

Louvain School of Management

Which factors influence consumers in Belgium in their decision to purchase second-hand clothing?

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Academic year 2021-2022

Master's thesis with the view of getting the degrees:

CEMS + Master's in Business Engineering, professional focus

Daytime schedule

This thesis would not have been possible without the input, advice and kindness of the people around us.

Our gratitude goes first of all to Isabelle Schuiling, professor of international marketing at LSM and Academic Director of the CEMS, for all that she has given us. She has been our promoter, and we would like to thank her for having listened to us and guided us but also for her availability and her feedback which had a considerable impact on this thesis. The time she gave us really helped us during all these months of work.

We could also not have undertaken this thesis without Louise Dumont, PhD candidate and research and teaching assistant at UCLouvain, who provided knowledge, guidance and support throughout the practical part of this thesis.

We are also very grateful to all the people who took the time to fill in our questionnaire, and those who accepted to be interviewed, without them we would not have been able to answer our research question.

Furthermore, we would like to thank the marketing professors we had during our studies, and for having awakened our interest in marketing.

Last but not least, a very special thank you to our families who were very helpful and supportive throughout this project. Thank you for helping us to find a theme, thank you for answering our questionnaire and thank you for your constant feedback and support. A special mention to our mums for their proofreading and editing help. Without their patience and interest, our task would have been much more difficult.

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“The most sustainable garment is the one already in your wardrobe.”

- Orsola de Castro

INTRODUCTION

We live in a world where change and adaptation are essential. The continuous evolution the human species has known since its appearance on earth has certainly been beneficial. However, change is not always a good thing. Mankind, because it has had the opportunity to do so, has started consuming more and more, in order to improve its living conditions. As Santhosh (2021) says, this downright insatiable tendency of humans to consume more and more transforms and impacts our planet and all life on it. This threat, which is intrinsically linked to the human need and desire for material consumption, is harmful to life on Earth. Each of these material things that seem so insignificant on their own, cause significant damage when considered all together, they lead to a slow degradation of our human emotional health, of the Earth's resources and habitats (Santhosh, 2021).

Fortunately, awareness is growing. Words such as global warming, climate preservation, ozone layer or carbon emissions can be heard more and more often. We have become aware for some years now that our society is destroying our planet, and even if only a few people are ready to radically adapt their way of living, there are more and more initiatives to fight this growing threat. Faced with this new consciousness, traditional companies have to rethink their business model in order to become more sustainable whilst remaining competitive and making profit (Musova, Musa, Drugdova, Lazaroiu & Alayasa, 2021).

In terms of impact on the planet, there is one sector in particular that can no longer be ignored and that is the fashion industry. This market has a more than significant ecological footprint nowadays, and textile disposal is becoming more and more a worldwide issue. (Musova et al., 2021). Fast fashion companies encourage people to buy clothes more often, and throw them away after only a short period of time, only to be replaced by new ones, which leads to an increase in textile waste (Bianchi & Birtwistle, 2012). Finding the accurate ranking of the textile sector in the list of the most polluting industries has however proven difficult. Sometimes the industry is ranked second, third or fifth, but in any case, time has come to realize that changing your wardrobe every month is not a must.

The worldwide clothing market's revenue was estimated at over €1.43 trillion in 2021 with €1.9 trillion foreseen by 2026 (Smith, 2022). Throughout the production and distribution chain, it employs around 300 million people. The fact that it weighs so much explains its difficulties to change and improve (Ellen MacArthur Foundation, n.d.). For a few years now, alternatives to

this "fast fashion" are multiplying, and the circular economy plays an important role in enabling them.

Over the past two centuries, almost all industries have been characterized by a linear model of manufacturing and utilization, with commodities being made from raw materials, sold, used, and then disposed of via landfilling or incineration. Figure 1 illustrates this ‘take, make, waste’ economic model, which only works if two conditions are met: easy access to resources, such as energy and raw materials, and the Earth's endless regeneration potential. These two prerequisites do not exist anymore, as we know that the Earth’s resources are not infinite. Thus, the linear economic model does no longer meet the needs of our planet and even threatens its survival (Wautelet, 2018). We are losing a lot of precious materials and other resources, such as water or energy to the production process in this linear system (Niinimäki, n.d.).

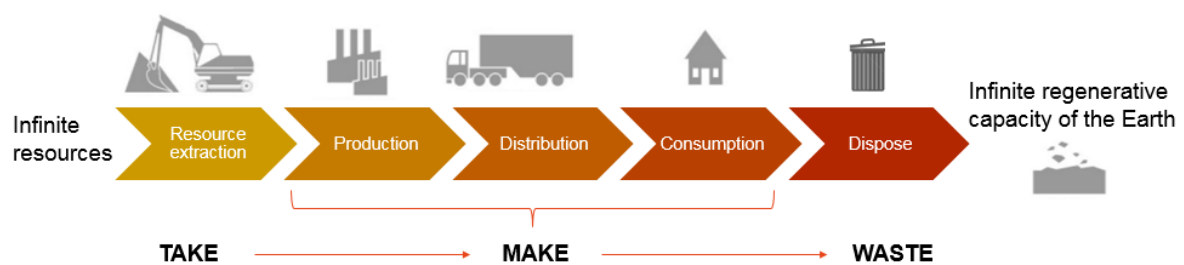


Figure 1: Representation of the linear economy model: “Take-Make-Waste”
Source: Wautelet, 2018

This is where the circular economy comes into play, breaking-up this one-sided system and creating a closed loop, in which a product has numerous lives or is biodegradable. This biological cycle, which includes composting, remains however complicated for the textile industry, as the products contain harmful chemicals, and the fibers used are rarely compostable (Niinimäki, 2013). However, exceptions exist, and compostable textiles are becoming more and more common. It is still more usual in the garment industry to see the loop complete itself through a technical cycle, which involves the use of textile waste to manufacture new fibers and yarns. It is also sometimes possible to combine these two cycles and use biological processes to treat and prepare used textile for the next stage of the production cycle (Niinimäki, 2013). In fashion, the circular economy approach aims at creating a sustainable scheme, by trying to extend the lifespan of clothes and sustain the products’ value in the long-term (Niinimäki, n.d.).

In order to achieve this, several alternatives are proposed to the large public, including clothing rental, second-hand and upcycling. All three solutions are linked to the circular economy and will be examined in this thesis. There is also the ethical production type, which may be based on recycled fabrics but not only, and is therefore not always connected to the circular economy but is nonetheless of interest to this thesis. People's awareness is growing, and so is the demand for these sustainable alternatives to the traditional off-the-rack clothes (Chekima et al., 2016). But even with a growing consciousness and sense of responsibility, there seems to remain an inadequacy, a gap between people's attitude and concerns about sustainability and their behavior in terms of consumption (Han et al., 2017; Niinimäki, 2013; Wautelet, 2018).

Given the development of more eco-friendly and ethical clothing lines, and citizens' increasing interest, several important questions arise. We decided to concentrate on one of those and choose the following question to guide us through this research: "Which factors influence consumers in Belgium in their decision to purchase second-hand clothing?". In order to find the answer to this question we are going to analyse the alternatives available to the Belgian public as well as to examine its attitudes, motivations and reserves towards these.

The Belgian second-hand market is not easy to analyze. There are mostly private channels such as flea markets or online second-hand platforms. What is clear however is that this industry is gaining in popularity, especially among young people (Observatoire Cetelem, 2018, as cited in Wera, 2018). Like fashion, second hand has been around for centuries, but the concept has evolved over the years. Sometimes stigmatized and sometimes appreciated, this market has really gained in importance since the 18th century. Reusing clothes that have already been worn by others is nowadays considered as an alternative way to reduce the ecological and social impact of the textile industry (Roux, 2002).

More and more researchers are looking into second-hand clothing, its advantages and its flaws (Bezançon, 2012; Guiot & Roux, 2010; Herjanto et al., 2016; Vanderveken, 2022), but no analysis has yet been done on the brakes and motivations of the Belgian population. Nothing has yet been written on what might encourage them to buy second-hand clothes or what might in the contrary discourage them.

The first three chapters, or Part 1, contain an in-depth review of the existing literature, starting with a contextualization of the fashion industry, its evolution and the emergence of what is called fast-fashion in Chapter 1. Chapter 2 will analyze the Belgian second hand market, its varieties and its evolution as well as consumers. Chapter 3 will allow us to go a little further in

our research by looking at alternatives to fast-fashion other than second-hand, i.e. renting clothes, upcycling or ethical clothing brands. Part 2 will describe in detail the analytical research we conducted to analyze the elements which potentially influence the purchase intention of Belgian consumers when it comes to second-hand clothing. We will first present a qualitative study realized with twenty interviews of Belgian consumers with different profiles, followed by a quantitative study with the help of a questionnaire and its questions addressed to a sample of the Belgian population. Chapter three will discuss the facts and figures resulting from our survey and the conclusions we draw from the answers we received both through the questionnaire and the interviews. Finally, we will present our findings regarding the theoretical as well as the empirical study and formulate an answer to the initial research question. We will end by giving some recommendations for future research subjects and by suggesting possible ways to favour the acceptance of second-hand clothing purchases without omitting the main limitations we have identified regarding this master thesis.

PART 1: LITERATURE REVIEW

I. CHAPTER 1: Fashion and textile industry

1. Clarification concerning the use of fashion, textile, garment, apparel, and clothing industry

In order to make the reading of this thesis less repetitive, we will, throughout this paper, use the terms “apparel industry”, “textile industry”, “garment industry” and “fashion industry” interchangeably, although these words have not exactly the same meaning. The concept of textile industry is the broadest as it gathers many more activities than simply the design, manufacture, distribution, and marketing of clothes. It encompasses everything that involves fabrics whatever the production or distribution processes (TheFreeDictionary.com, n.d.). However, as this thesis is only focusing on the clothing industry, the design, manufacture, distribution, and marketing of clothes, the expression textile industry will be reduced to that aspect only. As to the difference between fashion and apparel industry, according to Encyclopedia (n.d) the word apparel is mainly used to describe functional clothing, fulfilling basic human needs, while fashion considers individuals’ style, taste, and culture. Finally, garment industry is just another word for clothing industry as the definitions of garment and clothing are identical. Like previously stated, even though those words are not exactly equivalent, they will be used as synonyms (Vocabulary.com, n.d.).

2. Its evolution during the centuries

Buying clothes is not new. However, today this practice does not have the same meaning than as it did in the past. Nowadays purchasing garments is no longer done out of necessity but has become, for many, a leisure activity, a pleasure. The way people see clothes and fashion has changed a lot.

The very first appearance of the clothing, or of something close to it dates back to prehistoric times. At that time, there is no talk of fashion and the things people wear are simply used to cover themselves and not be cold. It was not until much later, between the 14th and the 19th century, that one starts to speak of fashion, but it is reserved for the upper classes. Elegance and dressing well at that point in time becomes very important for the wealthy and famous (Deniau, 2021).

The 19th century will be a real turning point for the textile industry. Industrialization causes rapid growth and in the second half of the 19th century, fashion booms with the arrival of department stores, Haute Couture and the designer shows that go with it. The days where people were interested in clothes for practical purposes only are gone, people are at that time looking for more than just a pair of jeans and a white t-shirt (Brooks, 1979). Industrialization continues to rise in the 20th century, making the whole economy depend more and more on consumerism. The consumers' interest for fashionable and trendy products also increases, and companies start reviewing their ways of operating (Bhardwaj & Fairhurst, 2010; Deniau, 2021).

According to Susan Strasser (2000), what she calls the “gradual obsolescence of clothes” dates back to the twenties. In her book *Waste and Want: A Social History of Trash*, she explains that before and during World War I, people repair, recycle, or reuse old clothing. During the difficult period of the war, manufacturers simply cut the choice of items by reducing the available colors, sizes, or material, or produce low fabric-using styles (Ammar & Roux, 2009; Claudio, 2007). But, right after the war, the frequency at which people buy and throw away clothes start to increase drastically, leading to a rise in the quantity of clothes ending in landfills. Stylistic standards are changing faster and faster, resulting in clothing obsolescence (Claudio, 2007).

A significant change appears in the fashion industry at the beginning of the nineties, when large retailers decide to reconsider their “two-seasons” model, i.e. the Spring/Summer season and the Fall/Winter season, and add mid-seasons. Shops start to offer five to six different collections a year. As a result, the pressure on suppliers increases severely, as they are asked to deliver smaller quantities but more frequently and in smaller lead times (Ammar & Roux, 2009; Tyler, Heeley & Bhamra, 2006).

For decades now, people have been watching fashion shows and runways looping for inspiration. For years, they have been wanting the trendy pieces from the latest runways or magazines at a low price and in a moment's notice (Sydney, 2008). The largest retailers have adapted and are now able to offer these new designs in a minimum period of time, sometimes as soon as three weeks after the runway (Barnes & Lea-Greenwood 2006). The whole fashion industry is now based on real-time data, enabling quick responsiveness and flexibility. The objective has moved from a simple future-trends-forecasting task to an almost instant

understanding of and adaptation to consumers' preferences (Ammar & Roux, 2009; Bhardwaj & Fairhurst, 2010; Jackson, 2001).

The demand for more collections, smaller lead times and the emergence of large retailers and new competitors has led to the outsourcing of manufacturing and processes to locations where labour is cheap (Bhardwaj & Fairhurst, 2010). While there are many benefits to this outsourcing, it comes also with a higher complexity in terms of supply chain and with longer delays due to the longer distances (Birtwistle, Siddhiqui & Fiorito, 2003; Bruce & Daly, 2006). Retailers quickly start to understand that adopting new techniques has become a necessity, and that market agility and responsiveness enable a rapid adaptation to consumers' needs and preferences, and result in higher profit margins (Christopher, Lowson & Peck, 2004).

This is what has now become the norm in the fashion industry, it is called "Fast fashion", or formerly "throwaway market". It is based on the production, sale and purchase of huge quantities of garments, according to the European Parliament's website (2021), the number of clothes owned by European citizens has increased by 40% over the last 25 years. This rise is due to the significant decrease in prices and implies a continuously decreasing life span of clothing (Tokatli, Wrigley & Kizilgün, 2008).

3. Fast fashion

3.1. What is fast fashion?

According to McNeill and Moore (2015), fast fashion is "a business strategy that focuses on creating an efficient accelerated supply chain in order to produce fashionable merchandise and meet consumers' expectations and needs". The fast fashion model, defined as a "streamlined system involving rapid design, production, distribution, and marketing" by Cohen in 2011, has become the norm in the clothing industry. This industry follows a direct-to-consumer business model with a focus on mass production and designs inspired by the trend forecasting. Garment firms want to sell the cheapest products possible and this within a usual lead time of five to six weeks. Producing in extra large quantities without considering the actual demand of the consumers leads to excess inventory (Camargo, Pereira & Scarpin, 2020). Fast fashion retailers manage to offer their customers new and trendy collections on a regular basis and at a low cost by having an offshore sourcing (Appendix 1). Doing so, they disrupt the fashion pyramid (Figure 2) where high fashion content and product diversification can only be had at a high

price. It is interesting to note that the concept of fast fashion has evolved over the years, as initially, a garment was defined as fast fashion depending on the number of times it could be put in the washing machine before it deteriorated (Cline, 2012; Linden, 2016).

Fast fashion collections are endlessly changing as they are based on the latest fashion trends and thus on the rapidly changing customers preferences. This new business model is made possible by the retailer's global and efficient supply chains and short lead times. As a rule of thumb, people buy in the shops that are able to provide them with the garment they want in the fastest and cheapest way (Linden, 2016).

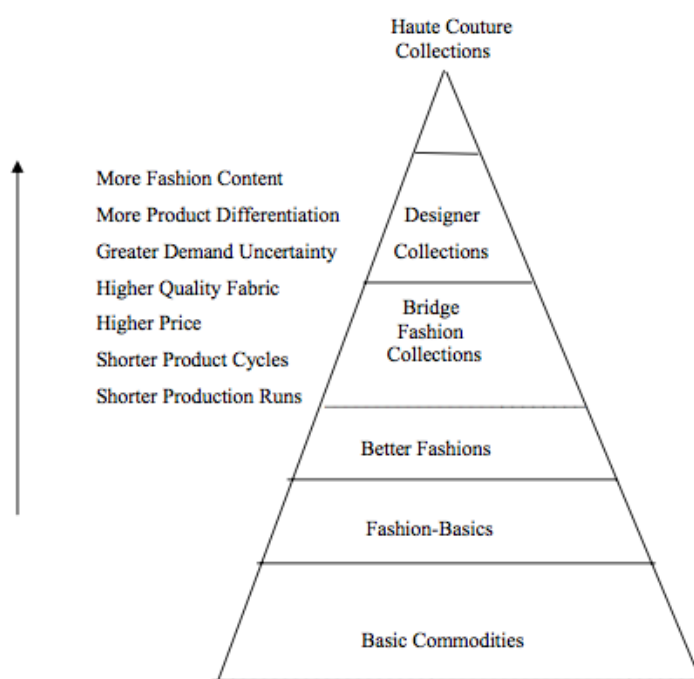


Figure 2: The Fashion Pyramid
Source: Doeringer & Crean, 2005, as cited in Linden, 2016

3.2. Fast fashion consumers

The fast fashion consumers come from different socioeconomic backgrounds and are influenced by technology. Social media and search engines allow them to look up the latest trends or to follow famous and stylish celebrities, creating in them the need and desire to possess something equivalent. As they do not have the money to buy the haute couture originals, they want their cheaper version as soon as possible to make sure items are not out of fashion when they get them (Barnes & Lea-Greenwood, 2006). The fast fashion consumer is also influenced by the shopping hauls celebrities post on their social media accounts. In those videos, the influencer shows the latest piece of garment he/she bought, received for free or got paid to promote (Linden, 2016).

Another characteristic of the fast fashion consumer is that he/she likes the fact that the collections are limited in quantity and time. This product scarcity results in impulse buying and sometimes overspending. The buyers do not think rationally, they rush to purchase the newly arrived items for fear of not finding them the next time they go shopping. To avoid the buyers' remorse resulting from their impulse buying, fast fashion consumers purchase cheap products (Camargo et al., 2020; Cook & Yurchisin, 2017; Watson & Yan, 2013). Impulse buying can be explained by the fact that possessing something scarce is seen as prestigious and envied by others. Research has shown that guilt and anxiety are often a consequence of impulse buying especially when the consumers realize they overspent. (Gardner & Rook, 1988; Kang & Johnson, 2009; Rook, 1987). Those feelings of guilt and anxiety can lead to consumers returning the bought products, which reduces the retailer's profits and this is particularly problematic when the returned products are no longer trendy and cannot be sold anymore. Thus, for retailers who have a liberal return policy, pushing consumers to buy impulsively fast fashion products may be harmful to their core interests.

The study of Karen Miller, professor in consumer economics and marketing, reinforces the idea that fast fashion consumers enjoy the short window of opportunity. According to her, most fast fashion consumers are pleasure seekers, hedonists, with hedonism being "the ability to experience pleasure in life and being self-oriented associated with the acquisition of experiences or products that involve fun, fantasy, and pleasure". Out of the 351 people she observed for eight months, 210 showed hedonistic responses to fast fashion. Many of the respondents said they liked the short availability period (Chatvijit, 2012; Linden, 2016; Miller, 2013).

Finally, the amount of clothes people buy is not limited by any physiological or psychological factor. Fast fashion consumers do not buy things because they actually need them but mostly because they are seduced by their low price, and want to make a "good deal" (Cline, 2012; Linden, 2016).

3.3. Fast fashion supply chain

Satisfying the needs of a fast fashion consumer with his ever changing taste and his impatience is impossible without efficient supply chains and short lead times (Appendix 1). This demanding consumer associated with the rise of globalization has caused the fast fashion industry to gain momentum in the last decades. In fact, as explained earlier, because of this

megatrend, apparel companies have outsourced their production to developing countries where labor and raw materials are cheap, and where laws and regulations are lenient, allowing them to produce, and thus sell, cheap products. In other words, apparel firms decided to have the production side of their supply chain in either developing countries that do not have regulatory institutions similar to the Environmental Protection Agency¹ (EPA), or in countries where the local governments and the factory owners turn a blind eye to what is going on. Often governments will ignore the bad working conditions and externalities because of the revenues fast fashion generates (Economy, 2007). Economic growth is more important to them than the environment (Linden, 2016).

Two key aspects of the fast fashion retailers' supply chains are flexibility and rapidity. Flexible supply chains ensure smooth and regular restocking, which is crucial for the fast fashion sector. Because fast fashion consumers' tastes are changing regularly, retailers must have the products in store before the consumers develop new preferences. Therefore, most fast fashion brands have electronic communication channels between the stores and the home office designers so that the first can inform the latter in real-time about the consumer requests and new tastes (Watson and Yan, 2013). Having an efficient and rapid supply chain is also a competitive advantage for the company as its products are available before the competitors' are (Barnes & Lea-Greenwood, 2006). As a result, the fast fashion retailers have short term contracts with their suppliers to be able to move production anywhere anytime (Appelbaum & Gereffi, 1994). Being able to deliver a garment to the market quickly is a requirement not only for fast fashion retailers but also for fashion retailers in general. Because fast fashion firms have a smaller lead time, they outperform non-fast fashion retailers when it comes to bringing to the stores a new product inspired by the latest fashion trends and runways. This time sensitivity is so important that some fast fashion retailers even make their lead time public. Having a flexible supply chain requires the use of technology to integrate internal activities and make quicker decisions about buying, sourcing, merchandising, and designing (Bruce & Daly, 2006; Chatvijit, 2012; Linden, 2016).

The supply chains of fast fashion retailers are not only flexible but also complex. They are leagile, a combination of lean and agile (Camargo et al., 2020). With lean retailing being “a

¹ The EPA is an US agency responsible to protect human and environmental health and creates standards and laws to achieve that goal. (United States Environmental Protection Agency, n.d.)

combination of restructured workplaces using team production concepts, smaller production and logistical innovations in material handling” (Taplin, 2014) and agile supply chains putting the focus on information and real-time data sharing throughout the whole supply chain, creating a high degree of transparency (Barnes & Lea-Greenwood, 2006; Linden, 2016).

3.4. Fast fashion and ultra-fast fashion

One can go even further by considering ultra-fast fashion. Indeed, some fast fashion retailers have difficulties in meeting the rapidly changing preferences of the consumers and have therefore adapted their supply chains by having a local, faster, and more efficient production. By doing this, they adopt an approach called “ultra-fast fashion” (Camargo et al., 2020).

This new concept follows a direct-to-consumer business model with a focus on producing clothes on an on-demand basis. By choosing a production quantity based on consumer demand and market feedback, the ultra-fast fashion retailers do neither overproduce nor have excess inventory. They produce what is necessary but still offer a high product rotation. The ultra-fast fashion retailers offer products to the consumers mainly via vertically integrated e-commerce platforms. They sometimes have a small offline extension of their brand and sell their products in physical stores, but their primary focus is on their online presence (Camargo et al., 2020; Monroe, 2021).

Hendriksz (2017) identified five major ultra-fast fashion retailers: ASOS, Boohoo, Missguided, Choosy and Fashion Nova. On their websites or mobile application, these brands offer thousands of items, both private labels and own-brand products. They use Artificial Intelligence, social tagging, and trend-watching by style to identify the latest fashion trends on a weekly basis, for instance by detecting trends on social media platforms such as Instagram. They work with social media influencers and celebrities and release hundreds of new affordable products every week. Another of these big ultra-fast fashion brands is Shein. The Chinese online fashion company adds on average 2 000 new items to its website daily. Something quite special about the brand is the enormous number of promotions on its website, that push consumers to spend their money. There are around 43.7 million active Shein shoppers and the application has been downloaded 157 million times in 2021, becoming the second most downloaded shopping application worldwide (Curry, 2022).

Just like fast fashion, ultra-fast fashion focuses on short lead times with an even bigger efficiency. The products only need a few days between being designed and being available (online or in store). Regarding their supply chain, nearshoring and/or onshoring (Appendix 1) is chosen while offshoring (Appendix 1) is used for fast fashion. While fast fashion retailers decide to move the production to low-cost countries, ultra-fast fashion retailers are choosing local manufacturers and are thus bringing jobs back to developed countries. By working with nearby suppliers, their lead times are even shorter than the ones of fast fashion retailers and they can therefore offer fashionable products faster. Ultra-fast fashion retailers have strong relationships with a small number of suppliers, leading to more cooperation, collaboration, free flow of information and transparency everywhere in the supply chain. Ultra-fast fashion also follows a mix of lean and agile, also known as leagile, and responsive supply chain strategies (Camargo et al., 2020; Buecher, Gloy, Schmenk & Gries, 2018).

Ultra-fast fashion is sometimes called “digitally native retailing”, as the retailers are in fact born online and have a vertically integrated e-commerce platform that focuses on offering excellent customer experience (Ruff, 2018). Technology is here a main component as the retailers use information technology and know-how to create business value. The collection of data through social media and other platforms is key in this business to gather market feedback, understand who their customers are, and, above all, what they want (Camargo et al., 2020).

Prices vary from one retailer to another. Some, like ASOS are not trying to offer the cheapest price possible but are simply selling fashionable clothes based on consumers’ tastes at reasonable prices on their vertically integrated e-commerce platforms (Smith, 2017). Others, including Fashion Nova, the California based company are putting the focus on providing products at the cheapest price (Camargo et al., 2020).

3.5. Fast fashion’s impact

3.5.1. Positive impact

The arrival of fast fashion in the fashion industry has brought a lot of change and had positive consequences for consumers among others. A first benefit comes from the fact that retailers follow closely consumers’ tastes and new trends to design products that are the most likely to sell. As a result, consumers can easily find the trendy clothes they are looking for and this at a low price. Fast fashion companies put small batches up for sale regularly, giving a lot of options to their consumers. Additionally, brands enable consumers to try out different styles without

having to wait for months and without having to spend hundreds of euros on each piece. In other words, fast fashion can be seen as “never boring” (Chatvijit, 2012).

Moreover, while access to clothes was rather limited at the beginning of fashion, fast fashion has changed the fashion industry enormously, making it accessible to everyone. Today, thanks to these brands, a lot of people have access to clothes of all styles. The world of fashion has been transformed and at the same time, democratized thanks to an ever-increasing choice and ever lower prices (Corréard, 2018).

From the workers’ perspective, some benefits can also be identified. First, the textile industry is one of the most labour-intensive industries, employing more than sixty million people worldwide (Taplin, 2014; Linden, 2016). In 2015, studies estimated that, on average, one in six people were working in a position related to the apparel industry (Ross & Morgan, 2015). As a result, positive outcomes such as the creation of employment, mainly for women, together with financial stability and economic growth in several countries can be linked to the development of the fashion industry (Linden, 2016; Mukherjee, 2015). The latter represents a huge opportunity for women in developing countries. Having a job enables them to strengthen their position and enjoy a better status inside the family than when they were housewives. This type of factory work also provides women with more autonomy and a wage (Taplin, 2014).

3.5.2. Negative impact

3.5.2.1. Social consequences

As explained earlier, the changes in the way people see, buy or treat clothes have put an enormous pressure on the fast fashion suppliers, resulting in some issues inside the factories. In the mid-1800’s, the word “Sweatshop” appears for the first time to describe a workplace characterized by long working hours, very low salaries and dangerous working conditions for the workers (Bloom, n.d.). A few decades later the United States General Accounting Office defines a sweatshop as a: “a workplace that violates more than one federal or state labor law governing minimum wage and overtime, child labor, industrial homework, occupational safety and health, workers compensation, or industry regulation.”. This definition applies to many factories scattered around the world, not just in the fashion industry, not just in developing countries. (Bender, 2002). However, it describes also very well the conditions some workers have to put up with in textile factories in developing countries.

Mukherjee (2015) has identified the main social consequences of the fast fashion industry. These were confirmed by plenty of other sources and authors and are detailed in the following subsections (Clean Clothes Campaign, 2019; Taplin, 2014; Unicef, 2021).

a. Globalization and volatile employment opportunities in the developing countries

Some fast fashion retailers use cheap labour in developing countries, where wages are very low, which makes it so profitable for those giant retailers to produce there. Even though there are the benefits mentioned earlier, this outsourcing creates many problems. Workers are not paid enough, their wages are very low compared to those of the Western workforce. Their rights are poor, and their working conditions difficult. Some employees work too many hours a day, manipulate hazardous products in buildings that do not respect any construction standards and threaten to collapse (Apparel Online, 2021; Mukherjee, 2015).

b. Growing feminization of the workforce

The textile industry is employing more and more women around the world, mostly for the wrong reasons. Indeed, women are seen as cheaper labour, paid less, more docile, easier to lay off and usually working at lower positions, with the higher positions being filled by men (Asia News Monitor, 2018; Mukherjee, 2015). One cannot even speak of wage discrimination in equal positions, because in general, men and women simply do not have equal occupations and women are mainly employed in the lowest paid jobs. The result is a hierarchical structure where a mostly masculine management team manages a mostly feminine workforce (Apparel Online, 2021; Asia News Monitor, 2018).

c. Segmented Labour Market

The textile industry has grown extremely rapidly, with an increased production in developing countries. It is a sector where demand is seasonal, work irregular, and maintaining the same number of workers at all times very costly. Therefore, one can observe a casualization of employment with “just-in-time” recruitment, meaning that the workforce is recruited through independent contractors when needed, and does not have a stable job throughout the year (Mukherjee, 2015).

d. Wages

It cannot be denied that there has been progress in producing countries, thanks to the intervention of trade unions and agreements with associations. Nevertheless, since the 80's, the average real salary in the industry has remained very low. As evidenced by the fact that in most producing countries, a family usually has to rely on the wages of many of its members to survive, as one salary does not represent an adequate enough income (Clean Clothes Campaign, 2019; Mukherjee, 2015).

There is no general definition of what constitutes a minimum wage. However, according to the United Nations (2000), there is a large agreement on what constitutes a living wage, which is “a wage that enables workers and their families to meet their basic needs”. In 2019, Clean Clothes Campaign realized a comparison between what the workers in the fashion industry should have been receiving and what they actually got. As displayed in the table (See Figure 3), the minimum wage in the six countries mentioned has never even reached half of the living wage. Bangladesh being the worst with a percentage of only 21%, followed by Cambodia and India with only 36% (Clean Clothes Campaign, 2019).

An Oxfam report of 2019 showed that 0% of Bangladeshi and 1% of Vietnamese garment workers were earning a living wage (Clean Clothes Campaign, 2019; McCosker, 2021).

	India (Rps)	Indonesia (Rupiah) ⁴	Bangladesh (Taka)	Cambodia (USD)	China (RMB) ⁵	Turkey (TLR)
Minimum wage ⁶	8,609 ⁷	2,583,556	8,000	182	2,200 ⁸	2,030 ⁹
Union demand for minimum wage increase or calculation	18,000 ¹⁰	4,200,000 ¹¹	16,000 ¹²	189 ¹³	—	5,331 ¹⁴
Asia Floor Wage 2017 ¹⁵	23,588	5,886,112	37,661	504	4547	—
Living wage estimate	—	—	—	—	—	6,130 ¹⁶
Minimum wage as percentage of living wage (AFW or LW estimate)	36%	43%	21%	36%	46%	37%

Figure 3: Minimum wages vs living wages estimates
Source: Clean Clothes Campaign, 2019

e. Workers' rights

Although there are regulations even in developing countries, these are sometimes less stringent or simply not respected by companies. With the high demand for apparel and the pressure on manufacturers and suppliers, especially during peak seasons, some factories are forcing workers, children included, to work more than 36 hours in succession, in unhealthy working conditions. Most of the women they employ are un- or low-skilled, with little knowledge of their rights and no trade union representation, exposing them to lots of cases of sexual harassment and physical or verbal violence (Asia News Monitor, 2018; Mukherjee, 2011). Additionally, the targets established by the suppliers are often too demanding and unrealistic. Workers have too much work, are sometimes forced to work overtime or to skip breaks. When these same unrealistic targets are not met, workers can receive punishment including physical, verbal or sexual violence (Apparel Online, 2021).

f. Health and Safety

With less stringent regulations and standards, the working conditions of the people employed by the fashion industry are very poor. With lax security standards and bad quality facilities, their daily job exposes them to a lot of risks. Some suppliers undergo a huge pressure to meet deadlines or to produce at low costs, which sometimes means more hours for the workers as well as safety short cuts. This, combined with the absence of protection equipment for example can induce health hazards, miscarriages or back injuries. (Mukherjee, 2011; Taplin, 2014). The production processes also use many toxic substances, causing very serious health problems for exposed workers such as cancer, liver failure, or hormonal disturbance. Next to the factory workers, the field workers are also at risk as the used cultivation techniques rely heavily on pesticides (Sharma, Sharma, Sharma, Tyagi & Dixit, 2017).

g. Sexual harassment

As explained previously, women are the preferred workforce in the factories, they are at the bottom of the ladder, which makes the garment industry a vulnerable sector for sexual harassment and both physical and verbal violence. In fact, a study conducted in 2019 by the Fair Wear Foundation and Care International in Vietnam shows that 43.1% of the 763 women interviewed were victims of at least one form of violence and/or sexual harassment in 2018. The abuses suffered included rape, slapping and threats of contract termination (Business &

Human Rights Resource Centre, 2019; Mukherjee, 2011). Many women are afraid to report these acts of harassment (Apparel Online, 2021).

h. Children

It is difficult to control the eradication of child labour due to the use of indirect and home workers, but also subcontractors. Furthermore, children are cheap labour and are less likely to revolt or simply complain, as they have little power or negotiating capacity. They are easily employable as their jobs do not necessitate any particular skills (Allwood, Laursen, Rodriguez & Bocken, 2006). It is a vicious circle: very young children are sent to the factory, and cut off from any school education. Subsequently, even as adults, they are not qualified to do a job other than the one they have always done. Getting out of this vicious circle and the poverty it has thrown them into becomes almost impossible (Mukherjee, 2015). In the past years child labor has increased and the pandemic has even worsened things. According to the numbers published by UNICEF in 2021, 160 million children were working (Taplin, 2014)

3.5.2.2. Environmental consequences

The overconsumption and overproduction of clothes do not only have a negative impact on individuals but also on our planet. The following section highlights eight environmental issues, that arise all along the production and consumption process.

a. Toxic production processes: natural and synthetic fiber production

There is a limited number of fibers used in the textile industry. These can be either natural, such as wool, hemp, cotton, linen or silk, or synthetic, such as acrylic for example. Acrylic, polyester and other synthetic fibers are usually made from petrochemicals, which are known for the negative effects occurring when released into the environment. Next to the global warming, these toxic substances have been identified as the cause for many symptoms including headache, anger, stress, anxiety, or violence. Besides, the use of petrochemicals also results in events such as a loss of biodiversity, the destruction of ecosystems and water pollution harming both aquatic and human life. (Mukherjee, 2015; Sharma, Sharma, Sharma, Tyagi & Dixit, 2017).

