to friends and family members to distribute in their workplace. Overall, the distribution was done through digital platform and hard copies distribution which is explained above. The final collection was on May 11, 2021 which counted the total of 318(188 from digitally and 130 from hard copies distribution) responses. Since the data were collected digitally using Facebook platform and hard copies to limited friends and family circle's colleague, this study did not get as much responses as expected.

4.5 The description of questions of the questionnaire:

The questions in the questionnaire were acquired from various literatures reviewed on the Literature review chapter. Questions are adopted directly from previously studied articles which were already tested.

<u>Subject</u>	<u>Author</u>
Trust toward online sites	Acquired from Lee & Sang (2006), Silva et al (2021) and Lee et al (2021)
Hygiene and Sanitization	Acquired from Hur (2020) and Yan et al (2015)
Price /Economic benefit	Acquired from Guiot & Roux (2010), Baqal & Shlair (2018) and Lo et al (2019)
Environmental protection	Acquired from Guiot & Roux (2010), Seo & Kim (2019) and Lo et al (2019)
Social Embarrassment	Acquired from Laitala & Klepp (2018), Silva et al (2021), Lee et al (2021) and Hur (2020)
Collaborative consumption/economy	Acquired from Vince et al (2020) and Lee et al (2021)

Table 4: List of the articles from where questions were obtained

1. Trust toward online sites: Out of 5 questions on the topic of Trust toward online sites, 2 of them were taken from Lee & Sang (2006). They had taken the sample of 163 undergraduates from Information system section in major US university and analyzed the customer's initial trust toward secondhand products in the electronic market. Remaining 2 questions were taken from Lee *et al* (2021) where “*mediating roles of perceived risks and service trust*” were examined from the data collected from female of 20-30 years old in South Korea and one additional question was taken from Silva *et al*, (2021) where they collected the data from 127 Portuguese speaking respondents to analyze “*The role of social embarrassment, sustainability , familiarity and perception of hygiene in secondhand clothing purchase experience*”(Silva *et al*, 2021).

2. Hygiene and Sanitization: The first three questions in this section of questionnaire were attained from Hur (2020) where the author carried out the survey and collected the data from 134 secondhand clothing consumers and 138 non-secondhand consumers in the UK to investigate the values and perceived risks of secondhand clothing consumption. And the remaining two questions of this factor were acquired from Yan *et al* (2015) where the authors collected the data from 152 college students at Western University in the USA to analyze the difference in secondhand clothing shopper and non-shoppers on various psychographic variables.

3. Price /Economic Benefit: The first question of this section was acquired from Guiot &Roux (2010) secondhand shopper's motivation scale where they collected 708 subjects in France through qualitative and quantitative studies. Two of the questions were adopted from Baqal & Abdulkhaleq (2018) where they analyze the "*factors influencing the decision over purchasing secondhand products*" through questionnaire survey. And the remaining question was obtained from Vinces *et al*, (2020).

4. Environmental concern: Again, the same literature was used and acquired 2 questions from Guiot &Roux (2010). Other 2 questions of this factor were acquired from Seo &Kim (2019) where they examined the "*beliefs of secondhand shopper's attitude and factors driving their intention to purchase secondhand fashion items*". They used web-based survey and non-profit thrift shops in the USA to collect the data. And one of the questions was taken from Lo *et al* (2019) where they analyzed the consumer's willingness to recommend secondhand shopping online.

5. Social Embarrassment: The core concept of this factor was based on Laitala &Klepp (2018) and the first question was acquired from them. These Norwegians explored the consumer's motivations for reuse. The remaining questions were acquired from Silva *et al* (2021) and Lee *et al*, (2021).

6. Collaborative consumption: 3 questions were adopted from Vinces *et al* (2020) where the sample of 307 parents from Spain were tested and got the result that environmental knowledge and collaborative consumption experience help them to behave responsibly by buying or renting secondhand perinatal and infant clothes.

4.6 Pretesting the questionnaire

Questions were clear, simple, and easy to understand with the simple English sentences. But this study could not get opportunity to explore more about the factors and their effects on parent's decision as it could get from direct contact (face-to-face interview) to clarify the questions to its respondents. This study could not get chance to explain if they do not understand any questions or get confused with any answer options. This is the demerit of internet-based survey method. Despite, this study tried to avoid the confusion and possible errors in the questions and their answer options as much as possible.

The target respondents of this study are the parents, so this study contacted 4 parents from the “New Mom Tribe Copenhagen” who are also husband’s colleague and sent them questionnaire to review the questions and answer options and asked to critically comment on them. They were asked how they understand the questions, their relevant answer options from their own perspectives. Respondents were assured about the anonymity of their identity. There were not many numbers of questions realizing the time value and interest of respondents.

The respondents were:

1. Female, age 27, 1 child
2. Female, age 31, 2 children
3. Male, age 47, 2 children
4. Female age 22, 1 child

The first respondent commented on the basic information on the question. She suggested more demographic questions, but her suggestions were not considered as the questions will be very long and respondent may get bored or irritated. The male respondent complained about not including more questions about parent’s differences on the way of shopping and difference between male and female parent’s behavior toward their children, but this was not what this study wants to research on. The questionnaire was aimed to have less error and misunderstanding and easy to understand for the general parents. So, after pretesting, questionnaire was distributed through digital and physical medium.

4.7 Data analysis methods:

This section of this study will explain shortly about the method of data analysis. The construction of independent and dependent variables will also be explained in this section. The data analysis is used to analyze the effect of motivators on the decision of buying/renting secondhand baby clothes and the relationship between the motivators and the parent’s buying/renting decision of secondhand baby clothes.