Most people have a lot of clothes made of polyester or lycra, which are low-cost fibers, and therefore frequently used by many fashion retailers. In the last decades, the demand for

polyester and other man-made fibers has almost doubled due to the explosion of consumption. However, these fibers are very polluting and hardly recycled (Mukherjee, 2015; Technical Textile Markets, n.d.).

Whether these fibers are natural or not, their spinning and weaving has a negative impact on air quality. Their dyeing consumes large amounts of water and chemicals. Besides, the textile industry is energy-intensive, requires vast amounts of oil and generates emissions of volatile agents that are unhealthy, impacting the exposed people's ability to breathe. Finally, the wastewater coming from these plants contains volatile organic compounds, solvents as well as other by-products (Claudio, 2007; Linden, 2016; Mukherjee, 2015).

b. Conventional Cotton Farming

Although cotton is a natural fiber, its farming raises two issues. First of all, its water consumption, it is one of the most water intensive crops with an average of 3,644 cubic meters of water per ton (Chapagain, Hoekstra, Aldaya & Mekonnen, 2009). Additionally, 70% of the total cotton production worldwide need irrigation, because located in areas where water is scarce (Soth, Grasser & Salerno, 1999). Some regions even lose more than half of their water because of it (Loh & Wackernagel, 2004).

The second issue with cotton is its pesticide and insecticide use, representing about 25% of the worldwide use of insecticides and at least 10% of the global use of pesticides. According to the Environmental Protection Agency, about half of the pesticides used on American cotton fields represent a possible cancer risk (Mukherjee, 2015). The exposure to pesticides can also cause children to be born with birth defects or autism. These products present significant health risks not only for the cotton farmers, but also for the neighbouring communities, as these pesticides contaminate the water supply of thousands of individuals (Ross & Morgan 2015).

c. Toxic production processes: Synthetic Fibers (Polyester, Nylons and Acrylics)

As stated earlier, synthetics such as polyester and nylon are commonly used in the textile industry. They account for more than 50% of the apparel products and 40% of the worldwide fiber production (Cline, 2012; Linden, 2016; Mukherjee, 2015; Patagonia, 2009). The process of transforming plastic fibers into textiles requires large quantities of energy and petroleum, which causes environmental problems such as greenhouse gas emissions, it also releases damaging and toxic components that end up in the manufacturing plant's wastewater (Claudio, 2007). Additionally, those fibers will need centuries to biodegrade (Wicker, 2016).

d. Air Pollution during Manufacturing of textiles

The garment industry, as explained previously, emits greenhouse gases as well as other hazardous chemicals, which represent the second biggest environmental issue of this industry. These are generated by several processes and have different sources, such as boilers, ovens and storage tanks. For example, the boilers produce a host of hazardous products, including nitrogen and sulfur oxides. During dyeing, drying, printing or even wastewater treatment, other hazardous emissions including carriers, solvents, acids and other volatile compounds are generated (Kim, Ho & Yoon, 2013; Mukherjee, 2015; Sharma, 2020). Burning garments in incinerators also releases toxins into the air (Wicker, 2016).

e. Overuse and Contamination of Water

Next to the excessive use of water needed to grow cotton, its transformation also requires enormous amounts of water; almost 200 liters for one kilogram, of which a great part ends up as wastewater containing toxic chemicals. This wastewater needs to be treated, otherwise it can be very harmful for all living beings (Parvathi, Maruthavanan & Prakash, 2009; Wicker, 2016). As fast fashion produces a lot in China, the water is hugely polluted, which led to the intoxication of 190 millions of Chinese in 2007 (Economy, 2007). In China, 70% of the total drinking water comes from the ground and is being polluted by hazardous waste sites, pesticides, and fertilizers, which in many cases are the result of fast fashion clothing production (Bailey, Basu & Sharma, 2022; Linden, 2016).

f. High Impact Dyes

Dyeing involves hazardous chemicals, namely carcinogens such as dioxins and heavy metals (Stringer, Mortimer & Payne, 2020). Finding dyes that stick to the apparel as it is washed is not easy. As a result, 40 to 50 thousand tons of dyes are released into rivers and seas every year. Since the water treatment process is costly and complicated, lots of companies are not really filtering the water well and simply discharge it into the waterways. This causes another problem, as the temperature at which this wastewater is released, is very high and represents a danger for the ecosystem (Mukherjee, 2015; Wicker, 2016).

g. Waste generation

Landfills are the final destination for a majority of clothing anyway but with fast fashion, it is even worse. Every year, numerous clothes are put up for sale and removed from the racks after

a short period of time. The unsold pieces are in most cases thrown away and end up in landfills. In doing so, fast fashion not only pollutes but is also responsible for the loss of large quantities of valuable materials and resources (Gam, Cao, Bennet, Helmkamp & Farr, 2011; Linden, 2016).

Unsold items are not the only source of waste. There is also the latent waste, i.e. the many purchased but unworn garments sitting in closets. The Recycling of Low Grade Clothing Waste, reported by Oakdene Hollins (2006), estimates that, in the United States, where textile waste represents 4% of the municipal solid waste, an average of 21% of clothing are latent waste that will eventually be thrown away. (Claudio, 2007; Linden, 2016; Mukherjee, 2015).

h. Packaging induced pollution

A lot of packaging is used all along the supply chain. Whether it is the packaging used to transport or distribute products from factories to distribution centers and retail stores, or retail packaging aimed at the consumer, its lifespan is extremely short. It ends up in landfills, gutters, or in the ecosystem as soon as the product is delivered. While not affecting the functionality nor the quality of the product, companies use huge quantities of many different materials simply to pack the product, sometimes just to try to give it a better image or visibility (Mukherjee, 2015; University of Delaware Sustainable Apparel Initiative, 2009).

3.6. Fast fashion actors & Key figures

A report by Research and Markets² shows that the value of the global fast fashion market has reached €60.58 billion in 2020 with a grow perspective of €144.30 billion for 2025 and €187.13 billion for 2030. In 2020, the ten biggest players, among whom Inditex, H&M Group, Fast Retailing, GAP and ASOS PLC accounted for 29.13% of the market (Adegeest, 2021).

In the financial year 2018-2019, the three leading European fast fashion brands based on units sold per year worldwide were Inditex, H&M Group and Marks & Spencer with respectively almost 3 billion, over 2.2 billion and over 1.3 billion units (Smith, 2021).

The fast fashion market can be subdivided into five categories: pants, shirts, dresses and skirts, coats and other apparel, with the latter holding the largest share with 33.9% in 2020. The dresses and skirts division was the one expected to grow at the fastest pace, at a CAGR of 23.8% between 2020 and 2025. Asia Pacific was the biggest consumer with 29.7% of the global

² Research and Markets is a market research store created in 2002 and offers insight into over 800 industries (Research and Markets, n.d.)

fast fashion market, followed by North America and Western Europe. Whereas South America and the Middle East were expected to be the fastest growing regions with a CAGR of about 30%. In terms of gender, the female market segment was expected to gain €55.64 billion in global annual sales by 2025 (Adegeest, 2021).

Regarding the breakdown by age, the adult market was the most important one in 2020 with 85.9%. Whereas the teens wear segment was estimated to be the fastest growing one, with a Compound annual growth rate (CAGR) of 23.6% during 2020-2025. However, the adult market offered the best perspective with a gain of €68.62 billion in global annual sales by 2025 (Adegeest, 2021). A survey conducted by Collison (2021) in which she interviewed people between 18 and 75 shows that the majority of fast fashion shoppers are between 18 and 24. Out of that age group, 89% of the 157 female respondents said they were customers of fast fashion brands while 82% of the 135 males did.

3.6.1. Inditex

One of the biggest players in the fast fashion industry is the Spanish retail group Inditex, which owns Zara, Pull&Bear, Massimo Dutti, Bershka, Stradivarius, Oysho, Zara Home and Uterqüe. Zara is the largest brand in its portfolio, with approximately 69% of the overall group sales, followed by Bershka and Pull&Bear with respectively 8.69 and 6.98% (Smith, 2022; Simionato, 2022).

In 2020, one year after the start of the sanitary crisis, the group's sales amounted to €20.40 billion, eight billion less than the year before. Even though from the 1st of February 2020 to the 31st of October 2021, online sales increased by more than 28% compared to the same period of the previous year and by 124% compared to 2019, the group expected its online sales to continue growing and account for more than 25% of its total sales by the end of 2021 (Inditex, 2021). Not only have sales decreased between 2019 and 2020 because of the covid-19 crisis, but other figures as well. The number of employees worldwide has gone from 176 000 to 144 000. Inditex has had to close 500 stores because of the pandemic, ending up with 6 829 stores worldwide in 2020. Finally, the net income went down from € 3.647 billion in 2019 to € 1.1 billion in 2020 (Simionato, 2022; Smith, 2022).

However, the figures for the first nine months of the fiscal year 2021 show an improvement of the group's financial position with net sales of € 19.3 billion, a year-on-year growth of 37% and net profit increasing by 273%, from € 671 million in 2020 to € 2.5 billion in 2021 (Inditex, 2021).

Almost everyone knows Inditex's flagship brand, Zara as it operates nearly all around the world with approximately 2300 retail locations in 96 countries, of which around 1200 in Europe in 2020. The brand uses its extra short supply chain to have a finished item instore four weeks after the designer's sketch. This short lead time is possible thanks to the proximity of Zara's factories in Portugal, Turkey and Morocco for instance to its corporate headquarters in Spain. Zara is known for its wide range of clothing on offer throughout the year. Indeed, the company launches about 24 collections every year, and does thus not follow the classic model of one collection per season (Johansson, Julianose & Winroth, 2017). As a result, the customer has access to more than 10 000 Zara products annually while the industry's average ranges from 2000 to 4 000 items. This business model allowed Zara (taking into account net sales from Zara Home) to generate € 19.5 billion in net sales in 2019 (Chatvijit, 2012; Hayes, 202; Simionato, 2022).

3.6.2. H&M Group

The Sweden-based firm H&M (Hennes & Mauritz) founded in 1947 is one of the oldest fast fashion companies. In 2019 the group held several brands like H&M, COS and Monki with more than 5 076 stores in 74 countries. Due to the covid crisis, this number dropped to 5018 in 2020 and to 4 801 in 2021 (Sabanoglu, 2022). In 2020, the countries with the most stores of the H&M group were the United States, China and Germany with respectively 582, 505 and 457 stores (Sabanoglu, 2021). As to the number of employees, it sharply decreased in recent years, with the group employing 126 376 people worldwide in 2019, 110 325 in 2020 and even less in 2021, 107 375 (Sabanoglu, 2022).

The pandemic also impacted the financial figures. The global operating profit of about € 1.63 billion in 2019 dropped in 2020 to € 0.32 billion but regained strength in 2021 as it climbed to € 1.69 billion (Sabanoglu, 2022). The net sales of the group reached € 19.21 billion in 2020, a loss of € 3.8 billion compared to the previous year. In 2020, Germany contributed the most to the group's global sales by generating about € 3.04 billion. The USA came second and the UK third with respectively € 2.13 billion and € 1.18 billion (Smith, 2021).

The group does not only sell garments for all ages and genders but also cosmetics and home furnishings. Its supply chain relies on 800 independent suppliers located in Europe and Asia, and supervised by 30 H&M production offices. H&M enjoys cheap production costs as many of its suppliers are based in Cambodia and Bangladesh (Hayes, 2021).

Whilst being an important actor on the fast fashion market, the H&M Group claims to make efforts to be more sustainable. In fact, the group has understood that it has to be sustainable if it wants to keep on growing in the long run. It therefore tries to implement good working conditions for all and uses natural resources in a more responsible way. In addition, the group has launched a global garment collecting initiative in all its H&M, &Other Stories, Weekday and Monki stores, which has collected about 18 800 tons of textiles in 2020. This represents however an important decline compared to 2019 and its 29 005 tons. Once gathered in the garment-collection boxes, the used items are sorted into three categories by the group's partner, I:CO ; rewear, reuse, recycle. The first category, Rewear is for items that are in a sufficiently good condition to be worn again and can thus be resold as second-hand clothes. Reuse is for used items and textiles that will be transformed into other products like cleaning cloths. The last category, Recycle is for the rest. In that case, the items are transformed into textile fibers. This is only one example of the kind of sustainable initiatives fast fashion and other large distributors take (H&M group, 2022; Sabanoglu, 2022; Smith, 2022).

3.7. Conclusion on fast fashion

Despite economic growth and job creation in developing countries, the fast fashion industry leaves a negative footprint on the planet. It is continuously exploiting the earth's resources as if they were illimited, but they are finite and unable to keep up with the people consuming more than needed. The consumer has a key role to play in order to stop fast fashion. In 2016, Linden said "the fast fashion industry is only a phenomenon because the consumer keeps buying more each week." The capitalist society we are part of, and the fast fashion retailers are not the ones who will put an end to this fast fashion unless the consumers show they are not interested anymore. The apparel companies just respond to the consumers' needs and demands for fast fashion and therefore it is the consumers who, by changing their habits have the power to make the industry shifts towards a more sustainable way of producing clothes (Linden, 2016).

The question is whether people are willing to change their behavior. Mentalities change fast, but a survey conducted in 2019 in Belgium showed that 66% of the respondents were not willing to pay a higher price for ethical clothing while only 9% would not have minded paying 10% more. (Tighe, 2022).

4. Slow fashion

4.1. What is slow fashion?

Turning their back on fast fashion, some people are now considering a new way of consumption: “Slow fashion”. Literature often defines it as an “antidote to fast fashion” (Watson & Yan, 2013) or as a completely new lifestyle (Pookulangara & Shephard, 2013), but there is no universal definition of the term. However, even so, we know that slow fashion is a new way of seeing the garment industry. It focuses on quality versus quantity, aims at reducing the production and consumption cycle, at promoting consciousness among both consumers and producers. Slow fashion is a balanced approach where all stakeholders have an acute awareness of the impact of fashion products on ecosystems, workers and communities. As slow fashion does not follow the fashion trends and does not try to meet the consumers’ everchanging desires, suppliers can establish long term plans in terms of orders and necessary man power. There will therefore be no last minute firing or hiring, no excessive overtime but stable jobs with fixed and regular hours. Throughout the whole supply chain, people will get paid and treated in a much fairer way (Fletcher, 2007; Watson & Yan, 2013).

Slow fashion does not produce to meet quickly changing fashion trends. That is why Fletcher (2007) describes it as quality-based and not time-based. Others talk about a shift from quantity to quality with seasonless clothing being the key aspect of slow fashion.

Slow fashion consumers feel no buyers’ remorse because they know that by buying seasonless items that go well with their style and their existing wardrobe, they will keep the items for a long time. By focussing on quality rather than on quantity, they do not regret their purchases. They feel happy because their clothes fit well, can be worn for different occasions and are of high quality. For them,, clothes are an investment, contrary to fast fashion adepts who only feel satisfied when they can buy huge quantities at a low price (Fletcher, 2007; Watson & Yan, 2013). The objective of slow fashion is to extend the lifetime of an item by different means that will be described in the next sections (Fletcher, 2007; Watson & Yan, 2013).

4.2. Sustainability and clothing: the different options

As is often the case, for things to change, humans need a trigger. This is also more or less what happened with the textile industry. Indeed, even though working conditions had been bad long before 2011 and the Rana Plaza tragedy, the collapse of the Rana Plaza, an eight-storey building sheltering a textile factory in Dhaka, the capital of Bangladesh made people aware of it (Clean

Clothes Campaign, n.d.). Because of the building's lack of compliance with safety regulations, about 1100 workers died that day (Sinkovics, Hoque & Sinkovicsand, 2016). This tragedy shocked consumers worldwide and some alternatives to fast fashion gained momentum (Henninger, Bürklin & Niinimäki, 2018). In the following chapters, we will analyse four of them ; namely second-hand shopping, clothing rental, ecological production and upcycling.

4.3. Know your customers

Before analysing these four alternatives to fast fashion, we will have a look at the Belgian market. It is essential to see what the knowledge and awareness of circular economy are. According to the European Parliament (2021), circular economy is “a model of production and consumption, which involves sharing, leasing, reusing, repairing, refurbishing and recycling existing materials and products as long as possible”. If one compares this definition with what was said in the previous chapters about slow fashion, one can clearly see that slow fashion and circular economy are closely linked, which is why studies on circular economy can help to better understand the market for slow fashion.

According to the study of Comeos and Shopperware (2022) on the Belgian consumers attitudes and purchase behaviors based on 600 respondents, only 10% of the people interviewed know exactly what circular economy means. Among those 10%, there is almost a 50-50 split between male and female respondents. However, whereas 12.4% of those younger than 34 knew what circular economy was, they were only 10.3% amongst those aged 35-54 and 8.7% for the people above 55. From a geographical point of view, it was people from Brussels who were the best informed, followed by the ones from Flanders and Wallonia (Vanderveken, 2022).

Additionally, according to Hwang and Griffiths (2017) and Todeschinia et al. (2017), environmental and social aspects matter more to millennials than to older generations when it comes to buying new items (Lee, 2014). Some studies have proven that their willingness to pay for sustainable products is also higher. However, the absence of wages or the low salaries they perceive make it difficult for these generations to really invest in sustainable items (Hwang & Griffiths, 2017).

In 2020, a study was conducted among the Belgian population regarding their shopping habits. Of the 3133 respondents, 76% claim to be willing to pay more for sustainable fashion. Yet,

when asked which things they were looking at when purchasing clothes, more than 80% mentioned the price first while only 38% referred to the durability of the item and less than 20% mentioned the made in Belgium label. One can also note that about 30% of French-speaking women pay attention to the producer country, against only 13.4% of Flemish respondents. This concern is three times more important among the “older than 65” women than among the “under 25” ones (Willot, Moyson, Bavier, 2020). What is very alarming is that Belgians throw away about 15 kilograms of clothes each year (Wese, 2022).

Having a good overview of the current situation is crucial but knowing how it will evolve is also important and Shopperware therefore tried to identify the future intentions of shoppers. Based on Belgian respondents’ answers, it seems that the purchase or usage of natural materials will increase by 7.8%. For socially responsible clothing, the percentage goes up to 8.5%. For recycled materials, we can expect a growth of 5.4%. Shoppers seem to be willing to give more importance to social responsibility and sustainability. The figures remain however relatively low, which shows a certain lack of enthusiasm on the part of the Belgian population (Vanderveken, 2022).

A noteworthy point of this study concerns the buying pattern. Half of the respondents claim to buy sustainable fashion... although not every time. Sustainability seems to matter more on the French side of the linguistic border than on the Dutch one, as 9.6% of French speakers make it a priority, compared to less than 5% of Flemish speakers. Sustainable fashion seems to be perceived as more expensive by only 3% of respondents (Willot et al., 2020).

4.4. Attitude-behavior gap

While some research like the one on Belgian consumer’s behavior, suggests that consumers are more and more taking into account ethical and social considerations when buying clothes (Carrigan, Szmigin and Wright, 2004). Ethical and responsible consumerism has gained popularity because of the larger availability and distribution of sustainable products, the media’s increasing interest for social and ethical questions and the growing focus on the firm’s corporate social responsibility (Auger & Devinney, 2007). Other studies show that the consumer’s opinion is not always reflected in his purchasing behavior (Friberg & Tu, 2017; Desmoutiers, 2020). In other words, consumers may be aware of certain production conditions, they may have ethical values, but their behavior does not really seem to match these (Niinimäki,

2010; Wiederhold & Martinez, 2018). In this context, the phrase "easier said than done" makes sense. This dissonance between what consumers say and what they actually do, is called an attitude-behavior gap in the literature. This gap can be explained by many factors, but remains very complex and difficult to understand as a whole. Wiederhold and Martinez, (2018) have, through interviews, identified the different elements that could be at the origin of this attitude-behavior gap in the green apparel industry. These factors are, for example, price, availability, knowledge, transparency, image, inertia and consumption habits. Haines (2015) also conducted research in order to verify if there was indeed a significant gap between consumers' values and their behavior in the domain of fashion consumption, and to identify the different factors that could explain it. She came up with eight elements, namely social repercussions, style, cost, shopping culture, hedonism, fit, wardrobe maintenance and disposal behavior, as well as access. This theory of an attitude-behavior gap in the field of fashion is also well confirmed by many other authors, including McNeill and Moore (2015), Niinimäki (2010) or Ozdamar Ertekin et al. (2015).

What also emerges from this study is that the consumers' perception of their sustainability responsibilities is totally different from that of businesses'. Many consumers believe the effort should be coming from businesses, while businesses see it differently. According to them, retailers, manufacturers, politicians as well as consumers, who are responsible for the increase in demand, largely share this responsibility. Businesses consider that there is no need for them to focus on product sustainability, as they are simply responding to the buying behavior of their customers (Willot et al., 2020).

II. CHAPTER 2: Second-Hand

1. Definition & History

As the word second-hand indicates, buying second-hand clothes basically means purchasing clothes that have already been bought and (usually) worn by other people previously. There are different ways to buy second-hand clothes. One can get them through specialized stores, flea markets, online platforms linking seller and buyer, by swapping clothes with friends and so on. Even if buying second-hand clothes on online platforms such as Vinted or in thrift stores has become extremely trendy these past few years, it is not a new phenomenon. It seems to have started in Europe, around 1350 (Seidel, 1991). In the mid-1300, Europe was undergoing a great recession, associated with political rebellions and a population increase leading to mass famine (Smitha, 2015). Second-hand clothes became a new and cheaper way for people to dress (Lemire, 2006; Barahona & Sanchez, 2012). They could buy them on the market and even in second-hand stores (Lemire, 2006), but they also inherited clothes from relatives or their masters (Lambert, 2004). Over the years, consumers' view on second-hand clothing has changed, as has the supply, which has exploded in the past few years. It is no longer financial difficulties that make people opt for second-hand garments. It is more a question of paying attention to the social and environmental issues (Williams and Paddock, 2011), purchasing second-hand has become very stylish. There are different ways to get thrifted clothes, they will be described in the following sections (Herjanto, Scheller-Sampson & Erickson, 2016).

1.1. Barter

A barter economy is an economic system in which goods or services are traded without any use of money and where the simultaneous will of both parties is required to strike a deal (Swietach & Monterisi, 2019). In the particular case of textiles, this means that both parties agree to the swapping of one garment for another, without any money. In other words, it is all about clothes swapping (Henninger et al., 2018; Johnson, Mun & Chae, 2016; Park & Armstrong, 2017).

Clothes swapping belongs to what is called “collaborative consumption”, just like renting or sharing clothes (Henninger et al., 2018). According to Rachel Botsman (2013), it can be defined as “an economic model which is based on sharing, swapping, trading, or renting products and services, enabling access over ownership”. This new way of consuming promotes a complete redistribution of ownership, where unused garments benefit both the purchaser and the vendor, as well as the planet (Pedersen & Netter, 2013).

1.2. Flea markets

A flea market is a set of spaces, rented to private vendors, who use them to sell products and services for their own benefit. The items offered for sale are mostly second-hand products of all kinds, including second-hand clothes. These markets can be small or large and happen at regular or irregular intervals. Some are simple village markets while others are famous and attract thousands of people each year (Renard, Ritchie & Fornaciari, 2008).

1.3. Second-hand & Vintage shops

There is a nuance between a second-hand shop and a vintage shop. Indeed, “second-hand” focusses on the fact that the item has already been worn, that it is not new. “Vintage” commonly refers to an item from the past or a certain period in time. According to most sources, the word vintage can be used if the item is more than twenty years old. Another difference relates to prices. Second-hand clothes tend to be less expensive, because already used, while vintage items are often sold at higher prices, because of their period look, which is currently considered fashionable by many consumers. One can nevertheless find vintage clothes in second-hand shops, as items that are more than twenty years old have usually already been worn (Cervellon, Carey & Harms, 2012).

In a nutshell, vintage clothes are (mostly) second-hand clothes, but from a particular period, making them fashionable and more expensive. One’s financial situation is therefore unlikely to be a reason for going to a vintage store. Environmental awareness as well as trendy vintage designs are more likely to be the motivating factors (Cassidy & Bennett, 2012).

Second-hand stores have different ways of operating and getting the items they sell. In some cases, they are charity shops aiming at helping people in need, like the Belgian non-profit organization "Les Petits Riens". The principle is simple, people who want to get rid of their clothes (or other non-textile items such as furniture) deposit them in dumpsters that are located in cities and villages in Belgium. These clothes are sorted and then offered for sale in their numerous stores. The first most direct way to help the needy is to offer them cheap clothes in a good condition. The second way is to use the profits to fight poverty, hundreds of thousands of euros are transferred each year to various social services thanks to the collected textiles. In 2020 for instance, there were more than 6 800 tons of textile collected. Usually one third goes

for recycling, another third is exported and depending on the quality of the collected items about one fifth is sold in the charity shops (Les Petits Riens, n.d.).

Then, there is a second type of second-hand shop. This store is not a non-profit organization but a business like any other, its aim is to make a profit. People who do not want to wear an item any longer bring it to the store, which will sell it for them. Either the store immediately pays the vendor and sells the item afterwards, or, and this is more common, the seller receives his money only once the item has found a buyer, which is the business model Ozer Concept in Brussels uses. Ozer Concept was launched a few years ago. They started with an e-shop and a few pop-up stores, and in 2021, opened their first physical store in Brussels. People who want to sell some of their clothes can make an appointment. Their clothes are examined and valued and if the vendor accepts the price proposed, Ozer Concept puts the items up for sale. If sold, the vendor will get 40% of the sales price (Chais, 2022; Ozer Concept, n.d.).

1.4. Online second-hand platforms & websites

In the last ten years, the second-hand market has grown enormously, and not without reason. Digital technology has allowed the development of the first generalist marketplaces like Ebay, which was created in 1996, and has been a great success. Over the years, different companies have launched user-friendly platforms specialized in fashion enabling thousands of transactions and giving worn clothes a new life, like Vinted or Vestiaire Collective, created respectively in Lithuania and France in the late 2000s (Aubert, 2021). Other marketplaces or applications for second-hand shopping are Etsy, Leboncoin, The Next Closet or Adevinta. A Comeos report on the use of second-hand in Belgium indicates that the turnover in Belgium of Vinted, Etsy Fashion, The Next Closet and Adevinta has been constantly increasing since 2018 (Vanderveken, 2022).

Covid-19 has played an important role in the recent drastic growth of this online second-hand market. With the pandemic, this market had to adapt and digitalize as much as possible to maintain a certain proximity with customers while everything was taking place at a distance. According to a study by the BCG³ along with Vestiaire Collective, which is a platform offering luxury second-hand clothes and accessories, 62% of consumers are buying more second-hand items on online platforms since the pandemic. Other market players, including Collector

³ Boston Consulting Group

Square, active in the online sale of second hand luxury bags, watches, and jewelry have also seen their online sales accelerate (Collector Square, n.d.; Laffont, 2022).

1.4.1. Vinted

The most used platform for selling/buying second-hand clothes in Belgium is Vinted. Vinted is a website and app launched in 2008 by Milda Mitkute in Lithuania. It is present in 15 countries today, including the United States, Spain, France and Belgium where it has been available for 3 years now. The platform's consumer interface makes the resale and purchase of second-hand clothes both attractive and easy. Vinted only puts buyers and sellers in contact and it does not verify the items proposed. The items are shipped directly from peer to peer (Daycard, 2019; Guinebault, 2021; Vinted, n.d.).

A year ago, the platform had over 50 million users, with about 38% of these living in France, making it by far the biggest market of the Lithuanian unicorn⁴ (Les Echos Start, 2021). Vinted France (2021) confirms that the lockdowns related to the health crisis have drastically increased the number of its members and its sales. As physical stores were closed, platforms were perfect alternatives. About 94% of the users are women, the average age of the subscribers is 25 (Dormoy, 2019; Beyaert-Geslin, 2021).

1.4.2. Vestiaire Collective

Next to Vinted, another platform is widely used: Vestiaire Collective. This French platform created in 2009 offers a catalog containing more than 3 million items. Every week, more than 550 000 items are put on sale and every month, 145 000 transactions are carried out. According to Daycard, in 2019, nearly 5 000 high-end brands were offered on the platform, including iconic handbags and limited-edition sneakers. In 2020, the platform had a little more than 10 million members, scattered all over the world. (Vestiaire Collective, n.d.)

Vestiaire Collective's concept is close to Vinted's, but it mainly sells luxury items and expensive brands, while Vinted offers fast fashion and more luxurious ones (Rouvier, 2021). Given the type of products offered, authentication is usually a must. At Vestiaire Collective, all products transit through the platform's warehouses, in Paris or Tourcoing for Europe. In these warehouses, everything is checked in detail in order to authenticate each item and avoid

⁴ Start-ups that are valued at over \$1 billion (Churhc, Delosa, Garner & Gregory, 2017).

counterfeiting, as well as to verify that the products are in conformity with the announced condition. Then the parcels are shipped to the buyers. (Daycard, 2019; Laffont, 2022). The global second-hand luxury market is now worth more than € 33 billion according to Bain & Company figures (2022).

2. Downsides

As explained above, second-hand is becoming more popular, and online resale platforms have quickly captured the hearts of many buyers around the world, offering an easy, economical and more environmental-friendly alternative. However, as one observes a constant increase in sales and purchases, especially on this kind of platforms, the question of overconsumption arises, even though the items traded are second-hand clothes (Kokabi, 2020).

Indeed, even if the environmental aspect attracts some buyers and sellers, for a majority of them it is the low prices that seduce them. With its tens of millions of users and almost infinite offer of trendy clothes at very low prices, platforms such as Vinted thus push a less expensive but more excessive consumption model. In 2021, Oxfam analyzed the Vinted model, and concluded that the over-consumption of second-hand fast fashion not really reduces the carbon footprint of the fashion sector, but only the consumer's guilt. The app has a consumer-friendly and very intuitive interface, inducing thousands of compulsive purchases every day (Batut, 2021; Fabre, 2019). If before people thought twice before buying a new dress, if before they wanted to be sure that they would wear what they acquired, things are quite different today. Knowing that even if you only wear an item once you can easily resell it later on any resale platform, you buy without thinking (Raine, 2021). Second-hand also comes with the risk that people sell in order to be able to buy new things (Levänen et al., 2021).

Second-hand may reduce pollution but if a nice preworn little dress travels around the world to get to someone's house, the ecological argument is put into perspective. While the number of cross-border transactions is not made public for the Vinted platform, on Vestiaire Collective, approximately 80% of transactions are cross-border (Daycard, 2019).

Furthermore, as explained previously, in the beginning, secondhand was primarily bought by people of lower financial means. However, given the popularity of this market and the ever growing demand for second-hand products coming from people with different profiles (relatively wealthy, unique style seekers, nostalgic etc.) causes prices to rise. Second-hand is

becoming sometimes as expensive and sometimes even more expensive than new clothes. People with lower income gain nothing from buying second-hand clothes, or simply cannot afford them anymore (Raine, 2021).

3. Key figures and popularity

According to a study conducted before the sanitary crisis by BCG and Vestiaire Collective, the global secondary market, commonly referred to as the second-hand market, is estimated to be worth between € 25 and 35 billion. In Belgium, this market is estimated at € 1.5 billion, excluding cars and motorcycles, of which fashion, including accessories and shoes, represents the biggest part in terms of transactions, with about 23%. In terms of value, fashion comes second, with a value of € 324 million, right behind computers.

Fashion second-hand shops were the selling location used in 60.5% of the cases, followed by online marketplaces with 27.8% and social economy shops with 11.8%. The share of online marketplaces has been increasing over the years while the use of the other two has been decreasing (Vanderveken, 2022).

In 2020, second-hand accounted for 4% of the Belgian fashion retail market. It is important to note that the turnover for new fashion items is decreasing while the share of second-hand clothing grows, mainly due to the purely digital second-hand websites. Moreover, social economy shops like de Kringwinkel, Oxfam, Groupe Terre, la Ressourcerie or Les Petits Riens all faced a decrease in their turnover between 2019 and 2020. This was also the case for commercial second-hand fashion retailers like Think Twice or Jipex (Vanderveken, 2022).

There are 4567 second-hand shops in Belgium, 70% are selling only second-hand clothing while the remaining 30% are also selling other second-hand items. Since 2018, there have been around 2000 companies managing these second-hand shops. Even though their number has not really changed between 2018 and July 2021, those having second-hand fashion as their main activity in Belgium, have gone from 1038 to 965. Whereas for those with fashion as their second activity, the numbers have increased from 1018 to 1098 (Vanderveken, 2022).

According to the Comeos' report the second-hand fast fashion industry is expected to continue to grow for different reasons. Millennials and new generations of shoppers are very keen on vintage clothing. Second-hand shopping enables the affordable purchase of premium brands.

Vintage and older collections allow the consumer to be different and to stand out in a crowd. Second-hand is more sustainable and appeals to the environmental conscience of the younger generations and last but not least selling one's used clothes generates a second income (Vanderveken, 2022).

Another reason for the positive growth prospects is the loss of purchasing power. 36% of the sample interviewed state that they do not have enough savings to cope with a job loss or other financial difficulties. Their financial means are already stretched to the limit and with the energy crisis the situation will get even worse and these people will be turning even more to second-hand goods. Then, from an environmental point of view, our society can no longer continue to consume as it has for the past 30 years. Governments, urged on by a section of public opinion and faced with the challenges of population growth, will have to strengthen the circular economy (Bosseler, 2022).

The study conducted by BCG also gives us some insights into the expected growth of the secondary market, which should come to represent between 15 and 20% of the worldwide textile industry, over the next five years, compared to 5% today. BCG expects this market to exceed € 55 billion by 2025 (BCG, 2019; Adegeest, 2019).

Besides, every year for almost 10 years now, the American company Thred Up, offering an online platform for clothes resale between individuals, publishes a study on the secondary clothing market. Their 2021 study reveals a more rapid growth for the secondary market than for the classic clothing market and expects it to reach a market size of €68 billion by 2025. According to the same study, it will surpass, in volume the size of the fast fashion market by 2028 (ThredUp, 2021). Furthermore, the French Fashion Institute notes that the "classic" clothing sector's sales have dropped by 15% in 2020 (Minvieuille, 2022; Talmon, 2022).

The tremendous growth of the preowned market can be explained by the continuously increasing selection of products. Offered by an increasing number of sellers, a growing offer allows Vinted and other platforms to seduce even the most skeptical customers with their unique items. More traditional brands have no other choice but to adapt to this new trend, as the clothes they sold are being resold without bringing them any profit. The luxury sector also seems to be interested in this trend, and a BCG study confirms that 60% of luxury buyers declare themselves interested in second-hand items (BCG, 2019).

4. Adaptation process of the traditional brands

As explained previously, the second-hand market is growing, traditional fast fashion, luxury and other retailers are noticing that a profit opportunity is passing them by in favor of platforms like Vinted and are trying to get on the second-hand train. Let us take for example La Redoute which recently launched "La Reboucle", a website for resale between individuals. Every detail has been carefully thought through. An innovative payment service allows users to be paid directly or to receive a payment on an e-gift card and for the delivery of their bulky products, they use Cocolis, a carpooling system that calls upon private individuals to transport the parcels. (Gnitekram, n.d.; Hervot, 2021)

Zalando has also launched a section dedicated to the resale between individuals. The sellers can choose to be paid in gift cards or to donate the money to charities. Fast fashion giant H&M has Sellpy, its second-hand platform where the brand handles the sales and shares the profits with the seller. Auchan, the French giant retailer, which also offers clothing, has launched a "second-hand clothes" section in some stores (Dessaigne, 2021; Rialland, 2020).

Some brands take a commission on sales, others simply prefer to focus on the circular aspect and do not even take a percentage on transactions, like Petit Bateau.

This phenomenon has really gained momentum, and regardless of their size or the products proposed, all kinds of brands have joined the movement. Here are just a few of them. The clothing brand Ba&sh offers a "Resale" tab, which allows people to sell their old clothes and accessories directly online (Maurin, 2020). The furniture brand IKEA offers to bring back your used furniture to the store in exchange for a discount card for future purchases. Decathlon, for its part, has launched its own platform for the return of their second-hand sports goods where customers can be paid by bank transfer or in vouchers (Ziqy, 2021). The sport brand Nike has also followed the trend with the "Nike Refurbished" project, the company collects used shoes, inspects them and then resells them (Boulay, 2021). Aigle has launched "Second Breath", offering new life to the brand's clothing and shoes (Aigle, n.d.).

Does this mean that there is a general awareness of the consumers and the big brands ? Well, partly only. It is mainly a way for the brands to make themselves look good in a society where concerns about the future of the planet are more and more present (see Green Washing) (Satto, 2021).

5. Target consumers and their motivations

5.1. Target consumers

It is important to note that the second-hand market is mainly driven by two forces: its positive image and necessity. 31% of Belgians see second-hand as ecological and responsible. While 16% buys it out of necessity. Their low purchasing power does not allow them to buy everything new and second-hand is therefore the perfect way for them to save money (Vanderveken, 2022).

In a study on the attitude towards circular consumer goods conducted by Shopperware on behalf of Comeos⁵, Shopperware has identified four profiles among the Belgian population : the Traditional Shoppers, the New Generation, the Opportunist and the Convinced Circulars. The “Traditional Shoppers”, representing 31.5% of the Belgian population are people who never or very rarely buy anything not new. Only 20% of them have bought a second-hand product in the previous year. 31.1% of the interviewees belong to the “New Generation”. They care about the environment and believe sustainability is important. They have therefore a positive attitude towards second-hand but prefer to spend their money on life experiences rather than on second-hand clothing. Most of them are French speaking. The “Opportunistics”, representing 21% of the interviewees are not ecologically minded and buy second-hand only because of its low price. “Convinced Circulars” make up 16%. They also care about the planet, but buy second-hand because of their reduced purchasing power. (Vanderveken, 2022).

As shown above, the profiles of second-hand shoppers have become more diverse than a few decades ago. According to the Shopperware study, on average 49% of Belgians over 18 have made a second-hand purchase in 2021, clothing or something else. However more than 80% of the Convinced Circulars and around 60% of the New Generation have bought something used in the past 12 months, as opposed to half of the Opportunistics and only 20% of the Traditional Shoppers (Vanderveken, 2022).

In Belgium the three best known second-hand shops/websites are 2ièmemain with 19.8% of followed by Vinted with 16% and de kringwinkel with 12.9%. All the answers to the question “Which second-hand shops or second-hand websites can you name?” are shown in Table 1 (Vanderveken, 2022).

⁵ Trade and services federation in Belgium

<i>Shop/Website</i>	<i>Percentage of respondents</i>
2dehands/2ième main	19.8
Vinted	16
De kringwinkel	12.9
Ebay	2.2
Facebook Marketplace	1.4
Oxfam	1.4
Troc	1.3
Terre	1.1
Les petits riens	<1
Marketplace	<0.5

Table 1: Second-hand shops and websites mentioned by respondents
Source: Vanderveken, 2022

It should be noted that consumers are more inclined to sell their old clothes than to buy preworn ones (Neerman, 2022). According to the data collected by Shopperware in Belgium the second-hand fashion market risks to become a buyer's market (Appendix 1). In fact, it seems that the percentage of Belgians buying clothes on marketplaces will decrease by 1.6% while the number of Belgians selling clothes on marketplaces will increase by 7.2%. This will result in a price erosion and cause an increasing number of transactions (Vanderveken, 2022).

The fastest converters to the second-hand trend are the millennials, aged 25 to 37, which according to Thred Up's study represent 33% of all second-hand shoppers, against 16% for the 18 to 24 year old (ThredUp, 2021). In Belgium, about 60% of those under 54 say they made at least one second-hand purchase last year. Older consumers have usually more traditional buying behaviors, making them more reluctant to follow new trends such as this one (Deslandes, 2020; Neerman, 2022).

Many personal factors can explain why and how frequently someone turns to second-hand. The individual income seems to be important as well as the number of members of a household or their gender for instance. The larger the family, the more it is likely to buy second-hand (Benson, 2007; Herjanto et al., 2016).

5.2. Buyers' motivations

5.2.1. Why people buy second-hand

As mentioned earlier, initially, the interest in second-hand was mainly fuelled by financial concerns. The consumers were less well-off (Guiot & Roux, 2008). However, motivations have changed, they are much more complex today and influenced by multiple factors. We have gone

from customers interested purely in the financial side to a public also interested either in the environment or in the trendy aspect of second-hand clothing. It is indeed the consumer's growing concern for eco-responsibility, which has intensified since the start of the recent Covid-crisis that is one of the reasons for the growth of this market (Deslandes, 2020).

The influencing factors identified by researchers can be grouped under the three following headings : economic (internal and external), psychology (inner and peer pressure), and situational components or three equivalent macro-dimensions : economic, experiential and critical (Blomgren, Sattari, Peighambari & Levihn, 2014; Guiot & Roux, 2010; Kuepers & Weibler, 2008).

Economic motivations

There are four motivations related to the price. The wish to pay less is the first one. By buying second-hand, the shoppers save a lot as they can get very cheap products. If they do not have a lot of money, it is a good way to buy goods without sacrificing the other things they would have had to renounce if they had paid the full price. Some other people buy second-hand because they want to pay a fair price. For them, some things are just too expensive for what they really are and they are not worth paying the full price. In fact, purchasing a new product does not always ensure you a better quality. Another reason to buy second-hand is the pleasure of bargain hunting. Second-hand allows people to compromise less as they can buy primary goods at a lower price and then also purchase some less essential products, thus reducing the budget allocation pressure (Guiot & Roux, 2010; Lemaitre & De Barnier, 2015).

These economic motivations depend on two components : internal ones and external ones. The internal ones are internally controllable components, including elements such as income or household situation, which are affecting the spending capacity of an individual. External components like an item's price can on the contrary not be controlled by the individual (Herjanto et al., 2016).

Experiential - psychological motivations

Some researchers divide experiential factors into two categories: intrinsic and extrinsic ones. Intrinsic factors comprise morals, image, value, materialism, and nostalgia, while extrinsic factors are for instance uniqueness, authenticity and originality, as well as peer pressure (Fuster et al., 2012; Herjanto et al., 2016; Roux, 2006). Others link them either to the nature of the products or to the characteristics of the distribution channel (Guiot & Roux, 2010).

The experiential motivations linked to the nature of the objects on offer are the originality of the products ; the congruence between the object and the consumer's wishes ; the nostalgic pleasure of finding objects from the past ; and the self-expression through the restoration, repair, or transformation of objects. It is a way to find products that no one else has, to buy goods that match one's taste and personality perfectly, to purchase articles with a history or which recall memories and to add one's personal touch to products and give them a new life (Guiot & Roux, 2010; Sherry, 1990).

On the other hand, the experiential motivations linked to the characteristics of the distribution channel are for instance the possibility of social contact, as chatting with second-hand sellers restores the human contact lost in big stores. It is a way to be told an interesting story about the products on offer and to create an affective link with them (Kopytoff, 1986). Second-hand shopping is also very stimulating as it is like going on an adventure. The shoppers walk around and discover incredible and exciting objects. Finally, looking for second-hand products is like going on a treasure hunt. Raking through piles of second-hand items with the hope of finding something worthwhile buying, a rare and unique product no one else has or a product with a very high social value at a very low price (Roux, 2006).

Critical – situational motivations

The last type of motivations are the situational ones, they include elements such as culture, past purchases and the wish to distance oneself from the social system (Herjanto et al., 2016).

There are three subcategories of critical motivations. To begin with, there is the desire to avoid the conventional channels. People see second-hand as a way to escape the consumerist system in which people reject goods that are still in a good condition. Ethical and ecological concerns are the second reason people opt for second-hand. It is a way to use less natural resources, fight waste and reuse still functional products. Second-hand buyers feel proud to reject the incentives to consume more. Finally, there is the anti-ostentation motivation which is “the conscious, deliberate rejection of everything associated with fashionable or mass consumption, coupled with a tendency to find value in what other people disparage”. This category of consumers often rejects the social codes, which according to them lead to a loss of individuality, they buy things because of the value they hold for them, not because they are trendy (Borusiak, Szymkowiak, Lopez-Lluch & Sanchez-Bravo, 2021; Ek Styvén & Mariani, 2020; Guiot & Roux, 2010).

Case study of the Belgian population

In their study on consumer behavior in Belgium, Shopperware asked Belgians what the main reason for buying second-hand goods is. The most frequent answer chosen by 30.6% of the respondents is a lower price for a similar quality. Number two and three relate also to the low price, with 20% buying used items because they cannot afford new ones. About 14% mention the original and unique characteristics of the products and only 6.8% of the respondents indicate the environmental concerns as the reason for their purchase. This percentage seems quite low knowing that another study, realized by BCG along with Vestiaire Collective, covering seven thousand consumers from six different countries (USA, France, Spain, Italy, Germany and UK) , has concluded that 70% of second-hand consumers are purchasing second-hand due to the associated sustainable advantages. The answers and the percentages of the Shopperware study are indicated in the Table 2 below (Deslandes, 2020; Vanderveken, 2022).

<i>REASONS</i>	<i>%</i>
"Second-hand is just as good but cost a fraction of a new product."	30.6
"It was a bargain. For that price I couldn't resist."	21.3
"My family budget doesn't allow me to buy new items."	19.7
"It was a unique or original piece that I had been looking for."	13.9
"Buying second-hand is more sustainable and better for the environment."	6.8
"Big luxury brands are affordable when you can buy them second hand."	4.2
"It was an impulsive purchase."	3.5

Table 2: The main reasons for buying second-hand consumer goods
Source: Vanderveken, 2022

5.2.2. Why people buy second-hand online

While buying second-hand products has its own set of motivations, purchasing those items online can have additional ones. The factors that push consumers to buy second-hand online can be divided into two categories: practical or functional, and emotional. According to Stafford and Stafford (2011) and To, Liao and Lin (2007), the functional dimension is related to the cost reduction, convenience, research possibility and information availability. The non-functional one considers the sociability, uniqueness and entertainment aspects.

Practical – functional motivations

According to Shang, Chen and Shen (2005), consumers buy second-hand online mainly because it is easy. Online purchasing also offers the customers more options, competitive prices and allows them to use less energy when hunting for bargains. The fact that you can buy

something online whenever and wherever you like is also key. All of these factors allow the customer to speedily purchase a specific product at the best price (Renaud, 2020).

Emotional – non- functional motivations

On the other hand, we have the non-functional or emotional motivations, with for example discretion and the freely chosen degree of sociability. In fact, a more introvert person will prefer to buy online as social contact is limited there. You can make your purchases without being seen, judged or labelled (Kukar-Kiney, Ridgway & Monroe, 2009; Renaud, 2020). It is also a playful experience, as you can do it on your computer or mobile phone. Other emotions are also involved such as the feeling of being in control or of feeling competent, the pleasure of shopping online is immediate. Another important factor that can induce online shopping is social influence, and more specifically an individual's attitude and subjective norms. The subjective norms are the way people whom the individual considers important see a certain behavior (Renaud, 2020; Shang & al 2005).

5.3. Buyers' reluctance

5.3.1. What keeps people from buying second-hand

While buying second-hand clothing offers many benefits, there is also a significant number of reasons why consumers avoid second-hand purchases. Bezancon (2012) was able to differentiate five categories: security, utilitarian, hedonistic, self-expression and affiliation brakes.

Security brake

Bezancon (2012) explains that the security brake is related to hygiene issues and the lack of information about the previous owner as well as the condition of the garment. Second-hand clothing can also be perceived as dirty, and some people even worry about potential risks of contamination and illness (Bardhi & Eckhardt, 2012).

Utilitarian brake

There are three types of utilitarian brakes. The first one concerns the functional utility linked to the acquisition process. Second-hand consumers are afraid finding only a limited offer, hardly any choice and frequently unavailable products, not to mention less advantageous sales policies regarding warranties for instance (Durif, Dehling, Rajaobelina, & Boivin, n.d.). Then,

there is also a financial utility, which calls into question the quality-price ratio of second-hand items. Finally, there is the temporal one, which is linked to the difficulty in finding what one wants and the potentially long time spent (Bezancon, 2012).

Hedonistic brake

Brakes can also have a hedonistic component, which is linked to people's continuous pursuit of happiness and well-being. There are three elements that come into play, namely the less gratifying character of second-hand shopping, the fact that it is cognitively taxing, and the fact that it can cause psychological distress.

Some people prefer not to buy second-hand goods since they provide a lower level of satisfaction than new ones, due for instance to the absence of unpacking and appropriation rituals (Warnier, 1999; Julien & Rosselin, 2005). Others point out the higher cognitive work required. The procedures and outlet channels indeed appear to be a lot more demanding and unfamiliar to consumers. Some customers also avoid buying used things since not knowing their condition and longevity makes them anxious. Second-hand goods also seem to induce psychological distress. The new owner is afraid of the prior owner's personality (Bezancon, 2012).

Self-expression brake

According to Bezancon (2012), many people think that second-hand clothes do not allow them to express themselves the way they should. They believe clothes to be part of their identity. For some it is even something symbolic, they express themselves through what they wear. Their way to dress tells a lot about the way they want to be seen (Piacentini & Mailer, 2006). Sometimes second-hand makes this impossible (Bezancon, 2012).

Affiliation brake

Last but not least there is the social component of clothes and the image they convey. Some of Bezancon's (2012) respondents state that they avoid buying used items because of the reputation it could give them. They for example do not want to be labeled as poor because they use specific distribution channels or buy second-hand goods. People are also concerned about being called stingy if they purchase used items.

5.3.2. What keeps people from buying second-hand online

In the eyes of the consumers, buying second-hand already has some disincentives, doing it online can be perceived as even more complicated. There are many factors that can influence a consumer's intention to buy online. According to Ernst and Young (1999) (cited in Vandeville, n.d.) there are thirteen specific factors that could hinder someone from buying online. These fears are the following : theft of credit card information, sale of the buyer's data to third parties, difficulty in finding the desired product, difficulty in searching the seller's website, no trust in the website, impossibility to see the product for real, uncertainty about the nature of the product, price of the product, shipping costs, limited ability to view the product, limited number and variety of products on the website, poor description of the products and their use (Vandeville, n.d.). Using this list, Paraschiv and Zaharia (2000), have defined seven types of risks perceived by consumers: security risk, privacy risk, time risk, brand risk, product risk, price risk and site risk (Jain & Kulhar, 2019; Vandeville, n.d.).

Security & Privacy risk

The security risk is linked to the fear of having one's credit card information stolen. People indeed sometimes believe that the financial transactions are not secured enough when they buy online (Statista, 2019). Consumers also fear the violation of their right to privacy, they are afraid of having their private data sold by the seller. In other words, it is the risk of theft and misuse of personal information (Jain & Kulhar, 2019; Ranganathan & Ganapathy, 2002).

Brand, Product & Site risk

People have sometimes difficulties in trusting an online brand as much as a physical store. The same goes for the product. As the internet only enables one to see a picture of the item for sale, there can be doubts regarding the authenticity, the nature of the product, its quality and its size or fitting. If second-hand items bought online do not fit, returns are usually not allowed, which represents a risk for the buyer. It can also seem risky not to see the product for real nor the relevant details on the website. Not being sure of the website's reliability is also a risk. The absence of advice from experienced sellers is also an important barrier to the use of websites and even more peer-to-peer platforms (Jain & Kulhar, 2019; Kiran, Sharma & Mittal, 2008; Ranganathan & Ganapathy, 2002; Statista, 2019; Vandeville, n.d.).

Time risk

The time risk perception is linked to consumer's concerns about losing time, they fear that the items might be difficult to find or that the websites might not facilitate the buyer's research (Bhatnagar & Ghose, 2004) Additionally, shopping online also means that the interval between the purchase and the reception is longer (Statista, 2019; Vandeville, n.d.).

Price risk

The price risk perception is all about the price asked by the seller and the shipping costs, which can sometimes significantly increase the price (Sthapit, Jo and Hwang, 2016).

5. Conclusion second-hand

One can say in conclusion that second hand is not a new phenomenon, quite the contrary. However, the consumer, his motivations as well as the way to get second-hand clothes have evolved a lot over the years. Both the growing number of stores and concept stores and the advent of online second hand via P2P platforms these last years have helped it to gain popularity. The fact that more and more brands, from the small local ones to the industry giants, are gradually integrating second hand into their business model shows that it is in full expansion and can no longer be ignored. It remains however intriguing that "only" 49% of Belgians say they have bought at least one second-hand item during the year 2021, regardless of the product category (Vanderveken, 2022).

Underneath in Table 3, you will find a summary of the motivations and disincentives identified in this section and divided into 4 categories, namely the motivations for buying second-hand, the motivations for buying second-hand online, the disincentives for buying second-hand and finally the disincentives for buying second hand online. They will be very important for the rest of our study.

<i>Motivations towards second-hand purchases</i>	<i>Brakes on second-hand purchases</i>
Economic motivations Experiential motivations Critical motivations	Security brake Utilitarian brake Hedonistic brake Self-Expression brake Affiliation brake
<i>Motivations towards online second-hand purchases</i>	<i>Brakes on online second-hand purchases</i>
Practical motivations Emotional motivations	Security & Privacy risk perception Brand, Product and Website risk perception Time risk perception Price risk perception

Table 3: Summary table of the different motivations & brakes coming from the literature

III. CHAPTER 3: Other alternatives

1. Clothing rental

1.1. Definition & History

Clothing rental is a form of collaborative consumption where people use a fashion product without owning it. This fast fashion alternative led to the appearance of clothing rental places, also called fashion libraires. It offers a type of access-based consumption that extends the lifespan of clothing (Harper, 2018; Shrivastava, Jain, Kambled & Belhadie, 2021). By renting an item, the consumer satisfies his need for a new or specific product but he also contributes to the decrease of the production of new clothes and their negative externalities like carbon dioxide emissions or the heavy use of resources (Arrigo, 2022; Johnson, 2020; Lang, Seo & Liu, 2019). Thanks to the rental platforms, the consumers have access to a wide range of items and can rent them for periods going from a few days to a month, depending on the renter, and for only approximately 10-15% of the full retail price. The fee usually includes dry cleaning, tailoring service, rental insurance and return and delivery. Clothing rental allows its customers to use their personal resources like money and space more efficiently (Arrigo, 2022).

Depending on the persons involved in the transfer of the products, fashion rental can be either peer-to-peer (P2P) or business-to-consumer (B2C). One can also differentiate between day-to-day rental and special occasion rental (Bhattacharyya, Balaji, Jian, Azer & Hewege, 2022 ; Jain, 2021; Lee & Huang, 2020).

In order to strengthen their relationship with their customers and because clothing rental is not yet widely known and sometimes taken for second-hand clothing, many fashion rental platforms are also opening physical stores. In some cases, they are launched at the same time as the digital platform. In other cases, small showrooms are opened later. Some of the rental enterprises also use commercial actions to attract new customers. They offer customers, for instance for an almost non-existent fee, home-fitting opportunities. If the customers like the item they tried on, they can decide to book it for an occasion and will eventually become a regular customer. Sometimes the customers can also rent for the same price a garment in two different sizes to make sure one of them fits (Arrigo, 2022).

It is important to note that nowadays, many fashion rental platforms are giving the customer the opportunity to buy the rented item. The customer will end up with the piece he/she really

likes, and simultaneously, it will create another source of income for the company. (Hervot, 2021). Social media are used by the rental platforms to post pictures of the newly available items but also to communicate with their current and future clients (Shrivastava, 2021).

1.1.1. Difference between peer-to-peer and business-to-consumer platforms

P2P clothing rental platforms are marketplaces that directly connect sellers, people with clothes they do not wear anymore, with buyers, consumers who need a “new” item (Jain et al., 2021). The exchanges can also be organized by a firm. In that case, customers can propose their own products for rent on the platform, which will verify the quality as well as the state of the item. If the garment is accepted, the platform will send it to the final user and take a percentage of the rental fee, the owner of the item will get the remaining money. Usually, these fashion rental firms are in charge of the cleaning, rental and delivery (Arrigo, 2022; Johnson & Plepys, 2021).

In B2C platforms, the platform and the fashion products are provided by the same company which buys at a wholesale price the garments and accessories that will be put up for rental (Jain et al., 2021). The platform then rents the items to customers for a certain fee for an entire season. At the end of the season, the product is sold at a price fixed according to the popularity of the article and its quality. By regularly selling its rental pieces, the firm offers trendy items to its customers and at the same time has side revenues. Subscription and rental fees are its main revenue sources while shipping and dry-cleaning are its main expenses. If the platform also has a physical store, property rental and staff costs have to be taken into account (Arrigo, 2022; Perlacia, Duml & Saebi, 2017).

1.1.2. Downsides

Despite the many positive arguments and the fervent advocates of fashion rental, this new way of shopping still has some drawbacks mainly related to the non-ecological side of the service. Some studies have shown that it is actually even more harmful than people think (Chanodil, n.d.). In 2021, the *Environmental Research Letters*, a Finnish scientific journal analyzed the different ways of “consuming” cotton-based products, namely buying, reducing, reselling, recycling and renting. They used the life cycle assessment of a pair of jeans and analyzed its impact based on the global warming potential (GWP) of the five options mentioned. The results show that renting clothes would have the largest carbon footprint, sometimes even larger than simply throwing them away. The intensified utility rate of the product is counterbalanced by

the high consumer mobility that leads to very high emissions due to the shipping and the packaging involved in the transfer between the storage place and the various renters. Additionally, dry cleaning, which is commonly used in between rentals, is very harmful to the environment as well (Levänen, Uusitalo, Härri, Kareinen & Linnanen, 2021)

1.2. Key figures & popularity

The online fashion rental market was valued at more than €900 million in 2017 and was projected to be worth about €1.652 billion in 2023 (Allied Market Research, 2019a). This represents only a small fraction of the global clothing market, and its €1.3 trillion in 2020. Even though fashion rental has been negatively impacted in 2020 and 2021 by the worldwide sanitary crisis of Covid-19 it is expected to have increasing revenues from 2022 on (Bhattacharyya et al., 2022; Statista, 2021).

1.3. The Belgian players

When focussing on the Belgian fashion rental market, three main brands come up: Jukebox, Coucou and The Closet.

1.3.1. Jukebox

Jukebox is a clothing rental service that has been created in December 2019 by Nathalie Balfroid and Catherine Detaille. They used clothing rental services for four years when they were pregnant and to dress up their young children and enjoyed it. Because fashion rental was neither easily available, nor widespread for women, they decided to launch Jukebox (Reseau Entreprendre, 2020).

Their company offers qualitative and non-basic clothes with a cut, a design, materials and prints that are rather original and therefore more “difficult” to wear. However, the items you will find on Jukebox’ racks are mostly everyday clothes coming from rigorously selected brands chosen for their origin and their durability. Via the platform one can rent business, casual or festive outfits from a size 34 to a size 46 (La Libre, 2020). Jukebox offers a subscription based service where the customer can choose between three options: Economic, Optimistic or Business. The first one allows the customer to choose one item of the catalog with the possibility to change it every month. The Optimistic and Business options provide respectively two and three items. The prices range from 35€ per month for the Economic to 75€ per month for the Business

option. All the formulas include free delivery and return, an insurance against small damages like stains and the dry cleaning costs. Customers can try the items before renting them in the showroom in Etterbeek (Jukebox, 2022).

The brand's goal is to be able to offer the same service for men and eventually for the whole family, and to become the Belgian leader for day-to-day clothing rental for women by 2025 (Reseau Entreprendre, 2020).

1.3.2. Coucou

Coucou was launched in 2016 and the company rents dresses and jumpsuits for special occasions like weddings, birthdays or ceremonies. The brand differentiates itself from other rental services by providing accessories to complete the outfit. The two founders, Marie Berlier and Isabelle d'Otreppe also give fashion advice to their 17 000 customers based on their size and morphology (Samain, 2021). Customers have access to more than 1500 premium or luxury items. 80% of them are purchased second-hand by the Coucou team while the other 20% are bought from clients. Their value is between 150 and 4000€. While purchasing a new dress for a special occasion will cost between 500 and 1000€, Coucou will rent a dress for around 50€ and the full outfit with accessories for 100€. Sizes go from 34 to 44. During the high season, Coucou rents out between 300 and 400 dresses every weekend. Each dress is rented between 15 and 30 times (La Libre, 2020; Samain, 2021).

By opening a clothing rental service, Marie and Isabelle wanted to reduce the environmental footprint of the fashion industry. Instead of buying new dresses, their customers will rent a dress, return it to Coucou, and Coucou will rent it again, maximizing its use during its lifecycle. Given that every Coucou customer would have bought a dress instead of renting one, the company estimated they saved 64 tons of carbon dioxide in 2018. In addition to this, at the end of its lifecycle, the product is taken to a recycler like Les Petits Riens (Bocart, n.d.).

Before the Covid crisis, the firm was quite successful with a turnover that doubled every year. The events sectors being seriously impacted by the virus, Coucou encountered difficulties too. The expected turnover of 600 000€ for 2020 ended up being only 200 000€. As a result, the founders decided to destock some products and to let their customers buy them. They also created an e-shop where they sell jewelry and ethical cosmetics. In order to expand their online presence, Coucou launched a fundraising campaign with the participative financing platform,

Lita and collected 270 000€. Their focus is not to open new physical showrooms but to have eco-friendly deliveries, a complete online catalogue, personalized advice, ... (Samain, 2021).

1.3.3. Le Closet

Le Closet is a clothing rental service that offers boxes containing fashion items. It operates on a monthly subscription basis. The customers can either choose some pieces of the Closet's wardrobe or get sent a selection picked by Le Closet, which they can of course validate or modify. This selection is based on the customers' profile that indicates the cuts that suit them best and their preferences for casual, work and/or evening wear. After receiving the garments, they can keep them as long as they want and as long as they are paying for the subscription. They can decide to return the items in exchange for other ones whenever they want. The subscription price starts at 39,99€ per month for the Classic formula and at 49,99€ per month for the Pregnancy option. The two options include the delivery and the dry-cleaning of the items. The customer has the opportunity to buy a product he if really likes it and can cancel his subscription at any time (Hezzaz, 2020; Le Closet, 2022).

1.4. Target consumers and their motivations

According to a study by Arrigo (2022), clothing rental mainly targets women between 30 and 50 with medium to high incomes. These women are interested either in luxury and designer items, comfortable pieces for special occasions or a more sustainable fashion consumption. As a result, not all the fashion rental enterprises are offering the same items. Some are renting luxurious or high-end products aimed at 35 to 55 year old women, and some others, luxury brands, accessories, ready-to-wear, emerging designers target Millennials and Generation Z who are more conscious and sustainable shoppers (Arrigo, 2022).

Studies have shown that consumers are more impacted by subjective norms than attitudes (Lee & Chow, 2020). The attitude can be defined as "a state of mind indicating the positive or negative feeling of a person or the intent to take a certain action" (Fishbein & Ajzen, 1975). On the other hand, subjective norms can be defined as "the perceived social pressure to perform or refrain from certain actions" (Ajzen, 1991), or as "the influence of the expectations held by family members or friends on the actions of individuals upon certain targets or concepts" (Hanzaee & Ramezani, 2011; Yang & Ahn, 2020). In other words, hesitating consumers will be more easily influenced by pressure coming from friends, relatives or the society in their

decision to go for fashion rental than by their own attitude. Because fashion rental is still new and not yet very common, potential customers like to read reviews, comments and ask friends who already use the service about their degree of satisfaction (Arrigo, 2022; Schepers & Wetzels, 2007).

Clothing rental meets several needs the customers may have. It allows them to dress to express a high social status (Yuan & Shen, 2019). Luxury items are sometimes not affordable, fashion rental gives them access to those high-end items without having to pay the full price. Fashion rental is also used by customers who want to have something different for a special occasion without having to pay a fortune for an outfit they will only wear once. Customers can also try out different styles without having all the associated costs. Finally, clothing rental allows conscious shoppers to enjoy environmental friendly fashion by giving them access to a broad range of designer but also ready-to-wear products without having to buy them new (Arrigo, 2022; Lee & Huang, 2020).

A study conducted by KPMG revealed that, overall, people who rent clothes see it mainly as an opportunity to find items for a specific occasion. 42% of those aged 18 to 29 declared themselves willing to rent clothes, but only for specific occasions, against 10% who would also rent without any special occasion. The remaining were not ready to rent clothes of any kind. Amongst the 30 to 44, 44% could imagine renting clothes for special occasions, against 6% without any specific occasion. About 30% of the above 45 were ready to rent for special occasions, against almost no one for everyday use (KPMG, 2021).

Even though, these services are a good thing for the customers, there are also disadvantages. When buying from a PtoP platform, you have to trust the sellers regarding the quality and state of the items. Renters are also scared of damaging the garment when wearing it as it is not really theirs. It is also sometimes difficult for them to return the item as they have gotten used to owning it (Arrigo, 2022; Mukendi & Henninger, 2020).

2. Ethical clothing

2.1. Definition & History

As people grow more and more aware of the conditions in which trendy items are produced, fashion companies and the textile industry as a whole are challenged on compliance with

environmental rules as well as workers' rights. As a result, some companies are trying to make sure their production process is as ethical and compliant as possible, they sell what we call ethical clothing (Miśkiewicz, 2018).

Sustainable fashion can be produced in different ways, including by using raw materials from certified sources, as well as natural and renewable fibers. However, it is not only the materials used that are called into question, but the whole production process, with its social and environmental externalities including the impact on the planet and on the workers involved (Miśkiewicz, 2018).

In order for people to be sure that the item they buy is indeed ethically/ecologically produced, many certification labels exist.

- GOTS label (Global Organic Textile Standard) : guarantees that the textiles are made from organic material and natural fibers. At least 70% of the textile fibers have to be natural and organic and the production process has to have a low social and environmental impact all along the supply chain (Ecoconso, 2019).
- FWF (Fair Wear Foundation) : an organic label aiming at guaranteeing the respect of the working conditions as defined by the International Labor Organization conventions, for every worker in the garment industry (Fair Wear, n.d.).
- OEKO-TEX® label : guarantees the non-toxicity of the materials used in the textile industry (Atome, n.d.).
- Max Havelaar label : guarantees the use of fair cotton, i.e. a proper income and acceptable working conditions for producers (MaxHavelaarfrance, n.d.)
- Fair trade : looks after the workers' and producers' welfare. An additional premium encourages community development (Ecoconso, 2019).
- The European Ecolabel : focuses on the environment, certifying the limited use of harmful substances, reduced CO2 emissions, the respect of energy efficiency measures, as well as quality standards (Ecoconso, 2019).

Customers' evolving relationship to clothes together with the continuously increasing globalization have caused decades of fierce competition in the garment industry, leading to very low prices, especially in big retail chains (Ceylan, 2018). Although sustainable fashion is needed, one of the main reasons why people love fast fashion is the wide variety of products

offered at unbeatable prices (Shen, 2014). These competitive prices are possible because of the cost optimization realized throughout the sourcing and production process, relocating production to countries where labor is cheap or using poor quality raw materials. As this is exactly what ethical fashion brands try to avoid, in terms of price, it is impossible for them to be competitive. Limiting as much as possible the environmental and social degradation caused by the use of chemicals, as well as limiting transport emissions and improving working conditions increases the costs of an item. As a result, even though more and more people tend towards ethical fashion, due to the higher prices asked for similar-looking clothes, it remains inaccessible to a large part of the population (Turker & Altuntas, 2014).