4.7.1 Construction of Independent and dependent variables:

The independent variables are those variables who causes the effect and dependent variables are those on which the effect is seen and is dependent on the independent variables. In this study, the input variables are:

1. Trust
2. Hygiene
3. Price
4. Environmental concern
5. Social embarrassment
6. Collaborative consumption/economy

and the output variable is Parent's buying/renting decision of secondhand baby clothes.

4.7.2 Statistical technique for calculation of data:

Since the objective of this study is to analyze the effect of motivators or influencers on the parent's purchase/renting decision of secondhand baby clothes, therefore this study adopted the statistical techniques regression to see the relationship between the cause (motivators) and the effect (on buying/renting decision).

Regression analysis is used to investigate the relationship between the predictors and the response variables which provide the functional relationship among them (Chatterjee & Hadi, 2012). Since this study constitutes more than one predictor variables, so the data analytic techniques "Multiple Linear regression analysis" is requisite for the calculation. To test empirically, this study theoretically assumed various hypothesis about cause-and-effect relationship between the independent variables and dependent variable and started to collect the appropriate data through questionnaire survey method via internet and physical distribution and use multiple linear regression for calculation. *"Multiple linear regression is the most widely used statistical techniques to examine the assumed causal relationship between the independent variables and dependent variables."* (Nayebi, 2020). The multiple linear regression can predict and recreate this relationship as an equation (Navebi, 2020). Therefore, this study analyzed its hypothesis with the help of statistical techniques multiple linear regression.

Chapter 5 EMPIRICAL FINDING AND DATA ANALAYSIS:

This study distributed the questionnaire through social media Facebook and printed form to respondents and got the total of 318 responses out of which 138 responses are totally complete and 50 responses are incomplete in digital form and 130 complete responses from printed copies of questionnaires. Therefore, this study will include those 268 responses out of 318 and delete the data of incomplete answers. Therefore, this study considers the number of responses/ participations as 268.

In this chapter, the findings of the data collected will be analyzed using statistical techniques in SPSS.

5.1 Descriptive statistics of demographic variables:

The general demographic contents in the questionnaires are analyzed using descriptive statistics.

5.1.1 Gender:

Gender	Frequency	Percent	Cumulative percent
Male	89	33.2	33.2
Female	179	66.8	100
Total	268	100	

Table 5: Distribution based on Gender

Out of 268 valid responders, 33.2 % are Male respondents and 66.8 % are Female respondents. This study does not only focus on mothers but also to fathers and the care givers who are the parents /guardians of the babies.

5.1.2 Age:

From the descriptive analysis performed in SPSS, most of the respondents belong to age group 20-30 that counted 124 respondents, 30-40 age group scored the second that counted 118 respondents, and few are above 50 years of age. The young parents count to 46.3% and the older 2.6% out of 268 respondents.

Age

Age group	Frequency	Percent	Valid percent	Cumulative percent
Less than 20	9	3.4	3.4	3.4
20-30	124	46.3	46.3	49.6
30-40	118	44	44	93.7
40-50	10	3.7	3.7	97.4
50-60	5	1.9	1.9	99.3
Older than 60	2	0.7	0.7	100
Total	268	100	100	

Table 6: Distribution based on Age

5.1.3 Relationship status And Employment status:

As per the table attached in the Appendix 1, 75.4 % of the respondents are married and 7.5 % are in a cohabiting relationship. 8.2% are single father or mother and 1.9% are divorced parents.

In case of employment status, most of the respondents have full time work where it counts 43.3%, 35.4% with part time or students. 12% are stay home parents with no employment, and 8.2% are self-employed. Only 1.1% are retired or pensionist.

This descriptive statistics of demographic background of the respondents show that both male and female participants with age more than 20 years of old (mainly as there were only 9 respondents out of 268 who were less than 20) are included in the survey and are responsible to buy clothes for their babies. Their relationship status indicates that they have, or they are planning to have the babies and thinking about the baby clothes. The employment status shows the expenditure they can afford to spend on baby clothes.

5.1.4 Utilization of baby clothes:

In the question 5 of the questionnaire, respondents were asked what they do with their baby's clothes when their babies are outgrown, the following responses are discovered:

Throw them away	11.9% YES, 88.1% NO
Save for other siblings	54.9% YES, 45.1 % NO

Sell them online and flea market	38.1 YES, 61.9% NO
Hand them down to family & friends	64.9% YES, 35.1% NO
Donate to charity	39.2% YES, 60.8% NO

Table 7: Distribution based on utilization of baby clothes

This result shows that most of the parents want their baby clothes to get reused, only 11.9% do not want any hassle and get rid of them. This creates the background to study more about this topic in the near future as parents want to increase and utilize the remaining life of the clothes. This indicates that parents get influenced by various factors (which will be tested later) to reuse their unused and no more use baby's clothes.

To see the differences in buying/renting secondhand baby clothes decision based on Gender, the cross-tabulation analysis technique is constructed in SPSS. This "buying/renting" is considered as Dependent variable in the analysis of various statistical technique in the later section of this chapter.

5.1.5 Buying/Renting decision of the respondents:

I am willing to buy/rent secondhand baby clothes			
Gender	Yes	No	Total
Male	74	15	89
Female	134	45	179
Total	208	60	268

Table 8: Crosstabulation of buying/rental decision based on Gender

The above cross tabulation of Buying/renting decision of male and female shows that most of the respondents are willing to reuse the remaining life of the baby clothes as they are willing to buy or rent the secondhand baby clothes. Exception is 60 respondents who do not like secondhand baby clothes.

5.2 Measurement:

This chapter includes the analysis of the factors affecting the purchase/renting decision of the parents for secondhand baby clothes. The six factors are assembled from various literatures reviewed which either negatively or positively affect or do not affect the buying/renting decision of secondhand baby clothes. They are: Trust, Hygiene, Price, Environmental concern, Social Embarrassment and

Collaborative consumption. Questions were constructed to answer using dichotomous variable (Yes/No) and 5-point Likert scale (Agree/ Disagree).

5.3 Descriptive analysis of Factors affecting the parent's purchase/renting decision of secondhand baby clothes:

The following table shows the average mean and standard deviation of the factors affecting the parent's purchase/rental decision of secondhand baby clothes.

Factors	N	Mean	Std. Deviation
Trust	268	3.22	0.41
Hygiene	268	2.81	0.42
Price	268	3.56	0.55
Environmental concern	268	4.09	0.36
Social Embarrassment	268	2.72	0.69
Collaborative consumption	268	2.96	0.41
Buying/renting Decision	268	0.77	0.41

Table 9: Descriptive analysis of factors affecting/not affecting the purchase/rental decision

5.4. Reliability and validity:

“The extent to which a research instrument consistently has the same results if it is used in the same situation on repeated occasion is reliability and the extent to which a concept is accurately measured in a quantitative study is validity” (Heale & Twycross, 2015). According to Pallant (2001), the value of Cronbach's alpha between 0.6 and 0.8 is acceptable and the value between 0.8 and 1 is considered highly reliable. This study tested reliability using Cronbach's Alpha in SPSS. The table shows the values of Alpha for each factor.

Variables	Number of items	Cronbach's Alpha
Trust	3	0.795



Hygiene	3	0.6
Price	5	0.632
Environmental concern	5	0.70
Social embarrassment	5	0.719
Collaborative consumption	3	0.702

Table 10: List of values of Cronbach's alpha

5.5 Correlation analysis:

The association between the variables is determined using correlation analysis. The change in the magnitude of one variable affect the change in the magnitude of another variable. The change can be in same direction (positive) or in the opposite direction (negative) (Schober *et al*, 2018). The type of correlation depends upon the distribution of the data. If the data is normally distributed and have only two variables, Pearson's correlation coefficient is used but if the data nonnormally distributed (Continuous data, ordinal data, etc.) then the Spearman rank correlation can be used. (Schober *et al*, 2018). The correlation coefficient is scaled that ranges from -1 to +1. 0 indicates there is no monotonic association between the variables.

This study adopts the Spearman rank correlation because it contains multiple variables, so the relationship between dependent variables and independent variables and within the independent variables are tested in SPSS.

From the table below, it can be observed that the purchase/rental decision (dependent variable) has very weak negative relationship with Trust toward online sites and Hygiene because the values of correlation coefficient are less than 0.20 which is assumed to be very weak relationship. It can be considered as almost no relationship between them as the values of correlation coefficient are almost/ close to 0. But the relationship between purchase/rental decision (dependent variable) and Independent variables Price, Environmental concern, and Collaborative are positively significantly correlated with the value 0.267, 0.309, and 0.247 respectively with very poor strength and negatively correlated with Social Embarrassment with very poor strength of value -0.121.

From the correlation analysis table below, the correlation between independent variables can be interpreted. There is no correlation between Trust toward online sites with Hygiene Price



Environmental concern and collaborative consumption. But the correlation of Trust with Social Embarrassment is positively significant with the poor strength of value 0.286. Similarly, Hygiene has also no significant correlation with Trust, Price and Environmental concern but has positive significant correlation with Social embarrassment and negative correlation with Collaborative consumption with very poor strength. Price has significant positive correlation only with Environment and no correlation with other factors. Environmental concern has significant positive correlation with Price, and Collaborative consumption and negative correlation with Social Embarrassment with very poor strength.

Nonparametric Correlations

Double-click to activate

Correlations

			Trustonline	Hygiene	Price	Environment al_concern	Social_embar rassment	Collaborative _con	Buying_Renti ngDecision
Spearman's rho	Trustonline	Correlation Coefficient	1.000	.050	.092	.077	.286**	-.046	-.005
		Sig. (2-tailed)	.	.419	.134	.210	.000	.456	.938
		N	268	268	268	268	268	268	268
	Hygiene	Correlation Coefficient	.050	1.000	.116	-.023	.122*	-.127*	-.023
		Sig. (2-tailed)	.419	.	.057	.710	.046	.038	.702
		N	268	268	268	268	268	268	268
	Price	Correlation Coefficient	.092	.116	1.000	.258**	.054	-.035	.267**
		Sig. (2-tailed)	.134	.057	.	.000	.376	.572	.000
		N	268	268	268	268	268	268	268
	Environmental_concern	Correlation Coefficient	.077	-.023	.258**	1.000	-.122*	.304**	.309**
		Sig. (2-tailed)	.210	.710	.000	.	.046	.000	.000
		N	268	268	268	268	268	268	268
	Social_embarrassment	Correlation Coefficient	.286**	.122*	.054	-.122*	1.000	-.248**	-.121*
		Sig. (2-tailed)	.000	.046	.376	.046	.	.000	.049
		N	268	268	268	268	268	268	268
	Collaborative_con	Correlation Coefficient	-.046	-.127*	-.035	.304**	-.248**	1.000	.247**
		Sig. (2-tailed)	.456	.038	.572	.000	.000	.	.000
		N	268	268	268	268	268	268	268
	Buying_RentingDecision	Correlation Coefficient	-.005	-.023	.267**	.309**	-.121*	.247**	1.000
		Sig. (2-tailed)	.938	.702	.000	.000	.049	.000	.
		N	268	268	268	268	268	268	268

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Table 11: Correlation between variables.