2.2. Key figures & popularity

As previously explained, customers are more and more concerned about the production process of clothes and its impact on people and the planet. For those who refuse to buy preworn clothes, ethically produced ones could be the solution. However, even though many people say they want to be more responsible shoppers, the significantly higher price of ethical clothing makes it difficult for them. Indeed, ethical and quality clothes have a cost (Bergé, 2021).

A second problem that appears when looking for really responsible clothing is the lack of transparency. Being transparent in fashion means openly disclose data about the way an item is produced and sharing all the information needed to know who was involved in the process and where it took place (Rauturier, 2021). This way, customers know exactly what they pay for and what they wear. Numerous brands claim to be sustainable or to offer sustainable collections, but some are simply surfing on the durability wave and exploiting the population's more or less recent love of sustainability. A concrete example of the transparency problem one encounters is the "Fashion Pact", which was launched in 2019. It is articulated around three types of actions : achieving carbon neutrality by 2050, protecting the oceans by eliminating single-use plastic by 2030, preventing deforestation and applying sustainable forest management by 2025 in a commitment to diversity. More than sixty brands signed this pact, including fast fashion giants such as H&M, Zara and Nike, promising to respect the Paris Agreements and their goal of 1.5 degrees global warming trajectory. The issue is that legally nothing forces the contracting parties to respect their commitments. As a result, many brands (not all of them) decided to sign and take advantage of the positive and environmental friendly image it gives them. The word "greenwashing" can be used to describe this phenomenon and

will be explained in the following section. As there is nothing binding, customers distrust the brands' professed sustainability and wonder whether their clothes are really sustainable (Maes, 2021; Parlement Européen, 2020).

The ethical fashion market recently reached a value of nearly €5.7 billion worldwide, representing a compound annual growth rate (CAGR) of 6.1% over the past five years. According to The Business Research Company (2022), it is expected to maintain a CAGR of 9.7%, reaching a value of €9.1 billion by 2025 and of €14 billion by 2030.

More and more players are appearing on the ethical scene every year. There are many newcomers, usually very small businesses, and next to them, there are the existing brands turning towards more ecological collections, trying to gain from a more dynamic and more eco-friendly reputation. H&M launches every now and then an "H&M Conscious" collection online and in stores. Luxury brands such as LVMH or Gucci offer ethical clothing as well. Some brands have been known for a long time for their performance in terms of sustainable products like Patagonia for instance, which seems to be able to perfectly align design and sustainability.

Even though in the past, the ethical fashion market grew due to the increased awareness among customers and its growth in emerging markets, it was limited by its high costs and prices. Today, the internet, social media and digitalisation in general are the perfect instruments to help it to gain momentum. They make it easier for small brands to become known, for existing players to communicate about their new commitment (Etudes & Analyses, 2021b).

However, this growing market is still very sensitive to the greenwashing phenomenon that will be discussed in the following section. It makes consumers suspicious and can as a result be detrimental to truly responsible and serious businesses (Etudes & Analyses, 2021a).

2.3. The importance of greenwashing

Talking about companies' shift towards sustainability would not be relevant without considering greenwashing. Greenwashing is a concept that appeared about 35 years ago. It refers to the ability of companies to highlight so-called sustainable actions to the point of making clients believe that the company is making a lot of efforts, when it is not. It aims at convincing customers of a company's genuineness in terms of environmental protection and

preservation thanks to a very good communication policy, despite its bad performance in these fields (Blessersholt, 2021; de Freitas Netto, Sobral, Ribeiro & Soares, 2020).

Greenwashing has gained momentum in the past few years, as the population's environmental awareness has grown. Increasing concerns are putting more and more pressure on companies, as their customers as well as their shareholders and many other stakeholders are asking for more sustainable activities or products. This growing demand for environmental-friendly actions pushes companies to "go-green", or at least, to make customers believe they do so (Chen & Chang, 2012; Kim & Lyon, 2015; Marquis, Toffel, & Zhou, 2016).

The worst thing about greenwashing is that it can work, as there is a real lack of transparency, making it an almost impossible task for customers to distinguish between really green products and fake ones. For greenwashing to work, communication is essential to give clients the feeling that there is transparency. Therefore, many entities invest massively in "green" marketing communication strategies. They communicate a lot about how engaged they are, how they put social and environmental problems on top of their priority list, while profit is their only objective (Nyilasy, Gangadharbatla & Paladino, 2014). As a result, customers are confused and lack trust in companies (Nyilasy et al., 2014; de Freitas Netto et al., 2020).

2.4. Players

2.4.1. Mardi Editions

Mardi Editions is an ethical women's clothing brand that proposes a new way of looking at fashion by reducing the annual number of collections and by offering for sale timeless pieces in limited quantities. The clothes are produced in a family owned workshop located in Portugal. The different pieces are made of natural or low environmental impact materials, mainly from dormant stocks of European fabric manufacturers. The production is closely monitored to ensure good working conditions in the workshop (Mardi Editions, n.d.)

From the buttons used to the packaging, through the textile fibers, everything is thought through in detail to limit the ecological footprint of the brand and to move away from mass consumption but also to guarantee unique pieces made with love. Mardi Editions opened its store in 2020 in Ixelles (Mardi Editions, n.d.).

2.4.2. Go as u.r.

Go as u.r. is an ethical Belgian vegan conscious brand offering natural beauty and fashion products made from sustainable and locally sourced materials. The focus is put on seasonless fashion. Go as u.r. fashion features easy to combine, effortless monochromatic styles made from natural, recycled or reclaimed fibers. All products are based on sustainable manufacturing, innovative low-impact materials and ingredients and above all timeless and minimalist designs (Go as u.r., n.d.). The fibers used are natural, recycled or regenerated, and the dyes are Oeko-Tex certified and the manufacturing is done in family owned factories in Belgium, Italy and Portugal. The design and creation are done in Antwerp (Reset, n.d.).

2.4.3. Patagonia

The example of Patagonia is here to show that there are much bigger players in the market, even if they are not necessarily Belgian. Patagonia, founded in 1972, is a brand of outdoor clothing and sports equipment for climbing, surfing, skiing etc. The success of the brand lies mainly in its preservation of the diversity, integrity and beauty of nature. The brand takes economic, social and environmental responsibilities to heart, and is often considered a model in terms of eco-design (L'exception, n.d.; Patagonia, n.d.).

The materials used are made of recycled cotton, polyester or organic plant fibers such as hemp, cotton or animal fibers recovered from old quilts or recycled pillows. The reduction of its ecological impact is taken very seriously by Patagonia and each manufacturing process is analyzed in detail. A maximum of fabrics is recovered and then recycled to produce new pieces. The 45 tons of pieces collected over 12 years have allowed the creation of 35 tons of new products.

In addition, for Patagonia, to produce ethically, the management of the infrastructure and its operation is as important as the choice of the materials transformed inside. Construction techniques, energy use, wastewater control and analysis, landscaping, and even the transportation of employees to their workplaces are constantly being reworked and modified in order to get the best out of them (L'exception, n.d.; Patagonia, n.d.).

2.5. Target consumers and their motivations

According to a study conducted by KPMG (2021), among the many sustainable fashion alternatives that are becoming increasingly popular, recycled textile and ethical production

seem to be one with the greatest potential. It is consumers aged 18 to 34 who seem the most interested.

As mentioned earlier, producing ethically means more costs, and thus higher prices that need to be partly taken on by the final consumers. In its report, KPMG (2021) points out that for a majority of the surveyed consumers, price plays a more important part in their purchasing decision than the durability of an item. Customers, as aware and concerned as they are, seem to think that the responsibility of moving towards more sustainable clothes lies almost exclusively with the manufacturers. They are reluctant to pay more “just because” the clothes are ethically made as they consider their own obligations and responsibilities in this process as very low (KPMG, 2021). According to a study realized by Etudes & Analyses (2021), 80% of the French consumers surveyed consider that the ones responsible for showing the way are the fashion giants (Etudes & Analyses, 2021a; The Business Research Company, 2022).

Companies know that the ethical aspect of clothes is not the most important buying factor for a majority of their customers, who value likeability, convenience, and price more. This explains the lack of motivation of some companies to switch to ethical clothing collections (KPMG, 2021).

3. Upcycling

3.1. Definition & History

The principle of circular economy is not new. For many years, it has been promoting waste prevention through the 3R program “Reduce, Reuse and Recycle”. One cannot deny that this 3R’s principle was a step in the right direction. However, in recent years, a new R has gained momentum, McDonough and Braungart (2002) define it as the R for Re-thinking or Re-designing. This “re-designing” was triggered by society’s awareness of environmental issues, and made possible by the reorganization of society’s behaviors (Marques, Moreira, Cunha & Moreira, 2019; Vezzoli & Manzini, 2008).

This new R is commonly referred to as “upcycling”, which basically means sourcing waste textile material for the production of new clothing items, mostly new stylistically relevant fashion styles (Han et al., 2016). Upcycling is a combination of the words upgrade and recycling, meaning the transformation of waste or useless products into upgraded items more

valuable than the original ones (Yoo, Jung & Oh, 2021). This requires creativity and imagination to visualize (Marques et al., 2019). People might have a negative perception of upcycling, considering that the items are made of garbage because they are made of discarded materials (Yoo et al, 2021). Upcycling reduces the energy consumption, greenhouse gas emissions, air and water pollution resulting from the manufacturing process and the use of new raw materials (Yoo et al, 2021).

3.1.1. Difference between upcycling and recycling

Even if both concepts have similarities, they are essentially different. The main difference appears when looking at how both concepts work. Recycling is a complicated process since it requires breaking down old fabrics into their raw materials, before turning them into a (completely) new object. Recycling presents some drawbacks. A study of the Environmental Research Letters (2021) has shown that it comes with a high risk of rebound due to its carbon footprint. It requires indeed industrial processes and high levels of energy to turn the used clothes into new materials, producing a high level of emissions (Levänen et al., 2021).

Upcycling, on the contrary, re-uses old fabrics and converts them into something new, with a new use. The upcycling process aims at preserving primary or secondary features of the original product, while transforming it into a more fashionable and original item, enlarging the range on offer (Miniwiz, 2020; Sfera International, n.d.).

3.2. Key figures & popularity

Unfortunately, while being a good alternative to fast fashion, upcycling seems to be rather unknown to most people. A survey of 2020 shows that less than 20% of the French population had ever heard the word “upcycling”. And less than half of them really knew what it meant. The same Statista study reveals that it is young people that know the most about upcycled items, as more than one third of the 18-24 age group declared having already purchased this type of product, compared to less than 20% for people over 45 (Simionato, 2022).

Despite the general public's ignorance, many large retailers and luxury brands seem to have adopted this new trend. According to some fashion magazines, upcycling even represents a big unmissable trend. Many companies went for it, not because of their ecological mindedness but because they simply had no choice. Indeed, during the pandemic, with its lockdowns and imposed restrictions, some designers had no other choice than to use materials they already had

at their disposal in their studio, instead of shipping in new fabrics. Other designers engaged in upcycling by choice, such as Balenciaga that launched a coat made of “shoelace fur”, using thousands of shoelaces (Chan, 2020; Srivastava, 2021).

In Belgium there are not many significant players in the upcycling industry. As this practice is not well known yet and thus the market quite small, there are many small initiatives and companies but no big leader. Whether it is upcycling of clothing or fashion accessories, furniture or even decoration, analyzing the Belgian market remains very difficult.

3.3. Market players in Belgium

3.3.1. Méson

After their studies, two young Belgian women decided they wanted to have a job that mattered and would allow them to express their creativity. Together, they launched Méson, a Belgian brand recovering household fabrics such as bath towels or bed and table linen intended for disposal from hotels and other HORECA establishments, which use only linen in a perfect condition and get rid of everything else. Out of this linen, Meson created its first capsule, consisting of various trendy clothes and accessories, such as a bucket hat and a halter top (Van de Poel, 2021).

3.3.2. Isatio

Isatio is a Belgian brand launched in 2019 by a woman from Spanish origin who had been living in Brussels for more than 20 years. Made out of waste from the textile industry, each of her items is unique and special, and of course, created and designed in Belgium. Unlike fast fashion, Isatio launches two collections a year, combining timelessness, modernity, fashion and elegance (LittleGreenBee, 2018; Wese, 2022).

3.4. Target consumers and their motivations

The study of Yoo, Jung and Oh (2021) on Chinese consumers and their buying intentions gives us more information about consumers of upcycled fashion products. If purchasing intentions are to be maximized, the consumers need to know more about the environmental value of upcycled fashion and the importance of conscious behavior. The perceived risks have also to be dealt with.

Eco-consciousness, which can be divided into environmental concerns and the importance attached to environmentally conscious behavior has proven to be a motivation for buying upcycled goods. Eco-consciousness can be defined as “one’s concern and value for the safety and long-term well-being of the ecosystem” (Kim & Damhorst, 1998). The study shows that while the importance consumers attach to eco-conscious behavior positively affects their intention of buying upcycled apparel, environmental concerns do not influence them (Jung, Kim, Oh, 2021; Yoo et al., 2021).

There are three types of risks which consumers link to the purchase of upcycled products: social, financial and performance related ones. They are barriers to the purchase intention. The consumer perceives risks when he is not sure about the outcome of his transaction. He perceives a social risk when he is concerned about the criticism and embarrassment his purchase could cause if it is not well perceived by others. He fears to be judged by his friends or relatives for wearing upcycled clothes, which can be made out of preworn items. The financial risk perceived by the consumer is related to his fear of potentially losing money when buying the upcycled product. He does not want to pay money for clothes that might have been damaged during the upcycling process or might not meet his expectations. The performance risk perceived relates to the item not fulfilling its functional criteria: quality, ease of care and garment durability. According to Kim et al (2021), performance risks highly discourage the consumption of circular fashion, recycled as well as upcycled products (Yoo et al., 2021).

4. Conclusions

The three alternatives, clothing rental, upcycling and ethical fashion, each have their specificities and advantages. The latter ones offer more expensive clothing, which may be a deterrent for those customers who are not willing to spend more, or as much, for something sustainable. As far as ethical production is concerned, greenwashing also seems to be a big problem. Clothing rental is growing quite strongly but remains more popular for one-off events, such as pregnancy or weddings and does not represent a real alternative for every day wear. Some doubts have also been expressed regarding its true environmental cost.

There is no big player in Belgium for rental or upcycling. The market is indeed made up of small players such as Coucou, Méson and others, and the offer remains limited. There are however, big international players such as Patagonia in the ethical fashion market, as well as

other important retailers who are making efforts to produce more ethically, big brands such as LVMH alongside small Belgian companies like for instance Mardi Editions.

In terms of market value, the global ethical fashion market is worth €5.7 billion and is expected to reach €9.1 billion in 2025 and €14 billion in 2030. Whereas the fashion rental market was valued at €900 million in 2017 and expected to reach €1.652 billion by 2023, significantly less than the ethical clothing market. Regarding the upcycling market, there was no information available, probably because it is less developed than the two previous ones. In comparison, the second-hand market, which is much more developed, more common and older, is estimated at somewhere between €25 and €35 billion.

CONCLUSION LITERATURE REVIEW

The impact of the textile industry on our planet and its inhabitants can no longer be questioned. Although many people are realizing it, few are willing to adapt to reduce it. Having been used to having access to so many new, fashionable, and cheap items, it is difficult for an individual to change his habits and rely on slow fashion alternatives only, even though it is a market in full development, which manages to conquer more and more people's hearts. There are many slow fashion possibilities in Belgium and elsewhere, as has been shown by this literature review, and more specifically, Chapters 2 and 3. Today, second-hand is the best known and most accessible alternative but it has its flaws like previously explained. In this literature review we have tried to paint a global picture of the second-hand market as well as other slow fashion alternatives that exist in the world and in Belgium. We have also tried to show how the Belgian consumers behaved in this changing fashion landscape.

Studies have shown that the Belgian consumer is often aware of the negative impact of some fast fashion brands. However, it has been proven that there is an attitude-behavior gap, as even though he knows it and condemns it, he nevertheless still buys their items. In 2020, Eurostat identified Belgians as the biggest European textile wasters, with about 15 kilograms of textile thrown away per person each year (European Parliament, 2020; Graham, 2020). Second-hand could thus be a good alternative. It seems however that shopping in second-hand stores remains relatively unattractive for some people. Indeed, according to the 2022 Shopperware study, only 48.8% of the Belgian population bought at least one second-hand item during the past 12 months, all categories considered. As clothes are not among the most sought-after second-hand items, there are even less people who bought a second-hand garment during the past 12 months. (Vanderveken, 2022). As shown in previous chapters there are a variety of reasons that could explain this reluctance, as there are also reasons for which people are attracted to second-hand items.

Section 5.2 of Chapter 2 identifies three types of motivations for the offline purchase of second-hand items and two for the online purchase. Nine categories of brakes or perceived risks are also identified in the same section. As these motivations and brakes are described by different sources, we asked ourselves whether they also apply to the Belgian population. This is where the practical part of this thesis comes into play. In the practical part of our thesis, which follows,

we will verify which of these incentives and disincentives apply and to what degree their impact depends on the customer's profile.

PART 2: PRACTICAL FRAMEWORK

The first objective of this thesis is to study the slow fashion market, and to analyze its attractiveness, the Belgian consumers' motivations as well as their reluctances, in order to find some answers to our research question : “Which factors influence consumers in Belgium in their decision to purchase second-hand clothing ?”. Second-hand has, during our numerous readings and research, caught our attention because of the growing interest it attracts, its popularity and its larger offer compared to alternatives such as upcycling or ethically produced clothes. However, given its success, the percentage of Belgians relying on second-hand when buying clothes seemed still relatively small to us. Various advantages and disadvantages were identified in the literature review, both related to second-hand shopping in general and specific to online shopping. With the rise of technology, online shopping and platforms in the last years, we thought it was interesting to analyze the intention of the Belgian citizens to buy second-hand online as well. Therefore, the following practical analysis aims at investigating the different motivations and brakes involved in the purchase of second-hand clothes in Belgium both offline and online. We will confront the literature on the subject and the actual feelings of the Belgian population, captured through both a qualitative and quantitative research. Our final goal will be to understand and answer the question as precisely and completely as possible, based on the data collected and the hypotheses considered and tested statistically.

I. Analysis model & Hypotheses

1. Analysis model

As mentioned above, our study of the existing literature has allowed us to put together a set of motivations and obstacles regarding consumers' intentions to buy second-hand clothing. We have managed to isolate a total of fourteen independent variables, which are the following: economic motivations, experiential motivations, critical motivations, practical motivations, emotional motivations, security brakes, utilitarian brakes, hedonistic brakes, self-expression brakes, affiliation brakes, perception of security and privacy risks, perception of brand risks, product and site risks, perception of time risks and perception of price risks. It is based on these elements that we will establish our different hypotheses and verify them.

2. Research question and hypotheses

The analysis model we described above aims at determining the importance of each motivation and brake regarding the (online) second-hand purchase intention of Belgian citizens. Our model therefore includes two types of variables, namely dependent variables and independent or explanatory variables. The dependent variables that will be observed and used in our model are the second-hand purchase intention, both the online one and the general one while the independent variables that we will test are the brakes and motivations identified earlier. In addition, we collected general information about the demographics of the respondents and their clothing purchasing habits. In the literature, the age, gender and purchasing habits of the respondents were indeed proven to have an impact on their purchase intention (Beldad & Hegner, 2018). This adds therefore a third type of variable to our model, namely moderating variables, which will be addressed in more detail in *Section 2.2. Based on qualitative research*. A total of 18 hypotheses have been identified throughout our work, with 14 of them that were defined thanks to the literature, and the remaining 4 that were built thanks to our qualitative research. The two following sections explain in detail how all these hypotheses were constructed.

2.1. Based on the literature review

First, thanks to the literature review carried out earlier, we were able to define 14 hypotheses, divided into 4 blocks. The conceptual models of the motivations and brakes to buy (online) second-hand can be found after the four blocks of hypotheses shown below.

The motivations identified in the literature related to second-hand clothing purchase characteristics positively influence second-hand clothing purchase intention.

- H1. The economic motivations positively influence the purchase intention of second-hand clothing.
- H2. The experiential motivations positively influence the purchase intention of second-hand clothing.
- H3. The critical motivations positively influence the purchase intention of second-hand clothing.

The motivations identified in the literature related to online second-hand clothing purchase characteristics positively influence online second-hand clothing purchase intention.

- H4. The practical motivations positively influence the purchase intention of online second-hand clothing.
- H5. The emotional motivations positively influence the purchase intention of online second-hand clothing.

The brakes identified in the literature related to second-hand clothing purchase characteristics negatively influence second-hand clothing purchase intention.

- H6. The security brakes negatively influence the purchase intention of second-hand clothing.
- H7. The utilitarian brakes negatively influence the purchase intention of second-hand clothing.
- H8. The hedonistic brakes negatively influence the purchase intention of second-hand clothing.
- H9. The self-expression brakes negatively influence the purchase intention of second-hand clothing.
- H10. The affiliation brakes negatively influence the purchase intention of second-hand clothing.

The perceived risks identified in the literature related to online second-hand clothing purchase characteristics negatively influence online second-hand clothing purchase intention.

- H11. The security and privacy risk perception negatively influences the purchase intention of online second-hand clothing.
- H12. The time risk perception negatively influences the purchase intention of online second-hand clothing.
- H13. The product-brand-site risk perception negatively influences the purchase intention of online second-hand clothing.
- H14. The price risk perception negatively influences the purchase intention of online second-hand clothing.

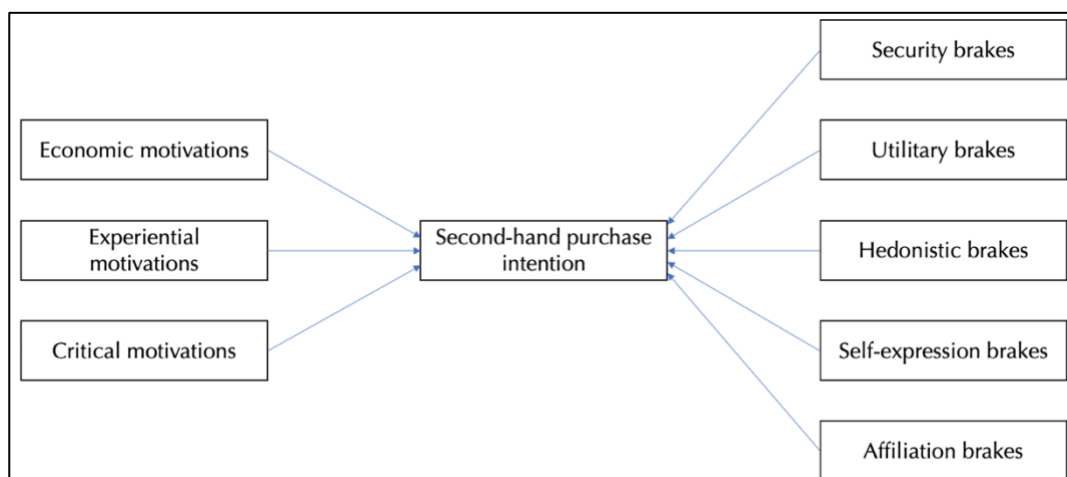


Figure 4: Conceptual model of motivations/brakes related to second-hand purchase intention

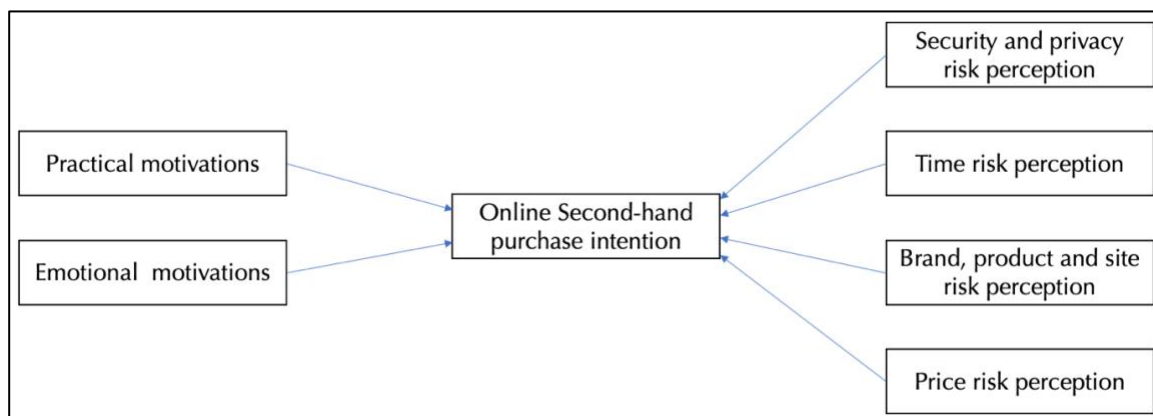


Figure 5: Conceptual model of motivations/brakes related to online second-hand purchase intention

2.2. Based on qualitative research

2.2.1. Interviews

Next to the literature review, we also conducted a total of 22 individual interviews, some of them were face-to-face while others were conducted online, with Belgians aged between 16 and 80, frequent consumers of second-hand goods or not. These discussions were aimed at identifying the participants' reactions to the second-hand phenomenon. Our interviews were based on a semi-directive interview guide (Appendix 2.1) that allowed us to direct the interviewees' discourse towards the specific theme of second-hand clothing and other more specific questions, while influencing him or her the least possible. This type of interview gives the interviewer the opportunity to ask a new set of questions if the answers reveal unexpected aspects (Chevalier & Meyer, 2018; Romelaer, 2005).

These guided conversations enabled us to analyze the answers and reactions according to the profiles of the respondents, their age, their gender and their shopping habits (whether second-hand or not). The objective was not to collect quantitative data, but to gather some first insights into the image the average Belgian consumer has of second-hand, into his shopping habits and to get an idea on what he thinks of the offer, accessibility, and choice regarding second-hand clothing in Belgium. Each interview lasted between 15 and 30 minutes. To make it easier for us and to make sure no information was lost, the interviews were recorded, with the consent of the interviewees, and transcribed (Appendix 2.2). The following sections summarize the insights that these numerous interviews revealed.

2.2.2. Insights

First, although this might seem a cliché, according to our interviews, men are less interested than women in buying clothes, whether these are new or second-hand items. They usually have a lower shopping budget, or buy clothes less regularly than women. For instance, Henri, 19, does not follow the latest fashion trends and completely uses up his shoes and clothes before buying new ones. Most of the men we interviewed expressed the same idea. The majority tends to buy relatively large quantities of new or second-hand clothing every once in a while rather than a few items more regularly. They do not really feel the need to be trendy and the older they get, the less trendiness counts. All the male adults we interviewed said they were not really into second-hand clothing. They prefer to spend their money on quality pieces, which they believe will last longer than second-hand items.

Regarding the female gender, there are different reasons why women buy clothes more often or have a higher budget allocated to it. For some women, it is because they are interested in fashion and love to wear trendy clothes. This does not mean that they will only buy new clothes. In fact, most of them believe that vintage clothes are trendy and that you can buy second-hand clothes and still follow the latest fashion trends. For others, purchasing clothes is simply an activity they like. In fact, Isabelle, 53 says she simply likes shopping because it is a way to spend the day with her children while Claudine, 58 loves looking for high quality second-hand clothes at flea markets and showing her discoveries to her daughters.

Regardless of the gender or age of the interviewees, the majority had difficulties answering the question about the amount of money they spend on shopping. In general, people do not really keep track of what they spend. They buy clothes whenever they feel like it and do not memorize their expenses.

Men had trouble giving us a monthly amount because they do not buy clothes regularly but rather go for a wardrobe makeover every few months. Their budget is therefore very different depending on the month. However, in general it seems that regardless of their age, the amount they spend on clothes is relatively low. Aubin, 16, thinks he spends about 40-50€ per month but is not sure of his estimate, Henri who does not like fashion bestows the same amount. Olivier, 22, thinks he allocates an average of 30€ per month to clothes mainly because he has a limited budget as a student but also because he prefers to spend his money on activities with his friends. Jean-Francois, 55, uses 25€ per month and Roland, 80, spends between 15 and 20€.

Alexia and several others have no idea of their clothing budget and buy things whenever they feel like it but consider themselves reasonable in their spending. Pauline and Victoria who are 22 and 23 think they spend 60-70€ a month but they also say that it is not stable over the months. Victoria adds that even though she buys second-hand, it does not make her spend less, she simply buys more cheaper pieces. For Marie-Sophie, 25, it is 90€ per month on average and for Zoé, 27, it is 100€, the same as for Gaëlle, 49. Isabelle, 53, who sees shopping as a hobby, spends between €100 and €300 per month, but this also includes clothes for her daughters. Elizabeth, 76, spends 150 to 250€.

It seems that the clothing budget is often higher for women than men and that for women it increases with age. Except for Marie-Alice, 36, who spends an average of 30€ per month.

None of the interviewees seemed to think that one should be ashamed of purchasing second-hand clothing. A small distinction can be made between young people and those over 30. In fact, for the first group, buying second-hand clothing is not something to be ashamed of but should on the contrary be a source of pride. Alexia, 19, even said that people should be proud and promote second-hand and slow fashion in general. Others also added that it is an eco-responsible act, that it is trendy to wear vintage clothes or that you should be proud to spend so little for valuable items. Regarding the second age group, they all agree it is not embarrassing to buy second-hand items but most of them do not think it is necessary to brag about it. The oldest respondents (over 70) however seem to associate buying second-hand products with financial difficulties rather than with ecological beliefs. They also seem to believe that second-hand clothes are usually damaged or dirty.

Our interviews also revealed that second-hand shopping was the most popular amongst people between 20 and 35. In fact, all of them bought second-hand items at least once, they are proud of it, they like it and will do it again. Usually, when the respondents had recently bought second-hand clothes, he or she seemed to be satisfied and ready to do it again. Some respondents also mentioned that as students, they have limited financial means and that therefore second-hand clothes are a good option. It is however difficult to evaluate if the young generation buys second-hand clothes because they are cheap or if they buy them for other reasons and that the low price is an added value. Inside that age category, the male and female interviewees show a similar interest for second-hand.

People below 20 understand the advantages of second-hand, but they still rather buy new, trendy clothes to be dressed in the latest fashion, or they go shopping with their parents who

buy them new clothes. People over 35 are in favor of second-hand but do not buy it because they either think it is poor quality or because they do not buy clothes often and prefer to buy new, more expensive quality items. They also believe it is difficult to find second-hand items they like or that are appropriate for their age. In fact, even Claudine, 58 who loves buying second-hand clothes, purchases them most of the time for her daughters. According to her, it is way easier to find second-hand clothes for young people than for people above 35.

The interviews also showed that, regardless of the age, the gender and the purchasing habits, the interviewees' views on the advantages and drawbacks of online shopping websites are quite similar. The main benefits of online shopping that came back multiple times during the interviews are the following: the ease of use, the 24/7 accessibility, the large portfolio, the ability to compare different brands, the available filters to facilitate the research and the ability to buy things anytime from anywhere. Not being able to try on the products, to see them or touch them, to check their quality and the difficulty to return them are what annoyed the interviewees the most.

Regarding the knowledge of the term slow fashion, we have two categories of respondents without any link to demographics. Some people do not know exactly what slow fashion is but they imagine its meaning because they suppose it is the opposite of to the term fast fashion, which they do know. The others never heard the word.

We also wanted to know what gave Belgians more pleasure between buying second-hand clothes or buying new ones. The answers are very different.

For some like Aubin, 16, buying second-hand is much less enjoyable. For Henri, 18, and Pauline, 22, it depends on what they have in mind and what their expectations are. If they are looking for new clothes, second-hand will not give them pleasure, but if they know from the start that they are going to buy second-hand, they will enjoy it. Olivier, 22, and Mathilde, 29, are equally satisfied with new and second-hand if it is not obvious that the clothes have already been worn. They are simply happy to have "new" clothes, whether they are new or second-hand. Some people say that second-hand gives them more pleasure because it is more difficult to find something you like, and if you do, you feel elated. In fact, Marie-Sophie, 25, adds that when you come out of a second-hand shop with what you found, you feel really lucky to have found it. Victoria, 23, prefers to buy second-hand because each garment is unique and tells a story. Louis and others find that buying second-hand is very pleasant because you can get good

quality pieces at lower price. Others enjoy buying second-hand as they do not feel the guilt that accompanies them when buying in stores like Zara.

Many find that there are more and more shops selling second-hand: there are specialized retailers that only sell second-hand or brands that have a dedicated second-hand area in their shops, adds Henri. Others also mention the many online platforms that sell second-hand. For Pauline, 22, second-hand is everywhere, there are flea markets, shops and even Facebook has a clothes resale tab. For her, it is impossible to miss out on second-hand. For Zoë, 27, there are not enough second-hand shops near her home in Ottignies. According to her everything is gathered in big cities like Brussels when it should be a bit more scattered.

Many people like Claudine, 58, find it much easier to buy second-hand on platforms like Vinted where you can use filters and the search bar to find exactly what you want. For others, on the contrary, there is so much choice that it is difficult to find what you are looking for.

Many consider the second-hand offer to be quite complete, according to them you can find things for all styles, tastes and prices. What is also great about second-hand is that you can make unexpected finds that are really beautiful. There are basics as well as original pieces, mainstream brands as well as luxury brands. Marie-Alice, who is 39 years and a mother adds that she is happy that there are second hand shops selling clothes and furniture for children.

Some people, like Alexia, think that there are sometimes too many items in the shops and that looking for something or finding something you like can very complicated. Pauline, 22, deems the number of items on offer quite large, but regrets there is normally only one or in some rare cases two sizes available. She has already trouble finding an item she likes and then she is not even sure it will fit. Louis, 24, feels that there is indeed a large offer but that certain brands are very easy to find in second-hand whilst for others it is very difficult or impossible. He also thinks that there is less on offer for men. According to Claudine, 58, the offer is large especially for young people and people who wear small or medium sizes but that there is less for people who are a little older or wear bigger sizes. Marie-Paul, 67, also supports the view that there are few second-hand items for older people.

Finally, the answers we received show that older people, beyond their 50s are more concerned about the protection of online payments and their data during online purchases than younger people. Younger respondents told us that they know the Internet and the sites they can trust. They have no fears which could prevent them from buying online. This does not apply to older

respondents, such as Elisabeth, 76, who states that she has already had problems for having clicked on malicious links. As a result, she now prefers to stay away from computers or tablets when it comes to shopping.

It is important to note that even though we only interviewed 22 people, the fact that we chose people from different backgrounds, age groups and persons familiar or not with the second-hand market, gives us a fairly good idea of what the Belgian population thinks. Of course, our sample is not 100% representative of the whole population, but it allows us to better understand the perception of Belgians and the factors that influence their intention to buy or not to buy second-hand clothing.

2.2.3. Additional hypotheses

As the answers we collected through the interviews confirmed that some variables like age, gender or having bought second-hand clothes in the past 12 months could impact the relationship between some dependent variables and the purchase intention, we decided to consider four additional hypotheses. These hypotheses address potential moderating effects of variables such as age and gender on the relationships between some independent variables and the purchase intention. They can be found below along with the conceptual models of the moderating effect of these variables.

Moderating effect of Age, Gender and Previous second-hand purchases on the relationships between some independent variables and the (online) purchase intention.

- H15. Age decreases the positive effect of the economic motivations on the second-hand clothing purchase intention.
- H16. Gender influences the relationship between the economic motivations and the second-hand clothing purchase intention.
- H17. Age increases the negative effect of the privacy risk perception on the online second-hand clothing purchase intention.
- H18. A previous purchase of second-hand clothing in the last 12 months influences the relationship between the security brakes and the second-hand clothing purchase intention.

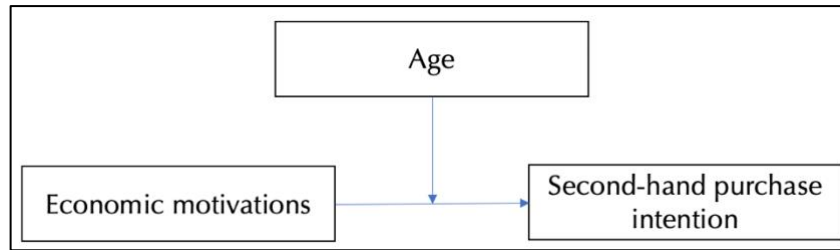


Figure 6: Conceptual model of the influence of Age on the relationship between ECO and INT

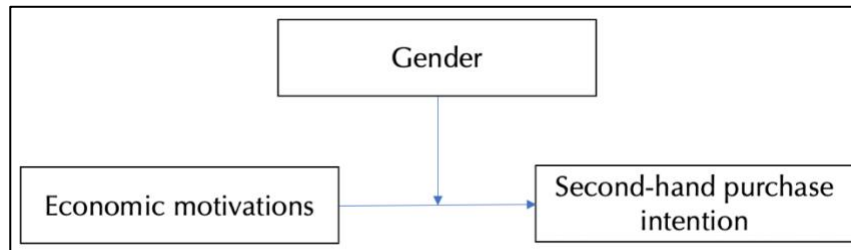


Figure 7: Conceptual model of the influence of Gender on the relationship between ECO and INT

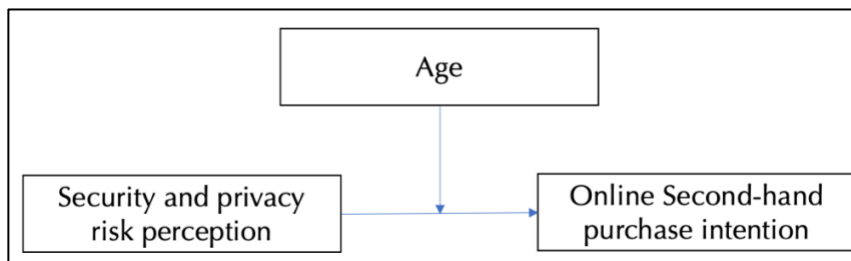


Figure 8: Conceptual model of the influence of Age on the relationship between PRIV and INTLI

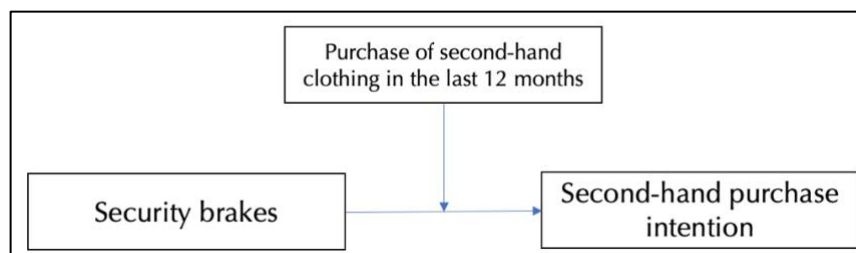


Figure 9: Conceptual model of the influence of purchase of second-hand clothing in the last 12 months on the relationship between SECU and INT

II. Methodology

As explained above, our objective is to study the different variables (motivations and brakes) that have an impact on the purchase intention according to the literature, and to verify this same impact when it comes to the Belgian population. As mentioned earlier, these variables are of fourteen different types.

1. Quantitative part: Questionnaire

In view of the large number of variables identified earlier, we decided to carry out a quantitative survey using them. Our aim was to collect at least 150 answers from Belgian nationals. We created a questionnaire using Qualtrics software and distributed it, using different online channels. We sent it via LinkedIn, Facebook, Instagram and WhatsApp, as well as via our personal contacts list. The questionnaire remained open for two weeks, it was launched on the 18th of May and closed on the 1st of June 2022. Its objective is to verify the validity of the eighteen hypotheses mentioned above by statistically testing the established analysis model. The analysis and processing of the data was carried out using SPSS software. It is important to mention that the anonymity of each respondent was guaranteed. Appendix 4 and 5 contain summary tables of our variables with the associated hypotheses. The questionnaire was pre-tested on fifteen people to check it for clarity, errors, and inconsistencies.

2. Method

2.1. Type of questionnaire

We decided to use a quantitative Internet survey produced using the Qualtrics website. According to us, this was the best option as it an inexpensive solution easy to put in place and easy to use for the respondents (Frippiat & Marquis, 2010; Buchanan & Smith, 1999). An Internet survey makes it easy to reach an important number of respondents as it can be shared via social media or email. Another positive aspect of online questionnaires is their flexibility and their error rate which is lower than for paper ones (Jean, 2015; Kraut et al., 2004). Another advantage is that there is no interviewer needed. As a result, the respondents are not influenced and the received answer is as objective as possible (Mooi, Mooi-Reci & Sarstedt, 2018).

2.2. Questions

We chose closed and structured questions (scale based and multiple choice) using words that were easy to understand and that did not have a double meaning. We avoided double negations

and paid attention to the way the questions were formulated so as not to guide respondents towards certain answers. We opted for closed questions as respondents have more difficulties answering open questions: they either skip them, misunderstand them, or do not answer them as completely as expected (Damascus University, n.d.). Analyzing answers to open questions, processing them and establishing links is also more complicated. Our questionnaire is thus an Internet survey containing only structured and closed questions to make it easier for the respondents to answer and for us to process the data. The questionnaire is displayed in Appendix 3.

2.3. Measurement scale

Defining a measurement scale means two things. First, defining the variables we used for measuring a certain construct, and then, the level at which a variable is measured (Mooi et al., 2018). We decided to work with the Likert scale. These types of scales are used to establish the degree to which a respondent agrees or disagrees with a specific statement. The advantage of a 5-point compared to a more basic 4-point Likert scale is the option for the respondent to indicate that he has no opinion on the subject. Our scale was built as follows: 1: “strongly disagree”; 2: “disagree”; 3: “neither agree, nor disagree”; 4: “agree”; 5: “strongly agree”. It is balanced, i.e., the elements of the scale are equidistant (Mooi et al., 2018).

As for the scales used to measure the numerous variables, few were validated by the literature.. For purchase intention (online as well as offline), the measurement scale used was that of Moon and Kim (2001) composed of four different items, adapted to the purchase intention of second-hand clothing. Next, the affiliation brake also has items from the literature. Finally, for the time risk perception and product-brand-site risk perception variables we used a measurement scale based on the existing literature but adapted to our case with our own items (Durif, Dehling, Rajaobelina, & Boivin, 2014; Zaoui, 2009). The others variables were constructed with our own items, which were based on our research in the existing literature. A summary table of the items used and their sources can be found in Appendix 5.

In a next part of this chapter, we will verify the measurement scales first by a factor analysis and then by an internal reliability analysis using Cronbach's alpha coefficient. This coefficient will allow us to study the internal consistency and reliability of our questionnaire, i.e., to test

if the same questionnaire submitted to another sample under the same conditions would produce similar results and therefore generalizable.

2.4. Building the questionnaire

Our questionnaire consisted of twenty questions and took about ten minutes to answer. The respondents could see their progression at any time thanks to the progress bar we added. Every answer was immediately and automatically saved and anonymized. We started with an introduction page explaining the purpose of the questionnaire, the topic, the average time and we insisted on the fact that the answers are anonymous. We also indicated our UCLouvain email addresses in case a respondent would want to contact us for additional questions. The two first questions were used to understand the intention of the respondents to buy clothes in second-hand in the future.

The core of the questionnaire consisted of fourteen main questions subdivided into two to five items. There were three main questions and twelve sub-questions related to the motivations leading to the purchase of second-hand as well as two main questions and seven sub-questions about the motivations leading to the online purchase of second-hand. Regarding the risks acting as brakes on the purchase of second-hand clothes, we asked five main questions divided into fifteen items as well as four main and nine sub-questions about the brakes on the online purchase of second-hand clothes. Then there were two questions about demographics (age and gender), followed by two general questions about the way our respondents generally buy their clothes. We ended the questionnaire by thanking the respondents.

2.5. Pilot testing of questionnaire

We sent our questionnaire to fifteen people and asked them to give us their feedback. We wanted to make sure that all the questions were clear and that no misunderstandings were possible. It was also a way to verify that there were no comprehension issues for those who were not familiar with the topic. This pilot testing allowed us to evaluate the difficulty of the questionnaire and to get a first reaction on the way the questions were asked. We took note of the comments and introduced some changes.

The first thing we were told was that our questionnaire did not ask for the consent of the respondents regarding the use of their data for our analysis. We therefore decided to add a question at the end of the introduction “I agree for my answers to be recorded and analyzed as

part of this work. Yes/no”. Obviously if a respondent answered no, his answers were not taken into account.

We also made some changes so that people would better understand the questionnaire. The general feedback we got was that it was not very clear if the words “seconde-main” and “d’occasion” were used as synonyms, they were but to avoid any confusion, we decided to only use the word “seconde-main”.

We also introduced changes to improve the structure of the questionnaire. In the part related to the dependent variable, we changed for instance the order of two questions. The first question had been whether the respondent would regularly buy second-hand in the future while the second asked whether he would do it at least once. One of the participants in our pretesting thought it would make more sense to have first a question on a one-time purchase and then about regular purchases. We agreed and changed the order.

The pilot test also allowed us to find and correct some syntax, grammatical and spelling mistakes. Once the final changes had been made, we shared the questionnaire on WhatsApp, Facebook, LinkedIn and with our personal contacts.

2.6. Data Preparation

In order to collect the necessary data for our statistical analysis, we first developed an online questionnaire using the Qualtrics website, as explained earlier. Qualtrics allows you to export the collected data directly to SPSS Statistics, the software we used to carry out the processing and the analyses of the data. When importing data into SPSS, it is important to check the validity of the data. First, some people might have decided to quit during the process or not to answer certain questions, so their answers could not be taken into account. We therefore cleaned up the database and deleted all the responses with missing values. A total of 242 responses were collected. 10 responses had to be deleted first because the respondents did not consent to the use of their answers. Another 43 answers had to be deleted because they were not 100% complete. And 6 more responses were deleted because the respondents did not want to reveal their gender and/or age. Finally, due to a problem with the Qualtrics website, several responses appeared as saved but did not contain any data. This left us with a total of 153 valid responses.

Our next step was to make sure that each variable and its propositions were properly encoded in SPSS. Here, we encountered some errors, especially with the age variable. The different age categories were for example badly numbered. The category "Less than 15 years old" was listed as number 1, but the next category, "Between 15 and 19 years old", as 6, the following one as 7 and so on. We had to correct the errors, otherwise the descriptive statistics such as the mean or median would have been no longer meaningful.

2.7. Possible limitations of the data collection

One limitation that could have prevented the collection of valid data could have been the lack of candor of the respondents. This could have been due to a variety of reasons, including respect for the socially acceptable and a concern for privacy. To allay these fears, we clearly stated that the questionnaire was one hundred percent anonymized (Debois, 2017).

A second issue we encountered was that many people did not answer all of the questions, they either stopped in the middle of the questionnaire or skipped one or more questions. We were aware of the length of our questionnaire and knew that this could happen. However, we were surprised by the number of people who did not complete the questionnaire, which greatly reduced the number of valid responses. 245 people answered at least one of our questions but only 153 complete answers were collected.

Some interpretation problems could also have appeared, however, thanks to the pre-test, the questions which could have been misunderstood had been detected and modified and clarified (Debois, 2017).

III. Statistical analysis

1. Description of the sample

Our survey was available online for two weeks (between May 18th and June 1st, 2022). A total of 153 valid responses were collected, 121 of which are female and 32 male. This represents a ratio of almost 80% women and only 20% men. This difference may be due to the fact that fashion is a topic that usually interests more women than men (Bouleau, 2014). We also noticed this during our interviews, where several male interviewees showed a lack of interest in fashion, and therefore in second-hand fashion as well. Regarding the age of the participants, the youngest category proposed, i.e. "Less than 15 years old", was never selected, which means that the youngest respondent is at least 15 years old. The oldest respondent is 60 or older. The distribution of the respondents by age as well as by other criteria will be seen in more detail in Section IV. *Results: 1 .Descriptive Statistics of Variables.*

2. Verification of scale

In order to verify our scales, the first step was to make sure check that the items used were reliable so as to be able to create new variables that would contain several items. To do this, we first conducted a principal component analysis to ensure their relevance. We then observed the Cronbach's Alpha of the different dimensions obtained to check their reliability. If the reliability was high, we created a new variable. The implementation of these steps for one of the variables, namely economic motivations, is detailed in the following sections, and a table summarizing the created variables, their Cronbach's alpha and the number of items used are presented in Appendix 8.

2.1. Principal component analysis (PCA)

The Principal Component Analysis (PCA) allowed us to reduce the number of items in each variable to a set of new dimensions. The dimensions that contain most of the information, as well as most of the total variance for each variable will be extracted, while ensuring minimal loss of information (Hair et al, 1998).

To know if our data were factorizable, we had to test three things. First, for each variable, the items had to be correlated, then, the KMO (Kaiser-Meyer-Olkin) index had to be higher than 0.5, and finally, the sphericity test of Bartlett had to be significative, i.e., lower than 0.05. For a factorization to be possible, at least two of the three conditions have to be met (Chérif, 2017).

2.1.1. Economic motivations

We decided to show the details of the PCA for the economic motivations variable only. The details for the other variables can be found in Appendix 6. The variable economic motivations has five items that we tried to reduce to less dimensions. To do so, we first had to check if two of the three conditions mentioned earlier were met.

As you can see from Table 4 below, the items are not all correlated as some correlations are too close to 0. The first condition is therefore not met.

Correlation Matrix					
	ECO1	ECO2	ECO3	ECO4	ECO5
ECO1	1	0.61	0.395	0.029	0.174
ECO2	0.61	1	0.44	0.166	0.355
ECO3	0.395	0.44	1	0.271	0.326
ECO4	0.029	0.166	0.271	1	0.433
ECO5	0.174	0.355	0.326	0.433	1

Table 4: Correlation Matrix of variable economic motivations
Source: SPSS Statistics

Table 5 shows that the KMO index is higher than 0.5 and that Bartlett's sphericity test is significative as the p-value is <0.001 (<0.05) (Table 5).

KMO and Bartlett's test		
KMO measure of sample adequacy		0.672
Bartlett's sphericity test	Approx Chi-square	171.16
	df	10,000
	Sig	<.001

Table 5: KMO and Bartlett's test for variable economic motivations
Source: SPSS Statistics

As two conditions out of three are met we can start our PCA. In order to extract the components, we applied the Kaiser rule and retained only the dimensions (components) that have an eigenvalue superior to 1. In our case, two dimensions have an eigenvalue superior to 1 and explain together 70.018% of the total variance (Table 6).

Total Variance explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	% Cumulative	Total	% of Variance	% Cumulative
1	2.315	46.303	46.303	2.315	46.303	46.303
2	1.186	23.716	70.018	1.186	23.716	70.018
3	0.614	12.276	82.294			
4	0.527	10.533	92.827			
5	0.359	7.173	100			

Extraction Method : Principal Component Analysis

Table 6: Total Variance Explained for variable economic motivations
Source: SPSS Statistics

So, we kept them and after the items' extraction, we looked at the communalities (representation quality), which show the proportion of the items explained by the reduction (Table 7). It has to be higher than 0.5 which is the case for the five items. If the communality after extraction was lower than 0.5, we would delete the item because it would mean that it had been wrongly understood or that it was badly represented in the factorial analysis.

Communalities		
	Initial	Extraction
ECO1	1	0.788
ECO2	1	0.749
ECO3	1	0.543
ECO4	1	0.758
ECO5	1	0.664

Extraction Method : Principal Component Analysis

Table 7: Communalities for variable economic motivations
Source: SPSS Statistics

2.1.2. Other variables

The same PCA was conducted for all the other variables. Given the PCA and the fact that two conditions have to be met, all the variables except two are factorizable. For the variables emotional motivations and price risk perception, none of the items are strongly correlated and the KMO's are not higher than 0.5, meaning that the variables are not factorizable. All the details can be found in Appendix 6.

We also used the Kaiser rule to decide which dimensions to keep and selected the components with an eigenvalue higher than 1. Table 8 summarizes the number of dimensions kept and the percentage of total variance explained for each variable except for the emotional motivations and price risk perception variables, which are not factorizable.

<i>Variable</i>	<i>Number of dimensions kept</i>	<i>% of Total Variance Explained</i>
Second-hand clothes purchase intention	1	78.863
Online Second-hand clothes purchase intention	1	83.006
Economic motivation	2	70.018
Experiential motivation	1	49.607
Critical motivation	1	59.531
Practical motivation	1	55.569
Security brake	1	58.641
Utilitarian brake	1	54.265
Hedonistic brake	1	57.158
Self-expression brake	1	65.838
Affiliation brake	1	84.719
Security and Privacy risk perception	1	87.763
Time risk perception	1	82.264
Product-Brand-Site risk perception	1	52.176

Table 8: Number of Dimensions kept and % of Total Variance explained for the factorizable variables
Source: SPSS Statistics

For all the other variables we also had a look at the communalities after the items' extraction. It appeared that some items had values lower than 0.5, meaning that they were wrongly understood or badly represented in the factorial analysis. The values of the communalities after extraction for each variable can be found in Appendix 6. The items in question are EXP2, EXP3, CRI3, PRA1, PRA2, UTI1 and PROD5. Given the results of the communalities, we deleted these 7 items.

2.2. Cronbach's Alpha

2.2.1. Economic motivations

The last step before testing the hypotheses was to verify the internal consistency of our scales with Cronbach's Alpha coefficient. This coefficient varies between 0 and 1 and many authors agree on the fact that a value equal to or above 0.70 means that there is a fairly high degree of internal consistency, and thus a reliable scale (Cortina, 1993; Taber, 2017).

Cronbach's alpha for the variable economic motivations is lower than 0.7 (Table 9). When looking at Table 10, and more specifically the column "Cronbach's alpha if item deleted", we noticed that if we deleted the item ECO4, the alpha would improve and reach 0.699, which we considered close enough to 0.7. We therefore decided to delete ECO4.

Reliability Statistics	
Cronbach's Alpha	Number of items
0.684	5

Table 9: Cronbach's Alpha for variable economic motivations
Source: SPSS Statistics

Item - Total statistics				
	Scale Mean if Item deleted	Scale Variance if item deleted	Corrected Item - Total Correlation	Cronbach's Alpha if Item Deleted
ECO1	15.01	7.704	0.391	0.656
ECO2	15.14	6.874	0.54	0.598
ECO3	15.53	6.277	0.507	0.602
ECO4	16.31	6.506	0.33	0.699
ECO5	15.81	6.484	0.487	0.612

Table 10: Total statistics for variable economic motivations
Source: SPSS Statistics

2.2.2. Other variables

We verified the internal consistency for all the variables, and the items we retained for each of them, using Cronbach's Alpha, can be found in Appendix 8.

For the majority of the variables (second-hand purchase intention, online second-hand purchase intention, experiential motivations, practical motivations, security brakes, hedonistic brakes, self-expression brakes, affiliation brakes, security and privacy risk perception, time risk perception and brand, product and site risk perception), Cronbach's Alpha coefficient is higher than 0.7 and the variables are therefore internally consistent.

However for the critical motivations, emotional motivations, utilitarian brakes and price risk perception, Cronbach's Alpha coefficient is lower than 0.7 and did not reach it when we deleted one of the items (Appendix 7). Therefore, for these variables, we decided to only keep the items CRI2, EMO2, UTI2 and PRIX2 which according to us represent their respective variable best.

3. Summary of the variables

3.1. Dependent Variables

We have two dependent variables: the second-hand clothing purchase intention and the online second-hand clothing purchase intention. Both have been measured by four items from the measurement scale of Moon and Kim (Appendix 5) and adapted in order to meet our specific requirements (Ben Ammar-Mamlouk & Zaoui, 2005).

Regarding the first dependent variable: the second-hand clothing purchase intention, the item with the highest mean is INT1 “In the future I will do at least one second-hand clothing purchase”: with a score of 4.5 (Table 11). This seems to imply that most of the respondents agree or totally agree with this sentence. This result is confirmed by the median score of 5. For the three other items, the means and the medians are around 4, meaning most of the respondents agreed with the items. In this case, the four standard deviations are low, which shows that the datasets gathered around the mean.

Second-hand purchase intention					
	<i>Valid</i>	<i>Missing</i>	<i>Mean</i>	<i>Median</i>	<i>Std. Deviation</i>
INT1	153	0	4.5	5	0.867
INT2	153	0	3.93	4	1.148
INT3	153	0	3.97	4	1.032
INT4	153	0	4.02	4	1.023

Table 11: Dependent variable 1: second-hand purchase intention
Source: SPSS Statistics

The second dependent variable, online second-hand purchase intention shows lower scores for all its items (Table 12). The highest score is for INTLI1 “In the future I will do at least one online second-hand clothing purchase”. Its score of 3.93 indicates that on average, people agree with the statement. The lowest score is for INTLI2 “In the future I will do online second-hand clothing purchases regularly”, with a mean of 3.36. However, as the median is 4, a majority still agrees with the statement. For the four items, the standard deviation is quite low, which shows that the respondents’ answers are clustered around the mean.

Online second-hand purchase intention					
	<i>Valid</i>	<i>Missing</i>	<i>Mean</i>	<i>Median</i>	<i>Std. Deviation</i>
INTLI1	153	0	3.93	5	1.165
INTLI2	153	0	3.36	4	1.275
INTLI3	153	0	3.44	4	1.245
INTLI4	153	0	3.49	4	1.182

Table 12: Dependent variable 2: online second-hand purchase intention
Source: SPSS Statistics

3.2. Independent variables and their retained items

We had a total of fourteen independent variables. Each of them was initially represented by at least two and at most five items. The following table (Table 13) shows the items retained (in total 35 items) with their respective mean, median and standard deviation.

Descriptive statistics									
	<i>Valid</i>	<i>Mean</i>	<i>Median</i>	<i>Std. Deviation</i>		<i>Valid</i>	<i>Mean</i>	<i>Median</i>	<i>Std. Deviation</i>
ECO1	153	4.44	5	0.724	HEDO2	153	2.88	3	1.183
ECO2	153	4.31	4	0.805	HEDO3	153	2.3	2	1.014
ECO3	153	3.92	4	0.997	HEDO4	153	2.21	2	1.068
ECO5	153	3.64	4	0.964	SELF1	153	1.81	2	0.937
EXP1	153	2.77	3	1.109	SELF2	153	1.75	2	0.757
EXP4	153	2.88	3	1.057	SELF3	153	2.17	2	0.992
EXP5	153	3.25	3	1.072	AFF1	153	1.78	1	0.995
CRI2	153	3.91	4	1.09	AFF2	153	1.8	1	1.028
PRA3	153	3.28	3	1.138	AFF3	153	1.65	1	0.883
PRA4	153	3.01	3	1.106	PRIV1	153	2.67	3	1.075
EMO2	153	2.82	3	0.961	PRIV2	153	2.62	3	1.094
SECU1	153	2.22	2	0.858	TIM1	153	3.4	4	1.022
SECU2	153	1.92	2	0.774	TIM2	153	3.18	3	0.976
SECU3	153	2.34	2	1.187	PROD1	153	2.97	3	0.969
SECU4	153	1.76	2	0.901	PROD2	153	2.75	3	1.084
UTI2	153	3.01	3	0.977	PROD3	153	3.5	4	0.926
HEDO1	153	2.29	2	1.191	PROD4	153	3.65	4	0.838
					PRIX2	153	2.88	3	0.786

Table 13: Independent variables
Source: SPSS Statistics

4. Creation of new variables

Once we had done our PCA and verified the internal consistency using the Cronbach's Alpha coefficient, we decided to create new variables by taking the mean of the items retained for each of the variables. For the variable economic motivations for instance, the new variable ECO was created by taking the mean of ECO1, ECO2, ECO3 and ECO5. The same method was used to create the dependent variables INT and INTLI, and for the independent variables EXP, PRA, EMO, SECU, UTI, HEDO, SELF, AFF, PRIV, TIM, PROD, PRIX

As explained earlier, for the variables critical motivations, emotional motivations, utilitarian brakes and price risk perception, only one item was retained per variable, namely CRI2, EMO2, UTI2 and PRIX2. These have been therefore renamed CRI, EMO, UTI and PRIX respectively.

IV. Results

1. Descriptive statistics of variables

1.1. Demographics

In our survey, we collected demographic data such as gender and age of the respondents. A summary of the datasets can be found in Appendix 9.

The variable GENDER had three modalities: *female*, *male* and *do not want to give this information*. None of the respondents chose the last option, as illustrated in Table 14. The most frequently selected modality was female, 79.1% of the respondents being women, and the remaining 20.9% men.

GENDER				
	<i>Frequency</i>	<i>Percentage</i>	<i>Valid percentage</i>	<i>Cumulated percentage</i>
Female	121	79.1	79.1	79.1
Male	32	20.9	20.9	100
Don't want to give this information	0	0	0	100
Total	153	100	100	100

Table 14: Gender distribution among respondents
Source: SPSS Statistics

Regarding the variable AGE, we offered eleven choices that can be found in the table below. Almost half of the sample (49%) is between 20 and 24 while only 18.9% is over 50. 71.2% of the respondents are 29 or less (Table 15).

AGE				
	<i>Frequency</i>	<i>Percentage</i>	<i>Valid percentage</i>	<i>Cumulated percentage</i>
15 or less	0	0	0	0
Between 15 and 19	19	12.4	12.4	12.4
Between 20 and 24	75	49	49	61.4
Between 25 and 29	15	9.8	9.8	71.2
Between 30 and 34	4	2.6	2.6	73.9
Between 35 and 39	1	0.7	0.7	74.5
Between 40 and 44	6	3.9	3.9	78.4
Between 45 and 49	4	2.6	2.6	81
Between 50 and 54	12	7.8	7.8	88.9
Between 55 and 59	10	6.5	6.5	95.4
60 or more	7	4.6	4.6	100
Total	153	100	100	100

Table 15: Age distribution among respondents
Source: SPSS Statistics

1.1.1. Variables regarding the respondents' purchasing habits

In the last part of our questionnaire, we asked respondents questions about their purchasing habits. First, we wanted to know at what frequency they buy clothes. The biggest share of the respondents, 24.8% buys clothes a couple of times a month, closely followed by 24.2% of the sample who purchases clothes once a month. Almost half of the respondents (47.7%) buys clothes less than once a month (Table 16).

How often do you buy clothes?				
	<i>Frequency</i>	<i>Percentage</i>	<i>Valid percentage</i>	<i>Cumulated percentage</i>
At least once a week	5	3.3	3.3	3.3
A few times a month	38	24.8	24.8	28.1
Once a month	37	24.2	24.2	52.3
Once every two months	30	19.6	19.6	71.9
Once every three months	15	9.8	9.8	81.7
Once every four months	7	4.6	4.6	86.3
Once every five months	4	2.6	2.6	88.9
Once every six months	8	5.2	5.2	94.1
Less than once every six months	9	5.9	5.9	100
Total	153	100	100	100

Table 16: Respondents' purchase habits: frequency
Source: SPSS Statistics

Then we wanted to discover how many of them had bought second-hand clothes in the past twelve months. The results show that a large majority, 72% of the sample had purchased second-hand clothing during the past year (Table 17).

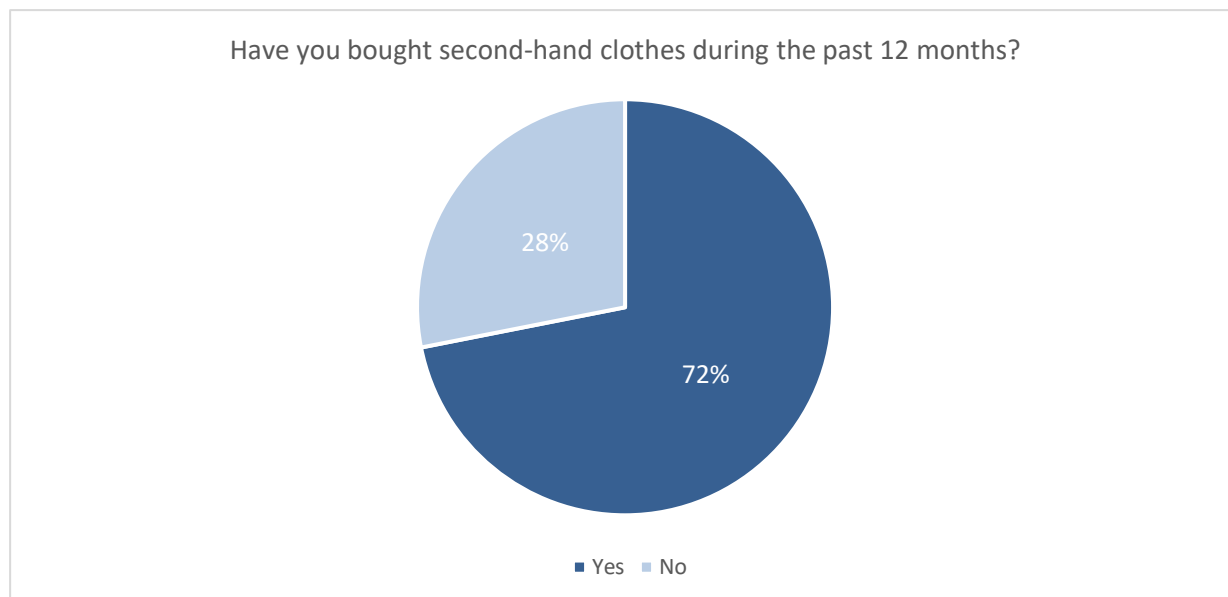


Table 17: Respondents' purchase habits: second-hand purchases during the past 12 months
Source: SPSS Statistics

1.1.2. Cross tabs

To go further in our analysis, we decided to have a look at the differences between women's and men's second-hand purchases during the past 12 months. As indicated in Table 18, about 75% of female respondents indicated that they had made second-hand purchases during the past 12 months. As far as men were concerned, only 59% of them indicated having made purchases of this kind in the last year. However, as the number of respondents varied greatly from one group to another, we decided to check if this difference was statistically significant with an ANOVA. It appeared not to be the case as the p-value equaled 0.077 (Appendix 10).

Cross tabs				
		Have you bought second-hand clothes during the past 12 months?		
		Yes	No	Total
You are	A woman	91	30	121
	A man	19	13	32
	Total	110	43	153

Table 18: Cross tabs: Gender vs Have you bought second-hand clothes during the past 12 months?
Source: SPSS Statistic

When looking at the relationship between the age of the respondents and their past second-hand purchases, some relevant differences appear. As shown in Table 19, almost 70% of the respondents aged 15 to 19 indicated that they had at least once bought second-hand clothes during the past 12 months. This number is even higher for those aged 20 to 24 where it reaches 84%. For the 25 to 29 age group, 93% answered yes to the question "Have you bought second-hand clothes during the past 12 months?". These numbers fall however drastically when looking at the older age groups (+55 years old). The results of the ANOVA in Appendix 10 show that there are indeed significant differences between age groups. A Bonferroni test was realized to better understand where these lay exactly. It revealed that respondents aged 20 to 30 answered significantly more frequently "Yes" to this question than the ones over 55.

		<i>Have you bought second-hand clothes during the past 12 months?</i>		
		Yes	No	Total
<i>How old are you?</i>	Between 15 and 19	13	6	19
	Between 20 and 24	63	12	75
	Between 25 and 29	14	1	15
	Between 30 and 34	2	2	4
	Between 35 and 39	1	0	1
	Between 40 and 44	4	2	6
	Between 45 and 49	3	1	4
	Between 50 and 54	6	6	12
	Between 55 and 59	2	8	10
	60 or more	2	5	7
	<i>Total</i>	110	43	153

Table 19: Cross tabs: Age vs Have you bought second-hand clothes during the past 12 months?
Source: SPSS Statistics

This being the case, it seemed important to have a look at the evolution of the variables INT and INTLI for the different age groups. The following table (Table 20) shows the mean of the second-hand purchase intention per age group. The mean is the highest for those between 20 and 39 and the lowest for respondents aged 55 or more. Appendix 10 shows the results of the ANOVA test, that proves that there is a significant difference between some age groups. In order to know which age groups were concerned, a Bonferroni test was realized, showing where the significant differences lie. It appears that for the age group 20-24, the second-hand purchase intention is significantly higher than for the 60 or over age group.