5.5.1 Summary of the association:

<u>Factors</u>	Trust	Hygiene	Price	Environmental concern	Social embarrassm ent	Collaborative consumption
Trust		No associati on	No assoc iation	No association	Poor Positive association	No association
Hygiene	No associ ation		No assoc iation	No association	Poor Positive association	Poor negative association
Price	No associ ation	No associati on		Weak positive association	Weak negative association	Poor positive association
Environmen tal concern	No associ ation	No associati on	Weak Positi ve assoc iation		Poor negative association	Poor positive association
Social embarrassm ent	Poor positi ve associ ation	Poor positive associati on	No assoc iation	Poor negative association		Poor negative association
Collaborativ e consumption	No associ ation	Poor negative associati on	No assoc iation	Poor positive association	Poor negative association	

Table 12: Association between variables

Since the correlation is not a causation, therefore, this study runs regression analysis to see whether the variables are indeed related or not.

5.6 Multiple Regression Analysis:

Multiple regression is highly general and flexible data analytic system (Cohen & Cohen, 2003). This analytic technique is used to predict the relationship between one dependent variable and one or more independent variables. Multiple Regression analysis is broadly applicable to test the hypothesis which are generated based on literatures reviewed to predict the relationship (Cohen & Cohen, 2003). This statistical technique helps to estimate the reason and result relationship between independent variables and dependent variable (Uyanik & Güler, 2013). Multiple regression helps to determine the correlation between the variables which have cause-effect relationship and help the researcher to make the prediction with the help of this relationship (Uyanik & Güler, 2013). This is the extension of simple linear regression (one dependent and one independent) where there is only one dependent variable and a set of independent variables.

This study selects this multivariate regression analysis to see the relationship between dependent variable (purchase/rental decision) and various independent variables (Factors affecting the decision). Therefore, this study generated the various hypothesis which were explained in literature review section about the cause and effect of the relationship between variables and hence tested empirically using multiple regression analysis. The strength of the relationship and the direction of the relationship is determined by regression coefficient r^2 that varies between -1 and +1. If the regression coefficient is +1, the relationship is a perfect positive relationship but -1 represent the complete negative relationship between the variables. A positive coefficient indicates that the value of dependent variable increases with the increase in the value of independent variables. And the negative indicates the inverse relationship where the value of dependent variables decreases with the increase in the value of independent variables. The value 0 indicates that there is no relationship between these variables (Sahav, 2016).

The following calculation was done in SPSS version 26. The model summary table below showed the regression coefficient adjusted R^2 as 0.158 which means that 15.8 % of the variance in the response is explained by the model. The value of R^2 is always between 0% and 100%. The higher value of R^2 indicates the better model fit the data (Sahav, 2016). But the value of R^2 does not solely gives the result of good fit of the data as value of R^2 increase with the addition of variables even if the variable is or is not statistically significant (Sahav, 2016). Therefore, more detail interpretation of the analysis is crucial.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.420 ^a	.177	.158	.38324

a. Predictors: (Constant), Collaborative_con, Price, Hygiene, Trustonline, Social_embarrassment, Environmental_concern

Table 13: Model summary of Regression analysis

From the ANOVA table, it is found that the significant value $0.00 < 0.05$, therefore we can predict the effect of factors or the motivators on the purchase/ rental decision of the parents in case of secondhand baby clothes.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.233	6	1.372	9.343	.000 ^b
	Residual	38.334	261	.147		
	Total	46.567	267			

a. Dependent Variable: Buying_RentingDecision

b. Predictors: (Constant), Collaborative_con, Price, Hygiene, Trustonline, Social_embarrassment, Environmental_concern

Table 14: ANOVA Table

Also, the contribution of each independent variables for the prediction of dependent variables is shown in table 14. The table shows that p-value of Trust, Hygiene and Social Embarrassment are 0.977, 0.825 and 0.185 respectively which are greater than the significant level of 0.05, hence they do not have contribution in the prediction. But the p-value of Price, Environmental concern and Collaborative consumption are 0.001, 0.001 and 0.017 respectively which are less than significant level of 0.05. Hence, they do contribute in the prediction of dependent variable.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.097	.380		-2.890	.004
	Trustonline	.002	.060	.002	.029	.977
	Hygiene	-.012	.056	-.013	-.221	.825
	Price	.153	.046	.202	3.310	.001
	Environmental_concern	.257	.074	.223	3.474	.001
	Social_embarrassment	-.049	.037	-.081	-1.329	.185
	Collaborative_con	.148	.062	.146	2.403	.017

a. Dependent Variable: Buying_RentingDecision

Table 15: Contribution of each variables in the prediction of dependent variables

5.7 Hypothesis analysis and evaluation:

This section will explain the evaluation of the assumed hypothesis based on literatures reviewed. All hypotheses are tested using multiple regression analysis as this technique help to analyze the effect-cause relationship between dependent and various independent variables.

H1: The risk of health and hygiene concern affects the parents' buying/renting decision of secondhand baby clothes.

As we found from the multiple regression analysis, the regression is not significant as the p value is greater than the significant level of 0.05 ($0.83 > 0.05$). Therefore, this study rejects the H1. This implies that there is no relationship between risk of hygiene and parent's decision of secondhand baby clothes.

H2: The trust toward online sites affects the parents' buying/rental decision of secondhand baby clothes.