Cross tabs		
		<i>INT (mean)</i>
<i>How old are you?</i>	Between 15 and 19	4.0263
	Between 20 and 24	4.2967
	Between 25 and 29	4.25
	Between 30 and 34	4.25
	Between 35 and 39	5
	Between 40 and 44	3.75
	Between 45 and 49	3.9375
	Between 50 and 54	4.2083
	Between 55 and 59	3.4
	60 or more	3

Table 20: Cross tabs: Age vs second-hand purchase intention
Source: SPSS Statistics

Some differences in online second-hand purchase intention can also be noticed for the different age groups in the means in Table 21. However, the ANOVA (Appendix 10) had shown that none of these differences are statistically significant.

Cross tabs		
		<i>INTLI (mean)</i>
<i>How old are you?</i>	Between 15 and 19	3.8553
	Between 20 and 24	3.5167
	Between 25 and 29	4
	Between 30 and 34	2.7500
	Between 35 and 39	5
	Between 40 and 44	3.4167
	Between 45 and 49	3.3125
	Between 50 and 54	3.8542
	Between 55 and 59	3.1750
	60 or more	2.7500

Table 21: Cross tabs: Age vs online second-hand purchase intention
Source: SPSS Statistics

2. Hypothesis testing

2.1. Simple linear regressions

H1: Economic motivations positively influence the purchase intention of second-hand clothing.

In order to test this first hypothesis, we performed a simple linear regression using the SPSS statistical software (Appendix 11.H1). For each of the regressions we did, we had to verify four conditions: the linearity, the homoscedasticity, the independence and normal distribution of the residuals of the model. All the information to verify the conditions can be found in Appendix 11.

We could deduce that the model is significant, $p\text{-value} < 0.001$ (<0.05), which made us reject the Hypothesis 0 as there was a statistically significant relationship between economic motivations and second-hand purchase intention. Then, we noticed that the coefficient of determination R^2 had a low value of 0.095. This means that 9.5% of the variance of the intention to buy second-hand clothes can be explained by economic motivations. As for the value of the coefficient, the standardized beta has a value of 0.309 and is therefore positive. In conclusion, this first hypothesis can be validated, and economic motivations do indeed have a positive influence on the intention of Belgian nationals to buy second-hand clothes

H2: Experiential motivations positively influence the purchase intention of second-hand clothing.

Here again, we tested the hypothesis with a simple linear regression. We obtained the following results: the model is significant as the $p\text{-value}$ is equal to 0.009 (<0.05). As for the R^2 , it is very low with a value of 0.044, meaning that the experiential motivation only explains 4.4% of the variance of the second-hand clothes purchase intention. Regarding the standardized beta, it has a positive value of 0.209. This hypothesis can thus be validated as well. (Appendix 11.H2)

H3: Critical motivations positively influence the purchase intention of second-hand clothing.

A simple linear regression was used to verify this third hypothesis. Appendix 11.H3 contains the output of this regression and while the model is significant with its $p\text{-value} < 0.001$ (<0.05), the R^2 equals 0.089. This R^2 means that 8.9% of the variance of the second-hand clothing purchase intention can be explained by the critical motivations. The beta coefficient has a value

of 0.298. Thus, this hypothesis as well validated that critical motivations impact positively the Belgians intention to buy second-hand clothes.

H4: Practical motivations positively influence the purchase intention of online second-hand clothing.

The fourth hypothesis regarding the impact of practical motivations on the online purchase intention of second-hand clothes was tested with a simple linear regression (Appendix 11.H4). The results showed that the model is significant with a p-value equal to 0.007 (<0.05). The value of R^2 , which equals 0.048, implies that the practical motivations explain 4.8% of the variance of the online second-hand clothing purchase intention. The value of the Beta coefficient is 0.218. We can thus validate this hypothesis and confirm that practical motivations do indeed impact positively the willingness of the Belgian population to buy online second-hand.

H5: Emotional motivations positively influence the purchase intention of online second-hand clothing.

Again, a simple linear regression was used to verify this hypothesis. The results (Appendix 11.H5) show that the model is not significant with a p-value of 0.719 (>0.05). This p-value is associated with a very low coefficient of determination R^2 of 0.001. If the R^2 is close to zero, it means that the created regression line fits at almost zero percent with the set of points. Finally, the Beta coefficient has a negative value of -0.029. The larger and therefore insignificant p-value of the model indicates that changes in the emotional motivations do not induce changes in the intention to purchase secondhand clothing online. The fifth hypothesis is therefore rejected.

H6: Security brakes negatively influence the purchase intention of second-hand clothing.

The sixth hypothesis was also tested with a simple linear regression. The outputs of this regression are displayed in Appendix 11.H6 and show first that the model is significant as the p-value is smaller than 0.001 (<0.05). The R^2 of this model is 0.254, which indicates that 2.54% of the variance of the second-hand clothing purchase intention can be explained by the security brakes. The Standardized Beta coefficient obtained is equal to -0.504. This negative Beta coefficient shows that the security brakes do indeed have a negative impact on the intention of Belgian nationals to buy second-hand clothes. This hypothesis is therefore validated.

H7: Utilitarian brakes negatively influence the purchase intention of second-hand clothing.

We verified the seventh hypothesis with a simple linear regression, the results are displayed in Appendix 11.H7. The model has proven to be significant with a p-value of 0.01 (<0.05) but the coefficient of determination R^2 is again rather low ($R^2=0.043$). This means that the utilitarian brakes only explain 4.3% of the variance of the second-hand clothing purchase intention. As for the value of the coefficient, the Standardized Beta has a value of -0.207. This means that the impact of the utilitarian brakes on the purchase intention of second-hand clothes is indeed negative. As the model is significant and the impact negative, the seventh hypothesis is validated.

H8: Hedonistic brakes negatively influence the purchase intention of second-hand clothing.

Regarding the hedonistic brakes on second-hand purchases, the simple linear regression we performed shows (Appendix 11.H8) that the model is significant as the p-value is <0.001 (<0.05). The R^2 has a value of 0.32 that indicates that 32% of the variance of the second-hand clothing purchase intention is explained by the hedonistic brakes. The Standardized Beta equals -0.566 and again, as the Beta coefficient is negative, the impact of the hedonistic brakes on the purchase intention of second-hand clothes is negative. Since the model is significant, this hypothesis can be validated as well.

H9: Self-expression brakes negatively influence the purchase intention of second-hand clothing.

We decided to test this hypothesis also using a simple linear regression, for which the results are shown in Appendix 11.H9. We can confirm that the model is significant as it has a p-value smaller than 0.001 (<0.05). The coefficient of determination, R^2 has a value of 0.182 meaning that 18.2% of the variance of the second-hand clothing purchase intention is explained by the self-expression brakes. The Standardized Beta is -0.427 which indicates that the self-expression brakes have a negative impact on the second-hand purchase intention. This hypothesis is validated.

H10: Affiliation brakes negatively influence the purchase intention of second-hand clothing.

To verify the tenth hypothesis, we conducted a simple linear regression (Appendix 11.H10). The p-value of the model is smaller than 0.001 (<0.05), therefore the model is significant. The R^2 is 0.185, which means that 18.5% of the variance of the second-hand clothing purchase intention can be explained by the affiliation brakes. Regarding the coefficients, the

Standardized Beta has a value of -0.431. The hypothesis according to which the affiliation brakes negatively impact the second-hand clothing purchase intention is validated.

H11: Perceived security and privacy risks negatively influence the purchase intention of online second-hand clothing.

We used a simple linear regression to test this hypothesis, the results are shown in Appendix 11.H11. The p-value of the model is equal to 0.004 (<0.05), the model is thus significant. The Standardized Beta is negative and is equal to -0.231. The low R^2 of 0.053 indicates that the security and privacy risk perception explains 5.3% of the variance of the online second-hand purchase intention.

Therefore, we can validate the hypothesis according to which the security and privacy risk perception influences negatively the online second-hand purchase intention.

H12: The perception of time risk influences negatively the purchase intention of online second-hand clothing.

This hypothesis has been tested via a simple linear regression whose results are available in Appendix 11.H12. The model is significant as its p-value is equal to 0.011 (<0.05). The Standardized Beta is -0.204, which means that the impact of the time risk perception on the online second-hand purchase intention is negative. The R^2 of 0.042 shows that the variance of the independent variable is only explained at 4.2% by the dependent variable time risk perception. Because the model is significant and the impact negative, we can validate this hypothesis.

H13: The perception of product-brand-website risk influences negatively the purchase intention of online second-hand clothing.

We also used a simple linear regression to analyze this hypothesis, the outputs can be found in Appendix 11.H13. The model is significant because its p-value is smaller than 0.001 (<0.05). The R^2 of 0.082 shows that 8.2% of the variance of the online second-hand purchase intention can be explained by the brand, product and site risk perception. The Standardized Beta coefficient being negative and equal to -0.286 implies that the risk perception negatively impacts the online second-hand purchase intention. The significant model and the negative Standardized Beta allow us to validate hypothesis 13.

H14: Perceived price risk negatively influences the purchase intention of online second-hand clothing.

To verify this hypothesis, the simple linear regression was chosen and the outputs of its computation on SPSS are available in Appendix 11.H14. The p-value of the model being equal to 0.319 (<0.05) indicates that the model is not significant. The R² and the Standardized Beta coefficient are respectively equal to 0.081 and -0.081. Because the model is not significant, the price risk perception does not impact the online second-hand purchase intention and the hypothesis is therefore rejected.

Hypothesis	Conclusion	Hypothesis	Conclusion
H1	Validated	H8	Validated
H2	Validated	H9	Validated
H3	Validated	H10	Validated
H4	Validated	H11	Validated
H5	Rejected	H12	Validated
H6	Validated	H13	Validated
H7	Validated	H14	Rejected

Table 22: Summary of the simple linear regressions hypothesis testing

2.2. Moderating effects

H15: Age decreases the positive effect of the economic motivations on the second-hand clothing purchase intention.

In order to test this hypothesis, we used the statistical procedure PROCESS (Hayes, 2016) (Appendix 12.H15). What we were trying to verify was whether the introduction of the variable selected, in this case AGE, the age of the respondent, modifies the direction or the magnitude of the relationship between the other two variables selected here: the variable INT and the variable ECO. The PROCESS model is composed of the variables: Y=INT; X=ECO and W=Age.

The Fisher test performed here reveals that the model is significant as it has a p-value of 0.0258 (<0.05), but what about the conditional effects of the focal predictor at values of the moderator. The effect is not significant for the value of AGE 2, but it is for the values 4.6275 and 7.4603. These values represent the mean plus and minus the standard deviation of the variable AGE. The conditional effects of the focal predictor at values of the moderator show that the higher the variable AGE, the higher the moderating effect (which is positive) on the relationship between ECO and INT. Subsequently, this hypothesis is rejected.

H16: Gender influences the relationship between the economic motivations and the second-hand clothing purchase intention.

Here again, we used the PROCESS method by Andrew F. Hayes (2016) to test the hypothesis. The objective was to check whether there was a significant moderating effect of the variable Gender on the relationship between the variables ECO and INT. The PROCESS model is composed of the following variables: Y=INT; X=ECO and W= Gender.

Appendix 12.H16 contains the results of this statistical procedure and shows that the model as well as the interaction are significant (p-values of 0.000 and 0.0471). When looking at the conditional effects of the focal predictor at values of the moderator, it can be seen that when Gender equals 2, or in other words when the respondent is a man, the effect is higher. This means that the magnitude of the effect of the variable ECO on the variable INT increases when the gender of the respondent is masculine. This hypothesis can therefore be validated.

H17: Age increases the negative effect of the privacy risk perception on the online second-hand clothing purchase intention.

For this hypothesis as well, the PROCESS of Andrew F. Hayes (2016) was used, the results are available in Appendix 12.H17. This time, we wanted to see whether there was a significant moderating effect of the variable Age on the relationship between the privacy risk perception and the online second-hand clothing purchase intention. $Y=INTLI$; $X=PRIV$ and $W = Age$.

The p-values of the model (0.0017) and of the interaction (0.0162) are both smaller than 0.05 and are therefore significant. Regarding the conditional effects of the focal predictor at values of the moderator, we see that the effect is not significant for the value of AGE 2, but well for the values 4.6275 and 7.4603. These values represent again the mean plus and minus the standard deviation. We can observe that the effect increases in absolute value with the variable AGE. This shows that, the older the respondent, the stronger the negative effect of privacy risk perception on online intention purchase. This hypothesis can thus be validated.

H18: A previous purchase of second-hand clothing in the last 12 months influences the relationship between the security brakes and the second-hand clothing purchase intention.

To test this last hypothesis, the same PROCESS method was used (Appendix 12.H18). Here, we analyzed the effect a previous purchase or not of second-hand clothes during the last 12 months had on the relationship between the security brakes and the second-hand clothing purchase intention. In other words, $Y=INT$; $X=SECU$ and $W=bought\ second-hand\ clothes\ in\ the\ last\ 12\ months$.

The Fisher test shows a p-value of the interaction that is too high ($0.1854 > 0.05$), and is thus inconclusive. No significant moderation has been detected and we have to reject hypothesis 18.

Hypothesis	Conclusion
H15	Rejected
H16	Validated
H17	Validated
H18	Rejected

Table 23: Summary of the moderation hypothesis testing

DISCUSSION

All throughout this master thesis, our aim was to determine the impact of the brakes and motivations we found in the literature on the intention of Belgians to purchase second-hand clothes (online). The results obtained thanks to the statistical analyses and hypothesis testing confirm that the literature is fairly representative with regard to the motivations and brakes that apply to the Belgian population (Table 22 and 23).

The first thing our research has shown is that age has a significant influence on the intention to buy second-hand. In fact, according to the results of our survey, it is Belgians aged 20 to 39 who are the most interested in clothing second-hand, they have either already bought some or are intending to do so. This is in line with Oxfam's analysis, which shows that it is this age group that has changed its buying habits the most in favor of second-hand in the last few years (Vandenhouten, 2022). It also confirms the findings of Thred Up (2021) that indicate that people between 25 and 37 are the biggest second-hand fans, accounting for 33% of all second-hand shoppers and validates the answers received during our interviews during which the higher interest in second-hand was clearly expressed by the interviewees younger than 40.

However, according to the data collected in our survey, there is no significant difference in age regarding the intention to buy online. This result is quite surprising as younger generations are very often associated with new technologies and the frequent use of the Internet, it would therefore have been logical to see young people being more inclined to buy second-hand online (Dorsey, 2019).

Almost three quarters of the female respondents declared having bought at least one second-hand item in the last year, as opposed to 59% of men. This confirms that women are more interested in shopping, be it new or second-hand clothes, which had been one of the conclusions drawn from our interviews.

After having collected these first datasets, we went on to analyze more in detail the independent variables that influence the intention to buy second-hand clothes online or offline.

Firstly, with regards to the motivations that influence the intention to buy second-hand, we analyzed the economic, experiential and critical motivations. Following our simple linear regressions, it appears that these motivations positively influence the intention of Belgian nationals to buy second-hand clothes.

Among the economic motivations, there is for instance the fact that second-hand clothes are cheaper and that buying them instead of new clothes saves money. Belgians also generally agree that buying second-hand clothes means having to make fewer concessions due to reduced clothing expenses and that these clothes are more fairly priced than the new ones sold in fashion shops. Three of the economic motivations described by Guiot and Roux (2010): lower price, fair price and less compromise have a positive impact on the intention of Belgian nationals to buy second-hand clothes.

Regarding experiential motivations, for Belgians, nostalgia, uniqueness, originality, high social value at low prices, contact with like-minded people and bargain hunting are motivations that positively influence their purchase intention and validate what Fuster et al. (2012) said. This also confirms what Vanderveken (2022) found, namely that Belgians are attracted to buy second-hand because it allows them to stand out of the crowd, to be unique and to purchase premium brands at a low price.

Borusiak et al. (2021) define three subcategories of critical motivations: the avoidance of conventional channels, ethical and ecological concerns and anti-ostentation. We just kept anti-ostentation to explain the positive impact of critical motivations on the purchase intention of Belgian nationals because Cronbach's alpha coefficient was too low and we believed that it was the one that explained the critical motivation best.

We also asked ourselves whether the intention of Belgians to buy second-hand goods was negatively influenced by the five brakes found in the literature: the security, utilitarian, hedonistic, self-expression and affiliation brakes (Bezancon, 2012). According to our analyses, these variables do indeed negatively impact the purchase intention. The potential dirtiness and poor condition of the garment as well as the lack of information on the previous owner discourage Belgians from buying second-hand. This result is quite surprising because in our interviews, people said the second-hand items they bought were of good quality and that they were inclined to buy more. It might thus be that the 22 people we interviewed were not representative of our sample of 153 people. Then, the limited offer, the lack of warranty as well as the bad quality-price ratio do also negatively influence the purchase intention. As do the hedonic disincentives, including the unpleasant character of second-hand shopping, the fact that it is cognitively taxing, and the fact that it can cause psychological distress. On the one hand, being able to buy original and unique clothes is an incentive to go for second-hand. On the other hand, it has been proven that Belgians think that second-hand does not allow them to express their identity and that this self-expression brake hinders them from opting for second-

hand. Finally, the second-hand purchase intention is also negatively influenced by the fact that some Belgians think that it is humiliating to buy second hand and bad for their reputation as well.

Regarding the motivations that could induce some to buy second-hand online, we tested the practical and emotional variables. As shown by Shang et al (2005) and confirmed by our survey, the ease of use, the possibility to buy from anywhere and at any time, the wide product range and the competitive prices are reasons pushing Belgians to buy second-hand online. According to the literature, the chosen sociability, the discretion, and the felt satisfaction are the factors that attract people to online second-hand purchases (Renaud, 2020). However, this does not apply to our sample. In our case, the hypothesis stating that the emotional motivations positively influence the purchase intention of online second-hand clothing has been rejected.

Finally, we also wanted to know whether the perception of the security and privacy, the brand, product and website, the time and the price risks identified in the literature as brakes regarding the purchase of online second-hand clothing, could apply to the Belgian population. According to our survey, the first three are all negatively influencing the intention of the Belgians to purchase second-hand clothing online. Belgians are afraid of having their private information stolen or misused when shopping online (Ranganathan & Ganapathy, 2002). For them, buying online also exposes them to the risk of getting fake pictures, insufficient details about the product or wrong information about its quality and authenticity (Jain & Kulhar, 2019). The third brake is linked to the difficulty of finding the items online and the loss of time resulting from it (Bhatnagar & Ghose, 2004). The last brake, the price perceived to be higher because of the shipping costs does not have a negative influence on the Belgians' intention of purchases of online second-hand clothing (Sthapit et al., 2016).

After having tested the different variables, we wanted to check the potential moderating effect of variables on the relationship between some independent variables and the purchase intention. Some young people told us during the interviews that their financial means were limited and that buying expensive or new clothes was not always possible, we found this aspect quite interesting and wanted to verify it statistically, especially as the literature seems to be divided on the subject. Hwang and Griffiths (2017) indeed say that younger generations' absent or low wages do not enable them to actually buy expensive sustainable clothes, although Lee (2014) and Todeschinia et al. (2017) believe that these generations are more concerned about the

social, political and environmental issues and thus more willing to buy sustainable products. Following our interviews and believing that second-hand items, being quite cheap, could please the young generation, we were convinced that the positive effect of the economic motivations on the purchase intention would be particularly strong for younger respondents and inversely proportional to the age of the respondents. The result of our analysis however did not validate our hypothesis as for our sample, the higher the age, the higher the positive impact of the economic motivations on their second-hand purchase intention. Even if it is not the low prices that draw them to it, younger generations are indeed more into second-hand. Our questionnaire shows that 84% and 93% of the Belgians aged respectively 20 to 24 and 25 to 29 have bought at least one second-hand garment in the last year.

Furthermore, our interviews revealed that buying new as well as second-hand clothes was more of a female activity and they seem representative of our 153 people sample as 75% of the women answering our questionnaire, indicated having bought a second-hand item at least once in the last year, compared to 59% for the men. As a result, we wanted to test whether this could have an impact on the relationship between the economic motivations and the purchase intention. Our analysis shows that when the gender of the respondent is masculine, the economic variable has a higher effect on the purchase intention.

We eventually ended up testing if a previous second-hand purchase in the last 12 months could influence the relationship between the security brakes and someone's further second-hand clothing purchase intention. Some of the interviewees told us that because they had already bought second-hand clothes once and were satisfied with their quality, they were more likely to buy second-hand again. This is why we believed that this variable could modify the relationship between the security brakes and the purchase intention. However, no significant moderation could be detected.

Moreover, older people have more difficulties with the new technologies and are also more afraid of using them (Roupa et al., 2010). They would therefore rather buy something instore than online (Lesonsky, 2022). This was confirmed by our interviews during which people over 35 admitted they did not like to buy second-hand online because of privacy issues. We therefore tested this statement on our sample of 153 respondents. The results show what we expected, which is that the older the respondent, the stronger the negative effect of the privacy risk perceived on the online purchase intention.

Out of the 18 hypotheses we tested, 14 were validated and we can therefore say that what we found in the literature matches quite well the Belgian consumer behavior.

CONCLUSION, LIMITATIONS, RECOMMENDATIONS AND MANAGERIAL IMPLICATIONS

1. Conclusion

As this thesis is coming to an end, we feel it is important to recall the research question that has served as a guideline for this report: “Which factors influence consumers in Belgium in their decision to purchase second-hand clothing ? ”. It was indeed this problematic which guided our research all along. We investigated the brakes and motivations that could influence the intention of Belgian nationals regarding the purchase of second-hand clothes online or instore.

Numerous studies and articles have revealed the hidden flaws of the textile industry (Ellen MacArthur Foundation, n.d.; Niinimäki et al., 2020). Initiatives and alternatives of all kinds are emerging, offering a more responsible consumption. The Comeos study that we discussed in Chapter 2 shows that the second-hand market is booming and still growing (Vanderveken, 2022). One of the main causes of this projected growth is the energy crisis we are currently experiencing which coupled to the loss in purchasing power pushes more and more people towards second-hand options (Bosseler, 2022). Technological progress also has an impact on this market. Just think about platforms like Vinted that have changed the game and revolutionized the second-hand market.

The Comeos study particularly caught our attention because it reveals that 49% of Belgians aged 18 or more made at least one second-hand purchase, all categories included, during the year 2021. Other data show that this percentage is even lower regarding clothing only (Vanderveken, 2022). Neerman (2022) explains that consumers prefer to sell rather than to buy second-hand clothing, making the second-hand market more of a "buyer's market." Having read this, we analyzed the literature on the different brakes and motivations to see what could explain these figures, and conducted a qualitative analysis on 22 Belgians as well as a quantitative survey with a sample of 153 people.

These analyses allowed us to discover the brakes and motivations that had a significant impact on the intentions of Belgians regarding second-hand purchases. We also found out to what extent variables such as age or gender could have a moderating effect on the relationship between brakes/motivations and purchase intention. With the help of simple linear regressions and quantitative hypothesis testing, we were able to verify each of the 14 first hypotheses,

which were based on the different categories of brakes/motivations identified during our literature review. Our analyses show that of the 14 categories of brakes and motivations identified in the literature, 12 apply to the Belgian population. As a reminder, the two motivations or brakes that proved not to be significant for Belgian nationals were the emotional motivations (H5) and the price risk perception (H14). Having identified 12 categories as significant motivations or brakes, we wanted to check the moderating effect of some variables and found that age reinforces the positive effect of the economic motivations on the purchase intention (H15), meaning that the older the consumer, the bigger the impact of the economic motivations. Moreover, we discovered that gender also influences the relationship between the economic motivations and the purchase intention, and that these motivations have a higher effect on men (H16). Finally, our survey showed that age also increases the negative effect of the privacy risk perceived, meaning it has a higher impact on the online purchase intention when the respondent is older.

Thanks to the literature review carried out at the beginning of the study and the qualitative and quantitative analyses, we are now in a position to answer our initial question about the elements that could impact the intention of Belgian consumers regarding the purchase of second-hand clothing. We have seen that for Belgian nationals, practical motivations have a positive impact on the online purchase intention while the perception of product-brand-website risks, the perception of time risks and the perception of security and privacy risks have a negative impact. Regarding the intention to buy second-hand clothes, in general, in Belgium, the critical, experiential, and economical motivations have a positive impact while affiliation, self-expression, hedonistic, utilitarian and security brakes have a negative impact.

Finally, although several theses and studies already existed on the topic of second-hand and its drivers/brakes, none of them seemed to make a difference between offline and online second-hand, even though the latter is a growing market and represents a significant share of the general second-hand market. In addition, no study could be found on the specific brakes and motivations of the Belgian population.

2. Limitations

Writing this thesis has taught us a lot, it has also made us realize that there are limitations to our work, general ones as well as specific ones related to our quantitative study.

First, it is important to remember that the sample analyzed, although composed of 153 people, is not representative of the entire Belgian population because it is too small. Then the sample used was composed of a large majority of young women, and rather pro-second-hand individuals. The fact that younger people are over represented can be due to the fact that we shared our survey through platforms such as Facebook and Instagram, which have a rather young audience. And the fact that women are present to such a high degree may be explained by their keen interest in fashion as well as in second-hand fashion (Bouleau, 2014).

Secondly, we are also aware that some answers can be tainted by the social desirability bias. This is particularly important in the qualitative study, because it was not anonymous like the quantitative one. The desirability bias implies that, in general, an individual will tend to show himself in the best light and adapts his answers according to what he thinks the interviewer wants to hear (Hays, 1989). It is thus possible that some people have presented themselves as second-hand buyers when they are not, for instance.

Moreover, since the younger generations, i.e. the 20-39 age group, represent the majority of the respondents to the online questionnaire and that they seem to be the most interested in second-hand purchases, we could have focused only on them in order to be able to draw more detailed conclusions as well as to make more specific recommendations for that age group.

Unfortunately, we could only test three moderators due to a lack of time, even though we know that there are many other elements that might play a role and impact the relationship between brakes and motivations on one side, and the purchase intention on the other, such as the financial situation of the respondents. Indeed, according to Benson (2007), the number of members in a household or the total income do have an impact, and the more members there are in a household, the more this household will buy second-hand. This is a very interesting statement, but unfortunately we did not have the time to validate it.

Finally, although thanks to our statistical analyses we gained a lot of insights, as explained previously, the second-hand market is still evolving, and estimates still predict a certain growth for the coming years. The conclusions we have drawn here should be considered with caution as they can change very quickly over time.

3. Recommendations for future studies

We are fully conscious of the fact that our study only covers a small part of the many interesting aspects regarding fashion consumers' behavior and that there is room for many more studies on the subject. There could for example be a more in-depth analysis of the subject of our thesis taking into account the level of awareness of the excesses of fast fashion on the part of the Belgian citizens. It would be interesting to analyse if the amount of information people have on the topic would affect their (second-hand clothing) purchasing habit.

Our study is about second-hand clothing but it does not make the distinction between the luxury brands and the others. However, the luxury second-hand market certainly has its own specific brakes and motivations. The customer base is probably not the same either. A further study could therefore be realized with a focus on platforms such as Vestiaire Collective for instance.

Finally, the attitude-behavior gap, i.e. the difference between what consumers say they will do and what they end up doing is very intriguing (Friberg & Tu, 2007). We think it could even have had an impact on our study. We interviewed Belgians about what they think about second-hand, about the motivations and brakes that could influence their (online) second-hand purchase intention. In our survey, we asked questions about people's attitude towards second-hand but not about what they were actually doing. This means that what they said might not reflect their true behavior. This is probably why according to the Comeos study only 49% of the Belgians older than 18 have made a second-hand purchase (not necessarily clothes) in 2021, while the results of our questionnaire show a higher percentage of people willing to buy second-hand products (Vanderveken, 2019). It would therefore be interesting to examine within the same study, the declaration of intent and the actual behavior of Belgian citizens to see if they match or if there is a gap.

4. Managerial implications

Studies, surveys and their analyses are very important as they are not just theoretical considerations but do also have practical implications. Our thesis has shown that second-hand stores do not only sell clothes, but represent a new way of living, a new mode of consumption. It is therefore important for these stores to realize that their marketing and associated techniques must be totally different from the ones used in a classic outlet selling new clothes. They have to sell the eco-friendly, circular, planet-saving aspect along with their second-hand garments.

As explained earlier there is an attitude-behavior gap between what people think of second-hand and how they act. Therefore, we believe it could be interesting for the second-hand stores to put in place a loyalty system, similar to the ones that exist in traditional stores. This could be a way for store managers to understand who their customers really are, to know more about their demographics, to understand them and to better adapt their sales and communication strategy accordingly.

Our study showed that the security brake had a negative influence on the Belgians' purchasing intention regarding second-hand clothes as some Belgians see second-hand clothes as something dirty and of poor quality. In order to remove this barrier and to encourage Belgians to buy second-hand, the selection process of the second-hand clothes should be explained. It should be emphasized that most second-hand stores only sell items that are in a good condition and that before being put up for sale, they are carefully inspected. By the way those Belgians who had acquired second-hand items were satisfied with their condition and cleanliness. Launching a marketing campaign in which Belgians would share their good experiences would be another way to remove this brake.

Finally, it was proven that the brand, product and website risk perception that people perceived sometimes prevented them from buying second-hand clothing online, because they were afraid that websites would show fake pictures or that there would not be enough information about quality and authenticity of the items. Furthermore, all the people we interviewed told us that one of the major disadvantages of buying online was the impossibility of trying on the garment which made it difficult to choose the right size. In order to alleviate these fears, it might be a good idea for second-hand websites to allow returns or to offer a warranty for luxury items.

In this master thesis we have tried to analyze consumer behavior and more specifically the purchasing intentions of Belgian citizens regarding second-hand clothing. We have drawn a certain number of conclusions from the study of the scientific and other literature as well as from our interviews and survey and attempted to translate them into concrete recommendations. Politicians but also producers and consumers need to be aware of what is happening, they need to adapt their way of producing and consuming. Our planet is suffering and second-hand could prevent it from dying.

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APPENDICES

1. Glossary

Lead time : It represents the period of time that elapses between the moment a product is designed and the moment it is produced or available to the public, or between the moment someone orders a product and the moment he/she receives it (Cambridge Dictionary, n.d.).

Nearshoring : “the outsourcing of business processes, especially information technology processes, to companies in a nearby country, often sharing a border with the target country.” It is a type of offshoring (InterVenture, 2019).

Onshoring : “the relocation of business processes to a lower-cost location inside the national borders” (InterVenture, 2019).

Offshoring : “It means the operating activities are relocated to another country, and the geographical location is irrelevant. (...) Offshoring is often employed to reduce the personnel costs of a company” (InterVenture, 2019).

Buyers' market : A buyer's market is a phenomenon that occurs when the supply in the market exceeds the demand in the market. In other words, people will increasingly want to sell second-hand, so supply will increase, but few people will want to buy, resulting in low demand compared to supply (Investopedia, n.d.).

2. The interviews

2.1. Interview Guide

Bonjour et merci beaucoup de nous accorder du temps aujourd'hui afin de répondre à quelques questions et de nous aider dans la réalisation de notre mémoire. Le mémoire que nous réalisons porte sur les habitudes des consommateurs belges en matière de seconde-main. Cela concerne donc les motivations ou autres facteurs qui poussent quelqu'un à se tourner vers la seconde-main. Nous avons décidé de nous intéresser à toutes sortes de consommateurs belges afin de récolter un maximum d'informations et d'être en mesure d'apporter une réponse pertinente à notre question de recherche. Pour faciliter notre travail, nous allons enregistrer cette interview si vous en êtes d'accord. Très bien, alors je propose que nous commençons directement avec la première question.

- 1) Tout d'abord, pourriez-vous vous présenter en quelques mots, quel âge avez-vous, êtes-vous étudiant(e)/travailleur(se), avez-vous déjà acheté des vêtements ou d'autres choses en seconde-main ? Et si oui, était-ce récemment/fréquemment ?
- 2) Connaissez-vous le terme slow fashion ? Que vous inspire-t-il ? Connaissez-vous certains exemples plus précis correspondant à la slow fashion tels que l'upcycling ou la location de vêtements?
- 3) Quelles sont les premières choses qui vous viennent en tête lorsque vous entendez le mot "Seconde-main" ?
- 4) Pourriez-vous nous donner une estimation du budget mensuel que vous consacrez aux vêtements (ou accessoires)?
- 5) Achetez-vous régulièrement en ligne ? Si oui, pour quelles raisons préférez-vous acheter en ligne ? Quels sont selon vous les avantages ou les désavantages du shopping en ligne?
- 6) Avez-vous déjà eu ou avez-vous peur d'acheter en ligne pour des raisons de sécurité, c'est à dire le vol de données bancaires ou d'informations personnelles ?
- 7) En règle générale, que vous soyez adepte ou non de la seconde-main, que pensez-vous de l'état des vêtements de seconde-main ? Êtes-vous plutôt satisfait, ou bien au contraire pas du tout satisfait et souvent déçu(e) ? Pensez-vous que cela dépend du prix payé ou de l'endroit d'où il vient, ... ?
- 8) Êtes-vous ou seriez-vous gêné si vous achetiez des vêtements de seconde-main ? Pensez-vous que c'est quelque chose dont il faut avoir honte ? Quelle genre d'image cela renvoie-t-il selon vous?
- 9) Trouvez-vous qu'en règle générale il est facile de trouver des vêtements de seconde-main ? Que pensez-vous de l'accessibilité, du nombre de magasins qui en vendent ?

- 10) Maintenant que pensez-vous de l'offre en elle-même ? L'offre des vêtements de seconde-main vous satisfait-elle? Y a-t-il assez de choix, est-il à votre goût ou bien trop original, trop basic, ... ?
- 11) Acheter un vêtement en seconde-main vous apporte-t-il du plaisir ? Si vous deviez comparer le plaisir que vous procure l'achat d'un vêtement neuf à celui d'un vêtement de seconde-main, que diriez-vous ?

Cette question était la dernière ! Merci beaucoup pour vos réponses et surtout votre temps. Votre aide nous est très précieuse. Dans le cas où lire notre mémoire et donc les résultats de cette recherche vous intéresse, n'hésitez surtout pas à nous le faire savoir.

2.2. Summary of the respondents' profiles

NAME	AGE	GENDER
Aubin	16 years	Male
Henri	18 years	Male
Alexia	19 years	Female
Pauline	22 years	Female
Olivier	22 years	Male
Victoria	23 years	Female
Louis	24 years	Male
Thibaut	24 years	Male
Marie-Sophie	25 years	Female
Zoé	27 years	Female
Mathilde	29 years	Female
Pauline	30 years	Female
Marie-Alice	36 years	Female
Antoine	42 years	Male
Gaëlle	49 years	Female
Isabelle	53 years	Female
Jean-François	55 years	Male
Claudine	58 years	Female
Christine	62 years	Female
Marie-Paul	67 years	Female
Elisabeth	76 years	Female
Roland	80 years	Male

2.3. The interviews

1) INTERVIEW 1: This interview took place on the 13th of June 2022 with Aubin, 16 years.

L : Tout d’abord, pourriez-vous vous présenter en quelques mots, quel âge avez-vous, êtes-vous étudiant(e)/travailleur(se), avez-vous déjà acheté des vêtements ou d’autres choses en seconde-main? Et si oui, était-ce récemment/fréquemment ?

A : Je m’appelle Aubain, j’ai 16 ans et j’ai déjà acheté en seconde-main oui. La dernière fois c’était un pantalon et cela devait être il y a environ 1 ou 2 mois. Oui à mon avis plutôt 2 mois.

N : Connaissez-vous le terme slow fashion ? Que vous inspire-t-il ? Connaissez-vous certains exemples plus précis correspondant à la slow fashion tels que l’upcycling ou la location de vêtements?

A : Je ne connais aucun des termes non. La location de vêtements je devine ce que c’est mais je n’en avais jamais entendu parler à vrai dire. Cela reste un peu flou dans ma tête, quelles seraient les raisons pour lesquelles on voudrait louer des vêtements plutôt que les acheter.

N : Quelles sont les premières choses qui vous viennent en tête lorsque vous entendez le mot “Seconde-main” ?

A : Principalement les vêtements d’occasion, donc déjà portés par quelqu’un, et aussi un style un peu vintage, des gros pulls qu’on trouve dans des friperies à Bruxelles par exemple. Et puis aussi évidemment la plateforme Vinted me vient en tête.

L : Pourriez-vous nous donner une estimation du budget mensuel que vous consacrez aux vêtements (ou accessoires)?

A : J’ai vraiment du mal à estimer car pendant plusieurs mois je n’achète rien puis j’achète beaucoup en un mois, si je devais vraiment faire une moyenne par mois je dirai plus ou moins 40 ou 50 € maximum !

L : Achetez-vous régulièrement en ligne ? Si oui, pour quelles raisons préférez-vous acheter en ligne ? Quels sont selon vous les avantages ou les désavantages du shopping en ligne?

A : En général je n’achète que en ligne, j’ai souvent pas envie d’aller dans les magasins. Mais quand je suis dans un magasin cela ne me dérange pas. Les avantages des sites en ligne souvent c’est moins cher, il y a toujours pleins de promos en cours et puis comparer les différentes marques c’est facile aussi. Les plus gros désavantages c’est vraiment le fait qu’on ne puisse pas essayer. C’est embêtant de devoir s’occuper de renvoyer un vêtement je trouve.

N: Avez-vous déjà eu ou avez-vous peur d'acheter en ligne pour des raisons de sécurité, c'est à dire le vol de données bancaires ou d'informations personnelles ?

A : Non je suis assez confiant à ce niveau-là, je n'ai jamais eu de problème et je considère que je sais juger moi-même de la qualité d'un site. Ca ne m'a donc jamais empêché de commander non.

N : En règle générale, que vous soyez adepte ou non de la seconde-main, que pensez-vous de l'état des vêtements de seconde-main ? Êtes-vous plutôt satisfait, ou bien au contraire pas du tout satisfait et souvent déçu(e) ? Pensez-vous que cela dépend du prix payé ou de l'endroit d'où il vient, ... ?

A : J'achète tellement rarement en seconde-main que je ne sais pas vraiment répondre à cette question.

L : Êtes-vous ou seriez-vous gêné(e) si vous achetiez des vêtements de seconde-main ? Pensez-vous que c'est quelque chose dont il faut avoir honte ? Quelle genre d'image cela renvoie-t-il selon vous?

A : Si j'en achetais je n'aurais pas honte de le dire, bien au contraire. Mais si j'achetais en seconde-main ce seraient des vêtements en bon état, avec une allure de neuf, donc aucune honte à avoir je pense. En tout cas ce que je sais c'est que je ne jugerais jamais personne sur base du fait qu'il ou elle achète en seconde-main, donc je ne vois pas pourquoi quelqu'un le ferait avec moi.

L : Trouvez-vous qu'en règle générale il est facile de trouver des vêtements de seconde-main ? Que pensez-vous de l'accessibilité, du nombre de magasins qui en vendent ?

A : A nouveau je ne sais pas vraiment, je n'ai jamais vraiment cherché donc je ne pense pas que mon avis pour cette question soit très pertinent pour vous.

N : Maintenant que pensez-vous de l'offre en elle-même ? L'offre des vêtements de seconde-main vous satisfait-elle ? Y a-t-il assez de choix, est-il à votre goût ou bien trop original, trop basic, ... ?

A : Comme je n'achète pas de seconde-main je ne sais pas. A mon âge j'ai l'impression que ce n'est pas tellement commun d'acheter en seconde-main. En général quand j'achète quelque chose c'est avec mes parents, donc je vais dans des magasins de neuf. Peut-être que quand je serai un petit peu plus âgé j'irai moi-même dans des friperies.

N : Acheter un vêtement en seconde-main vous apporte-t-il du plaisir ? Si vous deviez comparer le plaisir que vous procure l'achat d'un vêtement neuf à celui d'un vêtement de seconde-main, que diriez-vous ?

A : Acheter en seconde-main m'apporte vraiment beaucoup moins de plaisir qu'acheter neuf. C'est pour cela que je ne le fais pas d'ailleurs.

2) INTERVIEW 2: This interview took place on the 13th of June 2022 with Henri, 18 years.

L : Tout d’abord, pourriez-vous vous présenter en quelques mots, quel âge avez-vous, êtes-vous étudiant(e)/travailleur(se), avez-vous déjà acheté des vêtements ou d’autres choses en seconde-main ? Et si oui, était-ce récemment/fréquemment ?

H : Je m’appelle Henri, j’ai 18 ans, très bientôt 19, et je fais actuellement des études en Ingénieur de Gestion à Louvain-La-Neuve, je suis en 1^{ière} année de Bachelier donc c’est ma première année en tant qu’étudiant et première année aussi à Louvain-la-Neuve. Alors non je n’ai jamais acheté de seconde-main. Personnellement je trouve qu’en général, les vêtements de seconde-main sont chers pour un état qui n’est pas impeccable. Je ne trouve vraiment pas que les prix soient avantageux, en tout cas pas lorsqu’on cherche quelque chose de marque ou en bon état. Donc non, je ne suis pas un grand fan de la seconde-main, j’ai plus de plaisir à porter un vêtement neuf.

N : Connaissez-vous le terme slow fashion ? Que vous inspire-t-il ? Connaissez-vous certains exemples plus précis correspondant à la slow fashion tels que l’upcycling ou la location de vêtements ?

H : Je ne connais pas précisément le terme « slow fashion » mais je connais le terme opposé, c’est-à-dire la « fast fashion ». J’en déduis donc que c’est simplement l’inverse. Si ne me trompe pas la fast fashion c’est tout ce qui est surconsommation, mauvaise conditions de travail, délocalisation des usines dans les pays en voie de développement etc. Le slow fashion cela devrait donc se concentrer sur le bien-être des employés, consommer moins pour épargner la planète etc.

N : Quelles sont les premières choses qui vous viennent en tête lorsque vous entendez le mot “Seconde-main” ?

H : A vrai dire moi ce qui me vient en tête c’est vraiment le fait que le vêtement ait été utilisé auparavant par quelqu’un, en général quelqu’un dont on ne sait rien.

L : Pourriez-vous nous donner une estimation du budget mensuel que vous consacrez aux vêtements (ou accessoires) ?

H : Je dirai que je ne dépense pas énormément en vêtements par mois, car je ne suis pas un grand fan de la mode, je ne suis pas avec attention les dernières tendances. Moi, j’achète une paire de chaussures, et tant qu’elle n’est pas trouée, je continue à la mettre tous les jours, puis j’en achèterai une autre. Par mois cela revient peut-être à environ 50 euros maximum.

L : Achetez-vous régulièrement en ligne ? Si oui, pour quelles raisons préférez-vous acheter en ligne ? Quels sont selon vous les avantages ou les désavantages du shopping en ligne ?

H : Je suis un grand fan du shopping en ligne. Alors attention, comme je vous l'ai dit, je n'achète pas tant de vêtements que cela, mais le shopping en ligne me sauve lorsque j'ai besoin d'acheter quelque chose. Je ne supporte pas d'aller dans des magasins, ça prend du temps, ça demande des efforts pour chercher des vêtements etc. En ligne c'est plus facile, je rentre des mots clés et Internet me sort toutes les choses qui correspondent à ce que je recherche. C'est super facile et rapide.

N: Avez-vous déjà eu ou avez-vous peur d'acheter en ligne pour des raisons de sécurité, c'est à dire le vol de données bancaires ou d'informations personnelles ?

H : Pas vraiment non, je pense que ma génération, et peut-être particulièrement les garçons d'ailleurs, s'intéressent et sont doués en informatique etc. Nous nous rendons très vite compte lorsqu'un site semble frauduleux ou non. Je ne veux pas dire que les filles ne s'en rendent pas compte, mais je connais plus de garçons doués en informatique et donc peut-être plus conscients de ce genre de choses aussi. Il suffit d'aller jeter un œil aux avis sur internet pour comprendre si on peut faire confiance ou non à un site Internet. A première vue je dirais que les personnes plus âgées, par exemple au-delà de 50 ans sont plus susceptibles de se faire arnaquer, car elles connaissent en général moins bien internet.

N : En règle générale, que vous soyez adepte ou non de la seconde-main, que pensez-vous de l'état des vêtements de seconde-main ? Êtes-vous plutôt satisfait, ou bien au contraire pas du tout satisfait et souvent déçu(e) ? Pensez-vous que cela dépend du prix payé ou de l'endroit d'où il vient, ... ?

H : Comme je vous l'ai dit je ne suis pas spécialement un grand friand de seconde-main, l'idée qu'un vêtement que je porte ait été utilisé par quelqu'un d'autre m'ennuie un peu. Attention, c'est différent si c'est quelqu'un que je connais. Exemple : Depuis petit ma maman reçoit des vêtements pour moi qui lui viennent d'une amie à elle, qui a un garçon un petit peu plus âgé que moi, et que je connais tout à fait. Donc je ne peux pas vraiment vous dire si je suis satisfait de l'état car je n'achète pas vraiment en second-main, peut-être parce que je m'attends à ce que le vêtement soit sale ?

L : Êtes-vous ou seriez-vous gêné(e) si vous achetiez des vêtements de seconde-main ? Pensez-vous que c'est quelque chose dont il faut avoir honte ? Quelle genre d'image cela renvoie-t-il selon vous?

H : Pas du tout, je suis justement un petit peu jaloux quand des amis à moi me montrent leur dernière trouvaille de « friperie », en général ce sont des vêtements vintage qui donnent vraiment un chouette style. Mais il faut vraiment bien chercher et je n'ai pas le courage.

L : Trouvez-vous qu'en règle générale il est facile de trouver des vêtements de seconde-main ? Que pensez-vous de l'accessibilité, du nombre de magasins qui en vendent ?

H : En général je dirai oui, je ne m'y connais pas bien, je ne me suis pas vraiment renseigné sur les magasins qui existent à proximité, mais je me rends compte que de plus en plus de magasins lancent une collection seconde-main au sein de leur boutique, comme Urban Outfitters par exemple, et ils ont une très grande offre.

N : Maintenant que pensez-vous de l'offre en elle-même ? L'offre des vêtements de seconde-main vous satisfait-elle? Y a-t-il assez de choix, est-il à votre goût ou bien trop original, trop basic, ... ?

H : Comme expliqué je n'ai pas vraiment d'avis à ce niveau-là car je n'en achète pas vraiment.

N : Acheter un vêtement en seconde-main vous apporte-t-il du plaisir ? Si vous deviez comparer le plaisir que vous procure l'achat d'un vêtement neuf à celui d'un vêtement de seconde-main, que diriez-vous ?

H : Je pense que ça dépend de l'idée que j'ai dans la tête. Si je veux des nouveaux vêtements, un vêtement de seconde-main me décevra et ça ne m'apportera pas vraiment de plaisir car je ne trouverai pas ce que je cherche. Mais si dès le matin, je me suis conditionné et je sais qu'on va dans des magasins de seconde-main, je le vois plus comme une activité, et là ça peut m'apporter du plaisir. C'est simplement que mes attentes seront différentes.

3) INTERVIEW 3: This interview took place on the 13th of June 2022 with Alexia, 19 years.

L : Tout d'abord, pourriez-vous vous présenter en quelques mots, quel âge avez-vous, êtes-vous étudiant(e)/travailleur(se), avez-vous déjà acheté des vêtements ou d'autres choses en seconde-main? Et si oui, était-ce récemment/fréquemment ?

A : Je m'appelle Alexia, j'ai 19 ans et je suis en bac 2 en ingénieur de gestion à l'Université Catholique de Louvain. J'ai déjà acheté quelque fois en seconde main mais pas si fréquemment que ça. J'ai récemment acheté une paire de Converse sur Vinted.

N : Connaissez-vous le terme slow fashion ? Que vous inspire-t-il ? Connaissez-vous certains exemples plus précis correspondant à la slow fashion tels que l'upcycling ou la location de vêtements?

A : Oui j'en ai déjà entendu parler et pour moi la slow fashion c'est de la mode plus durable, qui se focalise plus sur la qualité que la quantité. Je sais que comme exemples de slow fashion y a la seconde-main, la location de vêtements et je dirais aussi les vêtements qui sont produits dans de bonnes conditions que ce soit sociales, éthiques ou écologiques.

N : Quelles sont les premières choses qui vous viennent en tête lorsque vous entendez le mot "Seconde-main" ?

A : Seconde-main cela me fait penser à Vinted et aux friperies. Ce sont les deux mots que j'associe à ce terme parce que je dois avouer que ce sont les deux seuls que j'utilise.

L : Pourriez-vous nous donner une estimation du budget mensuel que vous consacrez aux vêtements (ou accessoires)?

A : Pour être tout à fait honnête je n'ai pas de budget particulier, ça dépend de mes envies et besoins. Mais après je reste assez raisonnable.

L : Achetez-vous régulièrement en ligne ? Si oui, pour quelles raisons préférez-vous acheter en ligne ? Quels sont selon vous les avantages ou les désavantages du shopping en ligne?

A : Je ne dirais pas régulièrement mais c'est clair que ça m'arrive parfois. Pour moi les avantages c'est que c'est rapide et facile à faire. Le plus gros désavantage pour moi c'est qu'il n'y a pas moyen d'essayer et donc de savoir si c'est la bonne taille.

N: Avez-vous déjà eu ou avez-vous peur d'acheter en ligne pour des raisons de sécurité, c'est à dire le vol de données bancaires ou d'informations personnelles ?

A : Oui j'ai déjà eu peur parce que je trouve que certains sites ne sont pas très rassurant mais après cela ne m'empêche pas de faire des achats en ligne sur certains sites.

N : En règle générale, que vous soyez adepte ou non de la seconde-main, que pensez-vous de l'état des vêtements de seconde-main ? Êtes-vous plutôt satisfait, ou bien au contraire pas du tout satisfait et souvent déçu(e) ? Pensez-vous que cela dépend du prix payé ou de l'endroit d'où il vient, ... ?

A : Je suis en général satisfaite de l'état et de la qualité de mes achats de seconde-main mais comme j'ai dit, je n'en ai pas acheté beaucoup donc je me base uniquement sur le peu d'articles que j'ai acheté en seconde-main.

L : Êtes-vous ou seriez-vous gêné(e) si vous achetiez des vêtements de seconde-main ? Pensez-vous que c'est quelque chose dont il faut avoir honte ? Quelle genre d'image cela renvoie-t-il selon vous?

A : Non pas du tout et je ne pense pas qu'il y ait de quoi être gênée. Je pense qu'au contraire il faut être fier et promouvoir la seconde-main et toutes les autres possibilités de slow fashion.

L : Trouvez-vous qu'en règle générale il est facile de trouver des vêtements de seconde-main ? Que pensez-vous de l'accessibilité, du nombre de magasins qui en vendent ?

A : Oui c'est facile de trouver, il faut juste savoir où chercher. Je pense qu'il y a assez d'endroits que ce soit en ligne ou hors ligne pour acheter de la seconde-main mais après je trouve qu'il y souvent beaucoup d'articles et c'est donc un peu galère de trouver ce qu'on veut.

N : Maintenant que pensez-vous de l'offre en elle-même ? L'offre des vêtements de seconde-main vous satisfait-elle? Y a-t-il assez de choix, est-il à votre goût ou bien trop original, trop basic, ... ?

A : Oui oui, je suis très satisfaite de l'offre. Comme j'ai dit à la question précédente, pour moi il y a énormément de choix et donc même si c'est difficile de trouver ce qu'on veut je pense qu'on trouvera quand même toujours à son goût.

N : Acheter un vêtement en seconde-main vous apporte-t-il du plaisir ? Si vous deviez comparer le plaisir que vous procure l'achat d'un vêtement neuf à celui d'un vêtement de seconde-main, que diriez-vous ?

A : Je trouve que c'est parfois plus satisfaisant en seconde-main, parce c'est plus « difficile » de trouver un vêtement qu'on aime bien (par ex en fripperie) et donc une fois qu'on le trouve, on est vraiment contente. Et donc je pense que ça vaut la peine d'un peu galérer.

4) INTERVIEW 4: This interview took place on the 13th of June 2022 with Pauline, 22 years.

N : Tout d'abord, pourriez-vous vous présenter en quelques mots, quel âge avez-vous, êtes-vous étudiant(e)/travailleur(se), avez-vous déjà acheté des vêtements ou d'autres choses en seconde-main? Et si oui, était-ce récemment/fréquemment ?

P : Je m'appelle Pauline, j'ai 22 ans, bientôt 23 et je suis une femme. Oui j'ai déjà acheté en seconde-main, pas spécialement régulièrement par contre. En réalité je rentre souvent dans des magasins de seconde-main sans trop d'a priori, pas vraiment dans le but d'acheter, puis lorsque je trouve quelque chose qui me plaît cela me fait d'autant plus plaisir et je n'hésite pas. La dernière fois que j'ai acheté en seconde-main c'était une superbe robe de la marque Maje, qui neuve, coûte très cher, et je l'ai trouvée pour une quinzaine d'euros chez Les Petits Riens. C'était il y a environ 2 semaines.

N : Connaissez-vous le terme slow fashion ? Que vous inspire-t-il ? Connaissez-vous certains exemples plus précis correspondant à la slow fashion tels que l'upcycling ou la location de vêtements?

P : Je ne connais pas vraiment le terme slow fashion. Quand on me demande ce que cela m'inspire je dirai que cela signifie « la mode doucement », j'imagine que cela a un lien avec la seconde-main, de faire de la mode moins vite. Je ne sais pas trop mais peut-être que c'est pour ralentir la

surconsommation? L'upcycling cela ne me dit rien non plus, par contre pour la location je connais un seul magasin, cela s'appelle Coucou et c'est à Bruxelles, ils louent des robes/accessoires de soirées.

N : Quelles sont les premières choses qui vous viennent en tête lorsque vous entendez le mot "Seconde-main" ?

P : C'est acheter des vêtements à d'autres personnes pour leur donner une deuxième vie. Moi je pense premièrement au magasin des Petits Riens. Surtout beaucoup à Vinted aussi, je pense que c'est un peu la plateforme la plus connue en termes de seconde-main en Belgique. Moi si je veux acheter de la seconde-main c'est vers cette plateforme que je me tourne le plus.

L : Pourriez-vous nous donner une estimation du budget mensuel que vous consacrez aux vêtements (ou accessoires)?

P : Mon budget mensuel il dépend vraiment d'un mois à l'autre. Si je dois donner une approximation je dirai que ça tourne autour des 60-70€ par mois. J'achète une ou deux pièces par mois en général.

N : Achetez-vous régulièrement en ligne ? Si oui, pour quelles raisons préférez-vous acheter en ligne ? Quels sont selon vous les avantages ou les désavantages du shopping en ligne?

A : Comme je l'ai dit avant, via Vinted j'achète pas mal de vêtements. Enfin, de temps en temps. Les avantages c'est vraiment la facilité, je mets ma taille, mon poids, et ça filtre vraiment tous les vêtements. C'est mieux encore qu'en magasin. Les désavantages, eh bien une fois je me suis faite avoir. J'ai acheté un pantalon et forcément on ne peut pas essayer ni renvoyer, contrairement aux magasins. Donc quand on achète une pièce et qu'elle ne va pas c'est vraiment une perte d'argent.

L: Avez-vous déjà eu ou avez-vous peur d'acheter en ligne pour des raisons de sécurité, c'est à dire le vol de données bancaires ou d'informations personnelles ?

P : Non pas spécialement, pour la simple et bonne raison que quand j'achète en ligne, je fais attention au site que j'utilise. Je ne ferai jamais un achat en ligne sur un site complètement inconnu. En général ce sont des sites connus, ou du moins je connais quelqu'un qui l'a utilisé. Donc non je n'ai pas peur pour mes données bancaires.

N : En règle générale, que vous soyez adepte ou non de la seconde-main, que pensez-vous de l'état des vêtements de seconde-main ? Êtes-vous plutôt satisfait, ou bien au contraire pas du tout satisfait et souvent déçu(e) ? Pensez-vous que cela dépend du prix payé ou de l'endroit d'où il vient, ... ?

P : Je dirai que ça dépend un peu, l'état varie beaucoup entre des friperies, où sur Vinted ou on peut même acheter du neuf, ça change aussi, il y a des magasins de luxe de seconde-main etc. En général je fais attention de ne pas acheter des vêtements en mauvais état. Donc j'évite un peu les « friperies », où

je trouve que les vêtements sont souvent assez abimés. Je trouve plutôt mon bonheur dans d'autres sortes de magasins.

L : Êtes-vous ou seriez-vous gêné(e) si vous achetiez des vêtements de seconde-main ? Pensez-vous que c'est quelque chose dont il faut avoir honte ? Quelle genre d'image cela renvoie-t-il selon vous?

P : Pas du tout car je trouve qu'on vit dans une société qui préconise vraiment de plus en plus les achats en seconde-main. Quand je vois les débats aujourd'hui au sein des jeunes générations, acheter en seconde-main ce n'est vraiment pas la honte, au contraire même, c'est bien plus la honte d'acheter dans des enseignes de fast fashion ou ultra fast fashion comme Shein par exemple.

L : Trouvez-vous qu'en règle générale il est facile de trouver des vêtements de seconde-main ? Que pensez-vous de l'accessibilité, du nombre de magasins qui en vendent ?

P : Oui je trouve ça vraiment assez simple, comme je l'ai déjà dit plus tôt je crois. On vit dans un monde où on achète de plus en plus en seconde-main. Donc c'est vrai que l'offre est de plus en plus large qu'avant. Il y a toujours des stands, des brocantes, des marchés, même Facebook propose un onglet revente de vêtements. Donc oui si on cherche un peu c'est vraiment simple de trouver.

N : Maintenant que pensez-vous de l'offre en elle-même ? L'offre des vêtements de seconde-main vous satisfait-elle? Y a-t-il assez de choix, est-il à votre goût ou bien trop original, trop basic, ... ?

P : Oui je trouve que l'offre est assez large, mais voilà ça reste du seconde-main donc évidemment il n'y a pas toutes les pièces qu'on veut. Ce que je trouve dommage c'est que si on rentre dans un magasin de seconde-main, si il y a un vêtement qui me plaît, il n'y a évidemment qu'une seule taille. Donc pour ça ça peut être un peu frustrant car tu peux trouver un super truc mais qui n'est pas à ta taille et tu ressorts finalement sans rien.

L : Acheter un vêtement en seconde-main vous apporte-t-il du plaisir ? Si vous deviez comparer le plaisir que vous procure l'achat d'un vêtement neuf à celui d'un vêtement de seconde-main, que diriez-vous ?

P : Je dirai qu'acheter neuf me procure quand même plus de plaisir. Pour la simple et bonne raison que de temps en temps j'aime quand même acheter des vêtements de marque, de beaux vêtements. Donc ça dépend vraiment de ce que j'ai en tête, de mes attentes sur le moment précis.

5) INTERVIEW 5: This interview took place on the 13th of June 2022 with Olivier, 22 years.

N : Tout d’abord, pourriez-vous vous présenter en quelques mots, quel âge avez-vous, êtes-vous étudiant(e)/travailleur(se), avez-vous déjà acheté des vêtements ou d’autres choses en seconde-main? Et si oui, était-ce récemment/fréquemment ?

O : Je m’appelle Olivier et j’ai 22 ans. Je suis étudiant en ingénieur civil à Louvain-la-Neuve et je suis le cadet d’une famille de 3 enfants. J’ai déjà acheté plusieurs fois en seconde-main, jamais dans un magasin physique, uniquement sur internet, sur la plateforme Vinted. A côté de cela j’aime beaucoup récupérer des vêtements qui appartenaient à mon papa ou à mon grand-père lorsqu’ils étaient plus jeunes. En général ce sont des vêtements qui reviennent à la mode, dans un style un peu vintage, qui est très tendance aujourd’hui. Mon dernier achat Vinted remonte à 5 mois je pense, et ca doit être environ la 10^{ième} ou 11^{ième} fois que je commande sur la plateforme !

N : Connaissez-vous le terme slow fashion ? Que vous inspire-t-il ? Connaissez-vous certains exemples plus précis correspondant à la slow fashion tels que l’upcycling ou la location de vêtements?

O : Je connais le terme, je pense qu’il signifie avoir une approche plus douce, l’inverse de fast fashion sur le plan social et surtout aussi écologique. Ce qui me vient en tête lorsqu’on dit slow fashion c’est évidemment d’abord la seconde-main, mais aussi le troc, ou la réparation. Je pense notamment à Veja ou Patagonia, deux enseignes de mode durable qui permettent aux clients de renvoyer leurs vêtements/chaussures de la marque usagé pour que ceux-ci soient réparés. Si je ne me trompe pas c’est comme une garantie, histoire de jouer sur la longévité du vêtement et de réduire la consommation de vêtements et les achats compulsifs. J’ai déjà entendu parler d’upcycling mais je ne sais pas vraiment en quoi cela consiste.

N : Quelles sont les premières choses qui vous viennent en tête lorsque vous entendez le mot “Seconde-main” ?

O : Des vêtements d’occasion, c’est le rachat de biens qui ont déjà été utilisés auparavant. Pas uniquement le rachat en fait, c’est simplement donner une nouvelle vie, une nouvelle utilisation à un objet qui n’est plus utilisé par le propriétaire initial. A première vue ça me faisait penser à des vêtements un peu abimés ou sales, clairement différents d’un vêtement neuf. Mais depuis que je me suis mis à acheter sur Vinted, je n’ai jamais été déçu. Je dirai même que Vinted m’a fait aimer la seconde-main.

L : Pourriez-vous nous donner une estimation du budget mensuel que vous consacrez aux vêtements (ou accessoires)?

O : C’est difficile comme question. Je n’achète pas vraiment de vêtements tous les mois à vrai dire. Je pense que si je regarde sur un an et que je fais une moyenne de ce budget cela devra être approximativement égal à 30€ par mois. Je n’aime pas tellement aller dans les magasins, j’achète rarement et donc quand j’achète je refais un stock de vêtements pour toute l’année. Après je suis aussi

étudiant donc c'est clair que je ne pourrais pas non plus me permettre de dépenser tellement plus dans des vêtements. J'ai un job d'étudiant et les factures en prennent une bonne partie, je préfère garder le reste de l'argent pour sortir avec des amis, m'amuser, que de dépenser la majorité dans des (nouveaux) vêtements.

N : Achetez-vous régulièrement en ligne ? Si oui, pour quelles raisons préférez-vous acheter en ligne ? Quels sont selon vous les avantages ou les désavantages du shopping en ligne ?

O : Je ne dirais pas régulièrement, mais en tout cas de plus en plus. Cela me permet de ne pas devoir me déplacer et surtout, l'élément principal est que le choix en ligne est bien plus grand que le choix en magasin. Si je cherche un pull, je dois faire 5 magasins avant d'en trouver un, en ligne je ne dois même pas bouger de ma chaise pour avoir fait le tour des sites de tous ces magasins. Comparer l'offre c'est aussi beaucoup plus facile. Les sites comme Zalando qui reprennent de nombreuses marques en une seule plateforme ont selon moi révolutionné le monde du shopping en ligne.

L: Avez-vous déjà eu ou avez-vous peur d'acheter en ligne pour des raisons de sécurité, c'est à dire le vol de données bancaires ou d'informations personnelles ?

O : Ca m'est arrivé souvent, mais je pense que maintenant cela ne m'arrive plus tant que ça, je commence à avoir l'œil en ce qui concerne les sites douteux. C'est surtout lorsque le shopping en ligne était moins répandu qu'aujourd'hui, donc il y a de ça quelques années, on était moins informés et donc cela faisait plus peur de rentrer ses données bancaires, numéro de carte, adresse etc sur un site. Aujourd'hui, il y a beaucoup de garanties et en général c'est plus sécurisé. Cependant, cela m'arrive toujours quelques fois, si je ne connais pas le site, je ne prends pas de risque et je ne commande rien.

N : En règle générale, que vous soyez adepte ou non de la seconde-main, que pensez-vous de l'état des vêtements de seconde-main ? Êtes-vous plutôt satisfait, ou bien au contraire pas du tout satisfait et souvent déçu(e) ? Pensez-vous que cela dépend du prix payé ou de l'endroit d'où il vient, ... ?

O : En général je suis plutôt satisfait simplement car je mets du temps à choisir. Comme je vous l'ai dit, j'aime beaucoup la plateforme Vinted, les vendeurs ont des avis, des commentaires laissés pour chaque transaction et il est facile de voir à qui on peut et à qui on ne peut pas faire confiance. Je n'ai donc jamais vraiment eu de mauvaise expérience à ce niveau-là. Je pense que dans des magasins c'est un peu différent, l'offre est plus limitée, donc si je cherche un pull en particulier et que je le trouve, il n'y aura qu'un seul exemplaire, s'il est sale ou abîmé, c'est tant pis pour moi.

L : Êtes-vous ou seriez-vous gêné(e) si vous achetiez des vêtements de seconde-main ? Pensez-vous que c'est quelque chose dont il faut avoir honte ? Quelle genre d'image cela renvoie-t-il selon vous ?

O : Au contraire, je ne trouve pas ça gênant du tout, ça amène un côté vintage et surtout responsable vis-à-vis de l'environnement. Ce sujet est tellement présent aujourd'hui, je pense particulièrement chez les étudiants, en cours etc, donc la seconde-main ou d'autres alternatives ont obtenu une image assez positive, presque « stylé » à vrai dire. C'est comme si il y avait un effet de mode autour de toute cette conscientisation des désastres que l'industrie du textile engendre.

L : Trouvez-vous qu'en règle générale il est facile de trouver des vêtements de seconde-main ? Que pensez-vous de l'accessibilité, du nombre de magasins qui en vendent ?

O : Au niveau de l'accessibilité, en ligne c'est super facile, il y a des centaines de sites, plein plein d'offres, toutes sortes de vêtements. Dans des magasins physiques c'est plus compliqué, beaucoup moins de magasin, moins d'offre.

N : Maintenant que pensez-vous de l'offre en elle-même ? L'offre des vêtements de seconde-main vous satisfait-elle? Y a-t-il assez de choix, est-il à votre goût ou bien trop original, trop basic, ... ?

O : Comme je viens de vous le dire, cela dépend vraiment de où on cherche. En ligne il y a tout ce qu'on veut, que ce soit via des plateformes qui connectent des particuliers (vendeurs) à d'autres particuliers (acheteurs) ou des sites qui revendent simplement en ligne des vêtements déjà portés, l'offre est énorme. On y trouve tout ce qu'on veut, et le mieux c'est que c'est vraiment moins cher. C'est pour cela que j'adore Vinted, c'est comme un comparateur de prix/qualité pour des vêtements de seconde-main.

L : Acheter un vêtement en seconde-main vous apporte-t-il du plaisir ? Si vous deviez comparer le plaisir que vous procure l'achat d'un vêtement neuf à celui d'un vêtement de seconde-main, que diriez-vous ?

O : Pour moi cela ne fait aucune différence. Acheter un vêtement ou recevoir un vêtement de seconde-main me fait tout autant plaisir que s'il était neuf, évidemment s'il est en bon état. Ce que je n'aime pas c'est de voir au vêtement qu'il a déjà été porté, qu'il est usé. J'adore la seconde-main mais uniquement si cela me donne un vêtement similaire à un vêtement neuf. Dans tous les cas, un vêtement, quelle que soit son origine, pour moi ça reste un vêtement et cela me fait plaisir d'en avoir des « nouveaux » pour moi (qui peuvent être des anciens à quelqu'un d'autre).

6) INTERVIEW 6: This interview took place on the 13th of June 2022 with Victoria, 23 years.