Analysing the effect of trust toward the online seller on the parent's purchase/rental decision of secondhand baby clothes using multiple regression analysis, this study found that there is no relationship between trust toward online sites and purchase decision of the parent as the p value for the coefficient is greater than the significance level of 0.05 ($0.97 > 0.05$). Therefore, this study rejects the H2.

H3: The low price/ economic benefit affects the parents' buying decision of secondhand baby clothes.

Similarly, the regression analysis result shows that p value of the indicator Price is less than the significant level of 0.05 ($0.01 < 0.05$), it shows that there is a statistically significant relationship between price(low) and purchase/rental decision of the parents hence the H3 is accepted.

H4: Consumer's concern about environmental protection affects the parents' buying/rental decision of secondhand baby clothes.

The regression analysis result shows that there is also a statistically significant relationship between environmental concern and parent's purchase/rental decision of the secondhand baby clothes because the p-value is less than the usual significance level of 0.05 ($0.01 < 0.05$). Therefore, H4 is also accepted.

H5: Social embarrassment affects the parents' buying/rental decision of secondhand baby clothes.

Since the coefficient p-value of the indicator social embarrassment is greater than the usual significance level of 0.05 ($0.185 > 0.05$), hence this study rejects H5. This means that there is no statistically significant relationship between social embarrassment and parent's purchase/rental decision of secondhand baby clothes, hence the relationship between these two effect and cause does not exist.

H6: The concept of Collaborative consumption affects the parents' buying/rental decision of secondhand baby clothes.

The coefficient p-value of Collaborative consumption is less than 0.05 ($0.017 < 0.05$) hence the hypothesis H6 is accepted and concluded that there is a statistically significant relationship between the concept of Collaborative consumption and purchase/rental decision of the parents.

Chapter 6 DISCUSSION OF THE FINDINGS:

6.1 Overall finding: The regression analysis technique is used to analyze the relationship between the various factors that affect the parents' purchase/rental decision of the secondhand baby clothes. Six hypotheses were assumed as the factors that affects the purchase/rental decision of the parents for secondhand baby clothes but after the analysis, it was found that three of the factors affect the parent's decision to buy/rent secondhand baby clothes and remaining three do not affect parent's decision of buying or renting secondhand baby clothes.

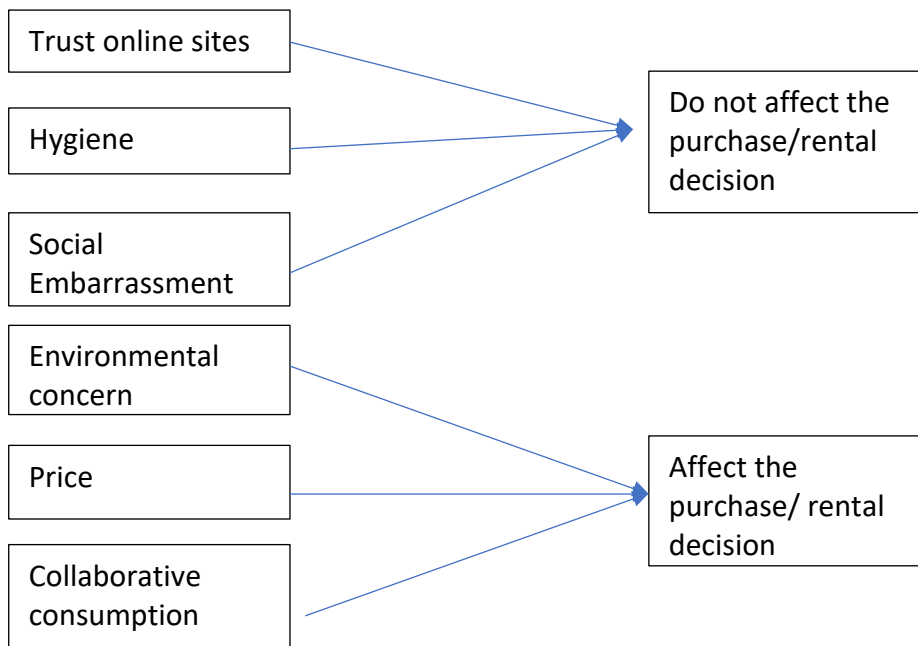


Figure 8: Conceptual framework of the thesis after analysis

6.2 Factors that were assumed to affect the parent's purchase/rental decision of secondhand baby clothes:

6.2.1 Hygiene and health issue:

The risk of health and hygiene concern affect the parents' buying/rental decision of secondhand baby clothes has been rejected based on the regression analysis as they do not have statistically significant relationship. This hypothesis was assumed based on the literature of Agbulu *et al* (2015) where they explained that the priory owned clothes poses various hygiene and sanitization issues and has major risk for the users to use these secondhand clothes. Muthiani *et al* (2010) supported this explaining medically as secretion from various parts of the human come contact with the fiber of the clothes and hence buying and using of secondhand clothes is risky. But the data collected from the residents of Copenhagen sub metropolitan are not in favor of this as there is no connection between hygiene issue

and purchasing/renting decision of secondhand baby clothes. Hence, this study concludes that hygiene and purchase decision of the parents are unrelated.

6.2.2 Trust of the parents toward online sites:

Lee & Sang (2006) questioned about the trust issue with the online seller as they are not much stable and trustable. Based on the study of Lee & Sang (2006) where they emphasized trust as the critical factors for every parent when deciding to buy the secondhand baby clothes, the hypothesis H2 was assumed. They suggested that the initial trust between the seller and the buyer and trust toward the online site influence the buyer to make their purchasing decision (Lee & Sang, 2006). But this study found the contradictory result that the trust issue toward online seller do not have any relationship with purchase decision of the parents. The trust toward the online site do not affect the purchase /rental decision of the parents.

6.2.3 Lower price or economic benefit

The price sensitive customer prefer secondhand option as the low price is a prime motivator for middle to poor class customers due to their financial limitations (William & Paddock, 2003). Roux & Guiot (2008) also supported the William & Paddock (2003)'s statement about the relationship of low price and purchase decision. This study also found the connection between low price and purchase/rental decision of the parents. The result of this study contradicts to the study of Christiansen & Snepenger (2005) as they explained there is a very least connection of prior-used products and economic condition of the parents instead wide range income customer also prefer to buy secondhand with other motivation rather than economic benefit. Moreover, the result of this study also contradicts the belief of Laitala & Klepp (2018) that the acquisition and adaptation of secondhand clothes consumption do not only belong to economic benefit reason. Hence this study found that lower price influences the buying/rental decision of the parents. People buy or rent secondhand baby clothes because they are cheaper than the new one but gives the value that the customer need.

6.2.4 Environmental concern:

The assumption that the environmental concern of the parents influences them to purchase or rent more secondhand baby clothes is supported by the finding of this study based on the analysis of the data collection from parents. The assumption was made based on the study of Guiot & Roux (2010) where they mentioned environmental concern and ethical consumption have become one of the

significant motivators of secondhand consumption. Opting for secondhand consumption avoiding mainstream purchase for the sake of environmental protection and over consumption of natural resources due to mass production is supported by this study. This study discovered the relationship between ecological concern and purchase or rental decision of the parents. Hence this study conclude that environmental concern influences the parent's decision to buy/rent secondhand baby clothes.

6.2.5 Social embarrassment and prestige concern:

Laitala & Klepp (2018) in their paper explicated the relationship between social embarrassment and secondhand consumption as some people feel disgrace on buy secondhand clothes because they do not want themselves perceived as lower class in the society. Hence, they do not want to buy secondhand clothes for their family and harm their prestige. This anxiety of being coded as lower class always bother when they think of making the purchase decision of secondhand clothes for themselves and their baby. But the finding of this study does not support social embarrassment as the influencer of purchase/rental decision of the parents. Hence, this study concludes that there is no such relationship between the social embarrassment and purchase decision of the parents to buy secondhand baby clothes. The feeling of social embarrassment does not affect the purchase or rental decision of the parents in case of secondhand baby clothes.

6.2.6 Collaborative Consumption

The exchange of clothes with other user with the monetary exchange, renting clothes from various rental service and transferring the ownership of the clothes from one person to other and to other is called consuming collaboratively (Belk, 2014) and it was assumed to influence the parents to use more secondhand baby clothes. This preference increases the consumption rate of secondhand clothes. Based on the concept of renting and swapping explained in the paper of Lee *et al* (2021) and Henninger *et al* (2019), this study assumed collaborative consumption as one of the influencers for the purchase/rental decision of baby clothes of many parents and the finding supports this assumption. Therefore, this study found the significant relationship between collaborative consumption concept and purchase/rental decision of the parents. People opt for swapping their unused or no more use clothes of their baby with other parents and can get the needed size and type of clothes for their baby from other parents. This helps both the parents in term of reduction of expenses and waste of clothes that might get disposed in the garbage. Also, people get benefitted by rental services to use the clothes when needed in the low price and reduce the over consumption of clothes.



Chapter 7 CONCLUSION:

7.1 Conclusion:

The purpose of this study is to add new knowledge in the field of secondhand baby clothes consumption and the factors that enact the parents' perception toward them. The overall aim of this study is to acknowledge the main problem formulation: What are the factors that affect the parent's buying/renting decision of secondhand clothes for their babies? To study this on depth, this study decided to add on some research questions which aid to explore more and justify the problem.

The first research question seeks the general definition and explanation of secondhand objects (baby clothes) and their pros and cons. This study adopted the definition of Roux & Guiot (2008) for the description of secondhand which describes secondhand consumption as “the *acquisition of used objects through often specific retail formats and places of exchange, both offline and online which results in giving the goods a second life.*” Baby grows but their used clothes remain constant and hence occupied the back space of the wardrobe or discarded in the waste. The reuse of those prior-used, or owned objects help in less waste generation. These clothes still have the certain useful life that can be used further to fulfil the need of another user (Ravnløkke & Bank, 2016). But some parents still hesitate to reuse the priority used clothes for their babies as they feel insecure and sensitive about the transfer of disease or any other health issue by using secondhand clothes (Agbulu *et al*, 2015).

The second research question was about the reasons why parents opt for secondhand baby clothes in Denmark. According to Palm *et al*, (2014), Danish market for used clothing is flourishing. It might be because Denmark has an unpredictable weather, hence parents are prepared with many clothes according to changeable weather (Nielsen, 2020). This need of access clothes required manageable expenses hence secondhand consumption is a better way out for this short period consumption of baby clothes. Also, this study found that out of 268 respondents only 32 want to get rid of used clothes and throw them away, remaining respondents want those clothes to get reused either by saving for other siblings, selling, and buying online, hand them down to other parents or donating them to charity. Therefore, parents in Denmark want their baby clothes to get new life by reusing them either with monetary exchange or with other compensation or for free.

And the concern of longevity life of baby clothes gets influenced by many factors which is the main problem formulation of this study. Six factors were assumed based on various literatures: Trust



toward online sites, Hygiene and sanitization issues, Price sensitivity and economic benefits, environmental concern, social embarrassment, and concern about the prestige in society and concept of collaborative consumption and sharing economy. Out of six factors assumed, this study found three factors as motivating factors and other three has no significant relationship and do not affect the purchasing or renting decision of the parents. This study found Price, environmental concern, and concept of collaborative consumption as motivating factors but trust issue with online sites, health and sanitization concern and social embarrassment do not affect the purchasing or renting decision of the parents in Denmark.

The result of this study supported Roux & Guiot (2008's concept about price being one of the main motivating factors for the customer to opt for secondhand consumption. This study also supports the research done on Norwegians by Laitala & Klepp (2014) which found 36% parents showed importance of economic value on selecting secondhand children's clothes as they emphasized on the point of outgrown of babies and hence need more clothes frequently. With the growing chart of baby, parents discover difficulties to fulfil the need of every season and every month's growing baby's attire thus buying gently used baby's clothes is harmless. This study also found environmental concern as one of the motivating factors for parents to opt for secondhand baby clothes as they do not want to generate more waste, consumption of excess new clothes which result in mass production and utilization of excess natural resources. They want to utilize the remaining useful life of the clothes and give them the second life.

In addition, the emerging concept collaborative consumption also influence customers for the consumption of secondhand baby clothes. They can swap with other parents and get the upsize clothes for their baby, can rent from various rental service and use per need and send them back and also sell their unused/no more use baby clothes through various channel and transfer the ownership. This collaborative consumption directly links to the economic benefit as well as environmental protection. Overall, this study helps to add more knowledge on the study about parents' perception about secondhand baby clothes and the factors like economic benefits, concern about environmental protection and prefer sustainable consumption and sharing the consumption motivate them to reuse and help to lengthen the useful life of the baby clothes.

7.2 Implications for Practitioners and researchers:

Parents and secondhand baby clothes seller/renter:

This research is very useful for the parents living in Copenhagen as well as the secondhand seller/renter. Parents have got many points of views about the secondhand baby clothes purchase and rental decision. This research helps them to rethink about secondhand purchase and rent. The result of this research shows that people are willing to buy or rent secondhand baby clothes as 208 out of 268 respondents answered yes to the buying/renting decision. Remaining respondents need more awareness and knowledge about secondhand consumption. Therefore, those parents who will read this paper might think about secondhand consumption which they have not before.

Likewise, this research is helpful for those business, rental services and individual sellers who are the members of various digital platforms who are selling their used baby clothes. They can get more knowledge about the secondhand consumption behavior of the parents from this research. The result of this research shows parents do not care about factors like social embarrassment, hygiene issues and trust issue with online sellers and do not get influenced by them to make the purchase or rental decision. They get affected by price of the clothes, concern about the environment and sharing phenomenon. Many parents are still not adopting the secondhand consumption and prefer new clothes for their baby. So, the secondhand business should strategize more efficiently so that they can convince parents to adopt secondhand consumption.

7.3 Limitation:

This research has some limitations like every other research.

First and foremost is the time limit. Due to the limited time given to conduct the research affect the quality and reliability of the research. The available time is not sufficient to conduct the research with deep and concrete knowledge on the elected topic. All the chapters must be completed in a very narrow time limit which affect the information collection quality and hence cannot dig more insight to get research question's answers. Therefore, the deficit of time decreases the quality of the research.

The collected data is not sufficient. Due to pandemic, it is not allowed to contact with other people so this research could not get qualitative data from focus group through interview. This would help this research to get more reliable conclusion. The questionnaire also does not contain enough questions with the assumption that people might get bored to answer lengthier questionnaire. Also,

there are many incomplete answers which are to be deleted from the data collection which reduces the number of samples. Hence, this research got a lot of problems during analysis and findings.

In addition, this research could not get enough specific articles and literatures which specifically explained secondhand baby clothes consumption and parent's purchase decision for those secondhand clothes. So, this research was unable to contain much specific theory on the concerned topic.

7.4 Future research:

This thesis added some more knowledge on the topic of secondhand consumption and purchase decision of many parents. This study is an objective study about the relationship between factors as an influencers and purchase/rental decision of the parents. Six hypotheses were constructed based on the previous literatures but only three of the hypotheses were supported by this study and remaining three got rejected. More research is needed with more literatures, theory, and data to generalize the relationship. We cannot ignore the fact that the result can vary with more information from sufficient data so cannot totally rely on this research to generalize the relationship between factors (trust toward online seller, hygiene concern of the parents, lower price benefit from secondhand purchase, environmental protection concern and sustainability concept, social prestige concern and embarrassment feeling and the emerging concept of collaborative consumption in the circular economy) and parent's purchase /rental decision of secondhand baby clothes. Therefore, the future research on this topic is very necessary to explore more factors and also the concrete relationship between these factors with the purchase or rental decision.

Researcher: This research can be used as the base for more research about secondhand baby clothes consumption. This research shows that not all the factors affect the purchase decision of the parents when it comes to their baby's clothes. Therefore, the future researcher who are willing to do research or write thesis on this topic should do more research and should explore more factors which can influence the purchase/rental decision of the parents. Also, they can use this research for the further exploration of this debating topic because very few researches have been done on this topic. This research help to fill the gap of the available literatures about this topic and provide the space for further research.



7.5 Reflection:

This master thesis is challenging yet interesting where there are many confusions, dilemma, mistakes, and correction. The roller-coaster of fear of getting it done and getting it done right with appropriate theory, literatures, methodology, etc. always frighten me. The focus, concentration and commitment stimulate me to complete this thesis with the knowledge I got from master education.

Many challenges in various chapters like methodology, literature reviews caused so many troubles in the writing process as there were not many theory and literatures available in University's library and google scholar about secondhand baby clothes consumption and purchase behaviors of the parents. The articles found were mainly general topic about secondhand consumption, so it was hard to focus on baby clothes. Also, due to pandemic it was hard to collect data only through digital platform and hence due to insufficient data, the finding was still doubtful whether it can/cannot be taken as representative of the population. But it must get completed with the available data in a limited period. Nevertheless, through the guidance and support of supervisor, the task became more easier than expected and the support and encouraging words from many respondents add more strength.

Reflecting on the topic, future researchers are aware of the factors and their relationship with the purchase and rental decision of the parents when it comes to secondhand baby clothes selection. Not all the factors that were assumed to have relationship with the purchase decision of the parents have shown effect on the purchase/rental decision. This might be because of the limited sample size and limited data collection. So, it can further get studied with more exploration and more widely.

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Appendices:

APPENDIX 1:**→ Frequencies****Statistics**

		Relationship	Employment
N	Valid	268	268
	Missing	0	0

Frequency Table**Relationship**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	202	75.4	75.4	75.4
	Single Father/Mother	22	8.2	8.2	83.6
	Unmarried/engaged	19	7.1	7.1	90.7
	Divorced	5	1.9	1.9	92.5
	In a cohabiting partnership	20	7.5	7.5	100.0
	Total	268	100.0	100.0	

Employment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full time	116	43.3	43.3	43.3
	Part time/student	95	35.4	35.4	78.7
	Self-employed/ own business	22	8.2	8.2	86.9
	Retired/pension	3	1.1	1.1	88.1
	Unemployed	32	11.9	11.9	100.0
	Total	268	100.0	100.0	

APPENDIX 2: Questionnaire

Thank you for providing your time to fill this survey questionnaire.

My name is Gauri Dhakal and I am a master student at Aalborg University. I am writing my thesis on **“From a parent to other parents: The effect of motivators on the parent to make the decision of buying/renting the secondhand baby clothes”**.

It will take only 5 minutes to complete this questionnaire and your answer will be completely anonymous. This is only for study purpose. Thank you in advance.

Section 1:

Demographic

1. What is your gender?
 - a. Male
 - b. Female

2. What is your age group?
 - a. Less than 20
 - b. 20-30
 - c. 30-40
 - d. 40-50
 - e. 50- 60
 - f. Over 60

3. Which of the following is your relationship status?
 - a. Married
 - b. Single mother/ Father
 - c. Unmarried/ engaged
 - d. Divorced
 - e. In a cohabiting partnership



4. What is your employment status?
 - a. Full-time work
 - b. Part-time work/ student
 - c. Self-employed/ own business
 - d. Retired/pension
 - e. Unemployed

5. What do you do with your baby's clothes when they are outgrown? (pick all that apply to you)
 - a. Throw it away
 - b. Save for other siblings.
 - c. Sell it online and flea market
 - d. Hand them down to other family and friends.
 - e. Donate to charity organization

Section 2:

There are some factors that may /may not affect the parent's purchase/ rental decision of secondhand baby clothes. Please answer whether you agree or disagree with the statements.

Trust toward online sites

I find riskier to purchase secondhand baby clothes from online.

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

Buying from lesser-known internet sites is riskier than well-known sites.

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

I do believe that the transaction through online rental service is reliable.

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

I can say that online rental service of secondhand baby clothes is trustworthy.

- a) Strongly disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly agree

Buying from lesser-known internet stores may cause more problems than buying from well-known internet stores.

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

2. Hygiene and sanitization

The thing that concerns me on buying/ renting secondhand baby clothes mainly is cleanness.

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree



Secondhand clothes are poorly cleaned and may have slight odor.

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

Cleanliness depends upon where you buy them.

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

Clothing sold at secondhand store/sites is gross.

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

Clothing sold at secondhand stores and sites is disgusting and unclean.

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree



3. Price/ Economic benefit:

The price is an important factor for me when thinking to buy secondhand baby clothes.

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

Paying less is the main of purchasing the secondhand baby clothes.

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

I prefer to buy secondhand baby clothes at a better price instead of new.

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

You can bargain when you buy secondhand baby clothes.

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree



I feel that I can buy more clothes spending less amount by buying them secondhand via online.

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

4. Environmental concern:

I enjoy secondhand shopping baby clothes because I don't want clothes been thrown away that can still be of use.

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

By buying secondhand, I feel I am helping to fight against waste.

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

Recycling is important to save natural resources.

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree



Recycle will reduce pollution.

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

By buying secondhand, I feel that I am able to make more environmentally conscious decision.

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

5. Social embarrassment:

I feel judged to purchase secondhand baby clothes.

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

Secondhand income is for lower class person.

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

I will not feel comfortable to put on rented clothes to my babies in public.

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

I am worried that my friends will think weird about wearing rented clothes.

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

I would feel embarrassed wearing secondhand clothes and feel that people would think that I couldn't afford to buy new one.

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

6. Collaborative consumption/economy:

Have you ever participated in Swapping (exchange of clothes) event?

- a. No
- b. Yes

Do you agree swapping baby clothes with each other help every parent to utilize the baby clothes fully for longer period?



1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

I am willing to give away my baby clothes to other instead of throwing them away.

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

My baby can wear expensive clothes at low price by renting them.

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

I can borrow and make my baby wear various clothing items from online clothing rental services.

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

Parent's buying/ renting decision:

I am willing to buy/rent secondhand baby clothes

- a. No
- b. Yes