N : Tout d'abord, pourriez-vous vous présenter en quelques mots, quel âge avez-vous, êtes-vous étudiant(e)/travailleur(se), avez-vous déjà acheté des vêtements ou d'autres choses en seconde-main? Et si oui, était-ce récemment/fréquemment ?

V : Bonjour, je m'appelle Victoria et oui j'achète beaucoup en seconde-main. En réalité je n'achète pratiquement que en seconde-main, j'adore ça. Parfois j'achète du neuf mais c'est plus rare, plus pour des occasions particulières je dirais.

N : Connaissez-vous le terme slow fashion ? Que vous inspire-t-il ? Connaissez-vous certains exemples plus précis correspondant à la slow fashion tels que l'upcycling ou la location de vêtements?

V : Je n'avais jamais entendu parler de slow fashion mais je suppose que c'est l'inverse de la fast fashion. Donc l'inverse de consommer toujours plus etc, réduire ses achats, ne pas jeter ses vêtements, en faire profiter d'autres, le recyclage etc.

N : Quelles sont les premières choses qui vous viennent en tête lorsque vous entendez le mot "Seconde-main" ?

V : Le fait de chiner, de trouver une pièce qui est assez unique. Ce qui me vient aussi en tête là c'est que ça devient de plus en plus à la mode, les friperies se démocratisent vachement. Beaucoup plus de gens s'intéressent à la seconde-main et achètent même en seconde-main qu'il y a 5 ou même 10 ans.

L : Pourriez-vous nous donner une estimation du budget mensuel que vous consacrez aux vêtements (ou accessoires)?

V : Je n'ai pas de budget précis mais probablement une moyenne d'environ 60-70€ par mois. Parfois c'est plus aussi. Mais le truc avec la seconde-main c'est que c'est pas très cher et donc je me permets d'acheter plus. Donc au final mon budget n'est pas moins élevé car j'achète en seconde-main, mais il me permet d'acheter plus de pièces que si j'achetais en neuf.

N : Achetez-vous régulièrement en ligne ? Si oui, pour quelles raisons préférez-vous acheter en ligne ? Quels sont selon vous les avantages ou les désavantages du shopping en ligne?

V : Je n'achète jamais en ligne des choses neuves, j'achète uniquement sur Vinted. Donc ce qui est bien ici c'est que Vinted permet de trouver quelques choses précises, avec les filtres etc. C'est vraiment facile.

L: Avez-vous déjà eu ou avez-vous peur d'acheter en ligne pour des raisons de sécurité, c'est à dire le vol de données bancaires ou d'informations personnelles ?

V : Euh non pas vraiment puisque je n'achète pratiquement jamais en ligne à part sur Vinted, et je sais que c'est sécurisé. Ce n'est pas à cause de cela que je n'achète pas sur d'autres sites en ligne, cela ne m'intéresse simplement pas.

N : En règle générale, que vous soyez adepte ou non de la seconde-main, que pensez-vous de l'état des vêtements de seconde-main ? Êtes-vous plutôt satisfait, ou bien au contraire pas du tout satisfait et souvent déçu(e) ? Pensez-vous que cela dépend du prix payé ou de l'endroit d'où il vient, ... ?

V : Je trouve que l'état est top, en général il y a un tri avant, les vêtements ne sont pas apportés et mis directement en vitrine, c'est trié et mis en magasin uniquement si l'état est correct. Après parfois on voit qu'il a été porté, mais c'est ça aussi l'esprit des friperies, c'est cet esprit que j'aime, ce style qui me plait. Je n'ai jamais pris un vêtement que j'aimais pour le redéposer ensuite parce que l'état était trop mauvais.

L : Êtes-vous ou seriez-vous gêné(e) si vous achetiez des vêtements de seconde-main ? Pensez-vous que c'est quelque chose dont il faut avoir honte ? Quelle genre d'image cela renvoie-t-il selon vous?

V : Ce n'est pas du tout une honte !!

L : Trouvez-vous qu'en règle générale il est facile de trouver des vêtements de seconde-main ? Que pensez-vous de l'accessibilité, du nombre de magasins qui en vendent ?

V : Comme j'ai dit il y a quelques minutes, ça se démocratise tellement que l'offre devient énorme. Quand j'étais plus jeune, vers mes 15ans, je ne connaissais qu'un seul magasin de seconde-main et ils n'avaient que des vêtements moches et démodés. A cet âge-là je voulais avoir les mêmes vêtements neufs que mes copines. Maintenant l'offre est tellement plus grande, quel que soit la ville, le pays où je suis, il me suffit de regarder sur Internet pour trouver le magasin de seconde-main le plus proche, et il y en a toujours. Après ce n'est pas parce que c'est à la mode que je le fais, mais cela popularise le truc, de plus en plus de gens le font et donc fatalement l'offre augmente, c'est bénéfique.

N : Maintenant que pensez-vous de l'offre en elle-même ? L'offre des vêtements de seconde-main vous satisfait-elle? Y a-t-il assez de choix, est-il à votre goût ou bien trop original, trop basic, ... ?

V : Il y a vraiment beaucoup de choix, pour tous les goûts, et même si on trouve pas ce qu'on cherche vraiment, parfois on tombe sur des superbes pièces auxquelles on s'attendait pas, et en plus pas cher.

L : Acheter un vêtement en seconde-main vous apporte-t-il du plaisir ? Si vous deviez comparer le plaisir que vous procure l'achat d'un vêtement neuf à celui d'un vêtement de seconde-main, que diriez-vous ?

V : Moi personnellement je trouve qu'aller dans un magasin de seconde-main m'apporte encore plus de plaisir. C'est vraiment le fait de trouver UNE pièce unique, puis il y a chaque fois une histoire derrière. Un jour j'ai acheté une veste et dans la poche il y avait un ancien ticket de Lotto Chinois. J'aime vraiment ce côté où tu en apprends un peu plus sur l'ancien propriétaire.

7) INTERVIEW 7 : This interview took place on the 15th of June 2022 with Louis, 24 years

N : Tout d’abord, pourriez-vous vous présenter en quelques mots, quel âge avez-vous, êtes-vous étudiant(e)/travailleur(se), avez-vous déjà acheté des vêtements ou d’autres choses en seconde-main? Et si oui, était-ce récemment/fréquemment ?

L : Moi c’est Louis j’ai 24ans et je suis en master en bioingénieur. J’ai déjà acheté de la seconde main, je dirais pas que j’en achète de manière régulière mais ça m’arrive. J’ai récemment acheté un t-shirt sur Vinted.

L : Connaissez-vous le terme slow fashion ? Que vous inspire-t-il ? Connaissez-vous certains exemples plus précis correspondant à la slow fashion tels que l’upcycling ou la location de vêtements?

L : Non je ne connais pas ce terme.

L : Quelles sont les premières choses qui vous viennent en tête lorsque vous entendez le mot “Seconde-main” ?

L : Seconde main cela me fait penser aux vêtements, à Vinted, à des produits moins chers.

N : Pourriez-vous nous donner une estimation du budget mensuel que vous consacrez aux vêtements (ou accessoires)?

L : Ca dépend des mois et disons que je n’achète pas souvent mais quand j’achète, j’achète en grande quantité.

L : Achetez-vous régulièrement en ligne ? Si oui, pour quelles raisons préférez-vous acheter en ligne ? Quels sont selon vous les avantages ou les désavantages du shopping en ligne?

L : Oui j’achète quand même beaucoup en ligne. Avantages : il ne faut pas bouger de chez soi, c’est rapide, efficace, il y a pas de fermeture, je peux vraiment acheter quand je veux et peu importe où je me trouve. Désavantages : pas possible d’essayer sur place et puis il faut alors renvoyer les articles, ce qui est un peu ennuyant.

N: Avez-vous déjà eu ou avez-vous peur d’acheter en ligne pour des raisons de sécurité, c’est à dire le vol de données bancaires ou d’informations personnelles ?

L : Ca dépend du site, je fais confiance aux gros sites connus mais c’est clair que commander sur des autres sites moins connus c’est un peu plus effrayant.

L : Quand vous parlez de gros sites connus, desquels s'agit-il exactement ?

L : De Zalando et Amazon

N : En règle générale, que vous soyez adepte ou non de la seconde-main, que pensez-vous de l'état des vêtements de seconde-main ? Êtes-vous plutôt satisfait, ou bien au contraire pas du tout satisfait et souvent déçu(e) ? Pensez-vous que cela dépend du prix payé ou de l'endroit d'où il vient, ... ?

L : Je suis très satisfait des pièces que j'ai acheté mais après je trouve que parfois certaines personnes vendent des pièces qui sont vraiment en mauvaise condition.

L : Êtes-vous ou seriez-vous gêné(e) si vous achetiez des vêtements de seconde-main ? Pensez-vous que c'est quelque chose dont il faut avoir honte ? Quelle genre d'image cela renvoie-t-il selon vous?

L : Non je ne suis absolument pas gêné, je ne comprends même pas pourquoi on devrait l'être.

L : Trouvez-vous qu'en règle générale il est facile de trouver des vêtements de seconde-main ? Que pensez-vous de l'accessibilité, du nombre de magasins qui en vendent ?

L : Je trouve que dans les grandes villes, il y a beaucoup d'enseignes qui proposent de la seconde main. Après au niveau des vêtements en tant que tel, je trouve qu'il y a beaucoup d'offre pour certaines marques comme Carhartt mais qu'au contraire pour d'autres marques, c'est vraiment compliqué de trouver des pièces de seconde main.

N : Maintenant que pensez-vous de l'offre en elle-même ? L'offre des vêtements de seconde-main vous satisfait-elle? Y a-t-il assez de choix, est-il à votre goût ou bien trop original, trop basic, ... ?

L : Je trouve que l'offre pour les garçons est assez limitée, qu'il y a moins de choix que pour les filles ; Après comme j'ai dit, j'ai déjà acheté en seconde main et j'ai acheté évidemment des pièces que j'aimais et qui me plaisaient mais je ne trouve pas ce soit toujours évident de trouver quelque chose à mon goût.

L : Acheter un vêtement en seconde-main vous apporte-t-il du plaisir ? Si vous deviez comparer le plaisir que vous procure l'achat d'un vêtement neuf à celui d'un vêtement de seconde-main, que diriez-vous ?

L : Pour moi acheter en seconde main est équivalent à acheter en seconde main. Le plus avec la seconde main c'est que c'est moins cher donc on peut acheter plus de pièces que si on achetait dans un magasin de neuf avec le même montant.

8) INTERVIEW 8: This interview took place on the 13th of June 2022 with Thibaut, 24 years.

L : Tout d’abord, pourriez-vous vous présenter en quelques mots, quel âge avez-vous, êtes-vous étudiant(e)/travailleur(se), avez-vous déjà acheté des vêtements ou d’autres choses en seconde-main? Et si oui, était-ce récemment/fréquemment ?

T : Alors je m’appelle Thibaut de Buck et j’ai 24 ans. Je suis étudiant en droit et en ce qui concerne mes habitudes en termes d’achats de seconde-main, je suis persuadé d’avoir déjà acheté des vêtements en seconde-main mais c’était il y a vraiment longtemps donc je ne me souviens pas vraiment de ce que c’était ni de où c’était.

L : Connaissez-vous le terme slow fashion ? Que vous inspire-t-il ? Connaissez-vous certains exemples plus précis correspondant à la slow fashion tels que l’upcycling ou la location de vêtements?

T : Alors non je ne connais le terme slow fashion. Mais pour moi cela veut simplement dire réduire sa consommation de vêtement en mettant, réutilisant des vêtements déjà portés. Et donc, par définition, enfin par conséquent, cela va réduire la pollution qui est liée à l’industrie du textile et aux vêtements jetés.

L : Quelles sont les premières choses qui vous viennent en tête lorsque vous entendez le mot “Seconde-main” ?

T : Moi ce qui me vient en tête c’est vraiment la réutilisation de vêtements. Donc c’est-à-dire racheter à des particuliers des vêtements qui ont déjà été portés, et donc les racheter à moindre prix.

L : Donc selon-vous cela représente uniquement la revente de vêtements entre particuliers ?

T : Non vous avez raison, je sais que cela peut passer par des institutions, enfin des entreprises ou des plateformes, comme Vestiaire Collective par exemple, mais en général c’est quand même un particulier qui veut vendre et un autre particulier qui veut acheter.

L : Pourriez-vous nous donner une estimation du budget mensuel que vous consacrez aux vêtements (ou accessoires)?

T : Je n’ai pas vraiment de budget mensuel à proprement parler car je ne suis pas vraiment dépensier en termes de vêtements. J’achète plutôt quand j’ai besoin de quelque chose car je n’en ai plus. Donc je n’ai pas de budget mensuel en fait à proprement parler. C’est plutôt par an ou alors si j’ai vraiment un gros coup de cœur.

L : Achetez-vous régulièrement en ligne ? Si oui, pour quelles raisons préférez-vous acheter en ligne ? Quels sont selon vous les avantages ou les désavantages du shopping en ligne?

T : Alors oui j'achète régulièrement en ligne, je pense même presque uniquement en ligne en fait, sauf pour les pantalons. Premièrement parce que c'est selon moi vraiment un énorme gain de temps, on sait déjà le vêtement que l'on peut trouver, alors qu'en entrant dans un magasin on sait jamais sur quoi on va tomber. Le seul risque avec acheter en ligne ce serait soit d'avoir commandé un article trop petit, et donc de s'en rendre compte une fois qu'on l'a déjà acheté et qu'il est arrivé chez nous, soit de se faire arnaquer, mais bon c'est plus rare.

L: Avez-vous déjà eu ou avez-vous peur d'acheter en ligne pour des raisons de sécurité, c'est à dire le vol de données bancaires ou d'informations personnelles ?

T : Je pense qu'au début oui le vol de données, le vol de mes codes de cartes bancaires me faisait vachement peur. Au tout début j'étais un petit peu parano, mais maintenant au fil des années j'ai beaucoup plus l'habitude et donc je n'ai plus jamais peur. Je connais les bons sites et ceux sur lesquels il ne vaut mieux rien révéler comme données. Donc cela ne m'empêche plus jamais d'acheter quelque chose parce que je ne prends même plus en compte les sites qui me paraissent louches.

L : En règle générale, que vous soyez adepte ou non de la seconde-main, que pensez-vous de l'état des vêtements de seconde-main ? Êtes-vous plutôt satisfait, ou bien au contraire pas du tout satisfait et souvent déçu(e) ? Pensez-vous que cela dépend du prix payé où de l'endroit d'où il vient, ... ?

T : Donc moi personnellement comme je vous l'ai dit je n'achète pas en seconde-main, mais j'ai pas mal de connaissances qui le font beaucoup et de manière générale j'ai cru comprendre qu'ils étaient plutôt satisfaits de la qualité. Notamment sur Vinted, puisqu'on peut voir des photos, discuter avec le propriétaire et avoir un avis sur l'état du vêtement, donc cela laisse peu d'incertitudes en fait.

L : Êtes-vous ou seriez-vous gêné(e) si vous achetiez des vêtements de seconde-main ? Pensez-vous que c'est quelque chose dont il faut avoir honte ? Quelle genre d'image cela renvoie-t-il selon vous?

T : Je ne serai pas du tout gêné d'acheter en seconde-main puisque si je l'achète c'est qu'il me plaît, qu'il est en bon état et propre. Évidemment si le vêtement en question est sale, troué ou je ne sais pas quoi d'autre, c'est clair et net que je ne le porterais pas.

L : Trouvez-vous qu'en règle générale il est facile de trouver des vêtements de seconde-main ? Que pensez-vous de l'accessibilité, du nombre de magasins qui en vendent ?

T : En magasin je ne sais pas vraiment ce qu'il en est, mais avec les plateformes comme Vinted c'est vraiment super facile aujourd'hui. Enfin je ne connais pas l'interface, je ne sais pas si la plateforme est vraiment facile d'utilisation, mais ce que je veux dire c'est que cela rend le seconde-main vraiment

beaucoup plus accessible. Et je pense que c'est ça le mieux dans tout cela, le fait que cela pousse de plus en plus les jeunes, et les moins jeunes en fait, à se tourner vers la seconde-main !

N : Maintenant que pensez-vous de l'offre en elle-même ? L'offre des vêtements de seconde-main vous satisfait-elle? Y a-t-il assez de choix, est-il à votre goût ou bien trop original, trop basic, ... ?

T : Je ne sais vraiment pas vous répondre.

L : Acheter un vêtement en seconde-main vous apporte-t-il du plaisir ? Si vous deviez comparer le plaisir que vous procure l'achat d'un vêtement neuf à celui d'un vêtement de seconde-main, que diriez-vous ?

T : Aller dans un magasin de seconde-main et aller dans un magasin de neuf c'est vraiment tout à fait différent comme expérience. Les sensations sont pas les mêmes, quand on rentre dans un magasin de seconde-main, on rentre souvent sans attente particulière, en espérant tomber sur une bonne affaire, avoir un coup de cœur. Dans un magasin de neuf, c'est différent, si je rentre c'est en général parce que je cherche quelque chose en particulier, je n'y vais pas en espérant faire une affaire, j'y vais en espérant sortir avec un nouveau pantalon ou un t-shirt.

9) INTERVIEW 9 : This interview took place on the 14th of June 2022 with Marie-Sophie, 25 years.

N : Tout d'abord, pourriez-vous vous présenter en quelques mots, quel âge avez-vous, êtes-vous étudiant(e)/travailleur(se), avez-vous déjà acheté des vêtements ou d'autres choses en seconde-main? Et si oui, était-ce récemment/fréquemment ?

M-S : Mon prénom c'est Marie-Sophie, j'ai 25 ans, je suis étudiante en Médecine à Bruxelles et oui j'ai déjà acheté des vêtements de seconde-main. Je dirais qu'il y a 1 an ou 2 ce n'était pas du tout quelque chose que je faisais d'acheter en seconde-main. Mais au début de l'année passée, j'ai eu une sorte de déclic, avec 2 copines on a décidé de se lancer le défi d'acheter presque intégralement en seconde-main et donc de ne plus mettre les pieds dans des grandes enseignes comme Zara ou H&M. Le seul moment où on avait le droit de craquer et d'acheter quelque chose c'était si on considérait que c'était un vrai coup de cœur. Cela peut paraître bête, mais en réalité, le fait de s'être lancé ce challenge avec des copines ça m'a vraiment « boosté ». C'est-à-dire que je ne voulais pas être la première à craquer, donc ça me poussait à n'aller que dans des magasins de seconde-main. C'est comme si c'était la pression sociale, mais dans un sens positif.

N : Connaissez-vous le terme slow fashion ? Que vous inspire-t-il ? Connaissez-vous certains exemples plus précis correspondant à la slow fashion tels que l'upcycling ou la location de vêtements?

M-S : Je connais le terme oui, j'ai eu l'occasion de voir pas mal de documentaires à ce sujet, cela passe de plus en plus à la télé. La fast-fashion est de plus en plus critiquée et je pense que c'est super que les médias en parlent à la télévision, histoire de sensibiliser un petit peu plus la population. Donc ça m'inspire simplement une consommation plus responsable, à l'inverse de ce que la fast fashion promeut. Ensuite, je connais le terme upcycling aussi oui, grâce aux réseaux sociaux principalement en réalité. Je suis plusieurs filles, dans la vingtaine, qui ont lancé leur petit business d'upcycling. Si je ne me trompe pas l'une d'elle c'est Rulia_Upcycling, ou quelque chose dans le genre. J'adore le concept, en général les pièces upcyclées sont vraiment originales. La location cela me parle aussi, je connais Coucou Shop à Bruxelles, qui propose des robes et accessoires pour des événements comme des mariages, des grosses soirées ou quoi.

N : Quelles sont les premières choses qui vous viennent en tête lorsque vous entendez le mot "Seconde-main" ?

M-S : La première chose c'est vraiment la planète. Pour moi c'est le point principal, la seconde-main c'est vraiment idéal quand on aime s'acheter des vêtements mais qu'on ne veut pas se sentir coupable.

N : Pourriez-vous nous donner une estimation du budget mensuel que vous consacrez aux vêtements (ou accessoires)?

M-S : Cela doit probablement tourner autour des 80€ par mois, mais ce n'est vraiment qu'une grossière estimation. Si vous me laissez une minute je peux essayer de vraiment réfléchir aux derniers mois et à mes dépenses ?

N : Bien sûr allez-y !

M-S : Super, alors en réfléchissant à ces derniers mois c'est un petit peu plus que 80€, mais principalement parce que le changement de saison arrive et que donc j'aime bien acheter des nouveaux vêtements, pour l'été par exemple. Disons que ma moyenne mensuelle doit être environ 90€.

N : Achetez-vous régulièrement en ligne ? Si oui, pour quelles raisons préférez-vous acheter en ligne ? Quels sont selon vous les avantages ou les désavantages du shopping en ligne?

M-S : Oui j'achète régulièrement en ligne ! Enfin, vous voulez-dire de la seconde-main ou du neuf ?

N : Les deux.

M-S : A vrai dire pour les deux la réponse est oui. Je trouve que commander en ligne c'est vraiment un gain de temps énorme, et puis comme je dois pas mal étudier, surtout en cette période, commander en

ligne ça me permet de me faire plaisir sans perdre une demi-journée à aller voir dans les magasins. Pour le seconde-main aussi j'achète parfois en ligne, je trouve tout sur Vinted. C'est facile à utiliser, rapide, sécurisé, je n'ai vraiment rien à dire.

N: Avez-vous déjà eu ou avez-vous peur d'acheter en ligne pour des raisons de sécurité, c'est à dire le vol de données bancaires ou d'informations personnelles ?

M-S : Non jamais, je reconnais un site sûr quand j'en vois un, donc pas de soucis à ce niveau-là.

N : En règle générale, que vous soyez adepte ou non de la seconde-main, que pensez-vous de l'état des vêtements de seconde-main ? Êtes-vous plutôt satisfait, ou bien au contraire pas du tout satisfait et souvent déçu(e) ? Pensez-vous que cela dépend du prix payé où de l'endroit d'où il vient, ... ?

M-S : Je trouve que ça dépend vraiment de plein de choses. Dans certaines friperies, les vêtements sont super bien triés avant d'être mis en magasin, donc là je n'ai rien à redire. Mais parfois c'est n'importe quoi, les vêtements sont sales, troués, à se demander si le moindre tri a été fait. Moi personnellement je trouve que les brocantes c'est l'un des endroits où on peut trouver le plus de « pépites », à moindre prix et en super état. Car en général, les brocantes, les gens cherchent à se débarrasser, et pas nécessairement avec pour but de se faire beaucoup d'argent. Donc j'ai vraiment un coup de cœur pour les brocantes, vide-greniers etc.

N : Êtes-vous ou seriez-vous gêné(e) si vous achetiez des vêtements de seconde-main ? Pensez-vous que c'est quelque chose dont il faut avoir honte ? Quelle genre d'image cela renvoie-t-il selon vous?

M-S : Pas du tout, au contraire, je trouve que c'est une fierté. Premièrement, souvent ce sont des bonnes affaires, des pulls de marque pas chers du tout, donc je dirais même que je m'en vante auprès de mes amies. Ensuite, je trouve que en parler et se vanter des bonnes affaires possibles c'est ça qui va faire bouger les gens, les pousser à se tourner vers la seconde-main. Je pense que pour beaucoup, la seconde-main a encore une mauvaise image, donc moi, à ma propre échelle, j'essaie de faire comprendre aux gens, à mon entourage, que la seconde-main permet de trouver des choses super originales et à moindre prix.

N : Trouvez-vous qu'en règle générale il est facile de trouver des vêtements de seconde-main ? Que pensez-vous de l'accessibilité, du nombre de magasins qui en vendent ?

M-S : Je trouve que c'est super facile oui. Que ce soit des vide-greniers, des brocantes, des magasins comme les Petits Riens, des ASBL, ou des friperies, ou même des friperies de luxe, il y en a vraiment partout et pour tous les goûts.

N : La prochaine question concernant l'offre en elle-même, donc j'en déduis que vous êtes satisfaits de l'offre, y a-t-il beaucoup de choses à votre goût ?

M-S : Oui exactement, beaucoup de choix, pour tout le monde, à tous les prix. Donc si le but c'est de trouver des perles rares il y a de quoi, et si le but c'est simplement acheter des basiques à bas prix, ça il y a aussi.

N : Acheter un vêtement en seconde-main vous apporte-t-il du plaisir ? Si vous deviez comparer le plaisir que vous procure l'achat d'un vêtement neuf à celui d'un vêtement de seconde-main, que diriez-vous ?

M-S : C'est différent, mais je pense que trouver en seconde-main quelque chose qui nous plaît vraiment c'est un petit peu plus dur. Dans le sens où aller chez Zara c'est facile, il y aura d'office quelque chose qui me plaît, donc cela n'a rien de spécial. Sortir d'un magasin de seconde-main avec un nouveau manteau ça apporte une satisfaction encore supérieure, on se sent chanceux, je ne sais pas si vous voyez ce que je veux dire.

10) INTERVIEW 10: This interview took place on the 14th of June 2022 with Zoé, 27 years.

L : Tout d'abord, pourriez-vous vous présenter en quelques mots, quel âge avez-vous, êtes-vous étudiant(e)/travailleur(se), avez-vous déjà acheté des vêtements ou d'autres choses en seconde-main? Et si oui, était-ce récemment/fréquemment ?

Z : Je m'appelle Zoé, je viens d'avoir 27 ans et je suis travailleuse. J'ai déjà acheté des vêtements en seconde-main oui, c'était très récemment via la plateforme Vinted, et oui j'achète vraiment super fréquemment en seconde-main. Environ une fois par mois je pense.

N : Connaissez-vous le terme slow fashion ? Que vous inspire-t-il ? Connaissez-vous certains exemples plus précis correspondant à la slow fashion tels que l'upcycling ou la location de vêtements?

Z : Je connais bien le terme oui. Cela m'inspire qu'il faut consommer de manière plus éthique de la mode, en circuit court, avec des producteurs plus proches, des produits de qualité ou alors en seconde-main par exemple. Ou alors aussi en location comme vous le dites, avec Coucou Shop à Bruxelles, qui propose de louer des robes/accessoires pour des événements.

L : Quelles sont les premières choses qui vous viennent en tête lorsque vous entendez le mot "Seconde-main" ?

Z : Des vêtements qui ont déjà été portés, autant des vêtements que des accessoires.

L : Pourriez-vous nous donner une estimation du budget mensuel que vous consacrez aux vêtements (ou accessoires)?

Z : Je n'ai pas vraiment de budget mensuel. Cela dépend vraiment des mois, je pense que cela tourne autour des 100€ environ.

N : Achetez-vous régulièrement en ligne ? Si oui, pour quelles raisons préférez-vous acheter en ligne ? Quels sont selon vous les avantages ou les désavantages du shopping en ligne?

Z : Oui j'achète très souvent en ligne. Les avantages c'est le choix. Le choix en ligne est énorme, il y a vraiment beaucoup plus d'articles, autant en neuf qu'en seconde-main, en plus de cela en général c'est moins cher en ligne. Les désavantages c'est vraiment le fait de ne pas pouvoir essayer, de ne pas voir le produit à l'avance.

N: Avez-vous déjà eu ou avez-vous peur d'acheter en ligne pour des raisons de sécurité, c'est à dire le vol de données bancaires ou d'informations personnelles ?

Z : Non pas vraiment, si le site est louche je ne vais simplement pas dessus, donc pas de peur.

N : En règle générale, que vous soyez adepte ou non de la seconde-main, que pensez-vous de l'état des vêtements de seconde-main ? Êtes-vous plutôt satisfait, ou bien au contraire pas du tout satisfait et souvent déçu(e) ? Pensez-vous que cela dépend du prix payé ou de l'endroit d'où il vient, ... ?

Z : Je suis très satisfaite oui. Je fais super attention, j'essaie le vêtement à l'avance, pour être vraiment certaine que l'état soit bon. Je ne trouve pas que cela dépend de l'endroit d'où il vient, mais du prix payé oui certainement ! Si c'est en ligne je demande beaucoup d'informations supplémentaires, les offres sont souvent peu détaillées donc Vinted te permet d'envoyer un message et de poser des questions au vendeur. Je demande aussi des photos supplémentaires et je regarde les avis du vendeur.

N : Êtes-vous ou seriez-vous gêné(e) si vous achetiez des vêtements de seconde-main ? Pensez-vous que c'est quelque chose dont il faut avoir honte ? Quelle genre d'image cela renvoie-t-il selon vous?

Z : Je le fais super souvent et depuis toujours donc non c'est vraiment loin d'être une honte.

L : Trouvez-vous qu'en règle générale il est facile de trouver des vêtements de seconde-main ? Que pensez-vous de l'accessibilité, du nombre de magasins qui en vendent ?

Z : Je ne trouve pas ça facile du tout non. J'habite Ottignies et là-bas il n'y a aucun magasin de seconde-main. Pour vraiment trouver du choix je dois me rendre à Bruxelles donc je ne trouve pas cela normal. Pour moi il devrait y avoir bien plus de magasins de seconde-main, il faut rendre l'offre plus éclectique.

L : La prochaine question concernant l'offre en elle-même, donc j'en déduis que vous êtes satisfaits de l'offre, y a-t-il beaucoup de choses à votre goût ?

Z : Fatalement non car il manque des magasins, en tout cas hors des régions comme Bruxelles et autres grandes villes. C'est pour ça qu'acheter en ligne est vraiment super pour moi.

N : Acheter un vêtement en seconde-main vous apporte-t-il du plaisir ? Si vous deviez comparer le plaisir que vous procure l'achat d'un vêtement neuf à celui d'un vêtement de seconde-main, que diriez-vous ?

Z : Je trouve que c'est exactement pareil, selon moi c'est vraiment équivalent. La seule différence c'est le sentiment après, en achetant en seconde-main je me sens mieux, pas coupable, pas comme si j'allais dans des grosses boutiques comme Zara, donc en réalité par la suite j'ai le sentiment d'avoir fait quelque chose de bien !

11) INTERVIEW 11: This interview took place on the 14th of June 2022 with Mathilde, 29 years.

L : Tout d'abord, pourriez-vous vous présenter en quelques mots, quel âge avez-vous, êtes-vous étudiant(e)/travailleur(se), avez-vous déjà acheté des vêtements ou d'autres choses en seconde-main? Et si oui, était-ce récemment/fréquemment ?

M : Je m'appelle Mathilde, j'ai 29 ans et quand j'achète oui c'est le plus souvent en seconde-main. Je peux même dire que maintenant j'achète vraiment très rarement en neuf, enfin en termes de vêtements je veux dire !

N : Connaissez-vous le terme slow fashion ? Que vous inspire-t-il ? Connaissez-vous certains exemples plus précis correspondant à la slow fashion tels que l'upcycling ou la location de vêtements?

M : Je connais le terme mais je vous avoue que j'ai à peu près oublié ce qu'il veut dire, enfin j'ai l'idée générale. Je vois, enfin je ne pense pas à une vraie définition mais plutôt à un magasin à Bruxelles à la Rue Haute. Et par exemple aussi les Petits Riens, ils refabrique des vêtements et revendent cela. Je pense un peu à ce genre de choses-là.

N : Quelles sont les premières choses qui vous viennent en tête lorsque vous entendez le mot "Seconde-main" ?

M : Ce qui vient en tête en premier c'est « pas cher » et surtout « intelligent ». Quand je dis intelligent je veux dire que selon moi c'est vraiment de la consommation intelligente. Et alors ce que j'aime aussi vraiment c'est le contact humain. Aussi le fait que c'est réutilisé, et que donc ça continue à avoir une

vie, ça redonne vraiment une vie à l'objet. Par exemple j'ai acheté une flute en seconde-main, elle était en super état et surtout la fille était vraiment super sympa.

L : Pourriez-vous nous donner une estimation du budget mensuel que vous consacrez aux vêtements (ou accessoires)?

M : Je n'ai pas vraiment de budget mensuel, je dirais plutôt qu'il y a beaucoup de mois où je n'achète rien du tout, et puis en un coup un mois où je me fais plaisir et j'achète pour par exemple 100€. Mais c'est vraiment un maximum et c'est rare.

L : Achetez-vous régulièrement en ligne ? Si oui, pour quelles raisons préférez-vous acheter en ligne ? Quels sont selon vous les avantages ou les désavantages du shopping en ligne?

M : J'achète rarement en ligne, enfin sauf si on considère MarketPlace du réseau social Facebook, ça j'aime beaucoup, et j'achète dessus, mais je ne suis pas sûre que cela compte comme un achat en ligne ! Les désavantages selon moi c'est vraiment la destruction des commerces locaux. Après évidemment les avantages c'est le fait que cela arrive devant notre porte. Moi-même j'habite à Louvain-la-Neuve et à Durbeis, donc quand je suis à Louvain-la-Neuve, acheter en ligne ne me sert à rien. Mais quand je suis à Durbeis, comme c'est un coin un peu perdu, c'est toujours pratique.

N: Avez-vous déjà eu ou avez-vous peur d'acheter en ligne pour des raisons de sécurité, c'est à dire le vol de données bancaires ou d'informations personnelles ?

M : Alors oui vraiment, je ne sais plus vous dire exactement quand c'était, mais j'ai déjà eu des soucis donc maintenant je ne prends plus de risques. Donc j'achète vraiment peu en ligne, et si j'achète, c'est sur un site où je suis vraiment certaine de sa sécurité.

N : En règle générale, que vous soyez adepte ou non de la seconde-main, que pensez-vous de l'état des vêtements de seconde-main ? Êtes-vous plutôt satisfait, ou bien au contraire pas du tout satisfait et souvent déçu(e) ? Pensez-vous que cela dépend du prix payé ou de l'endroit d'où il vient, ... ?

M : Moi j'ai toujours été satisfaite, sauf une fois sur Vinted, la dame n'était pas sympa, mais au final son vêtement était satisfaisant. En magasin pareil, par exemple si je vais chez les Petits Riens, j'ai l'occasion de voir le vêtement avant de l'acheter et en général je suis toujours satisfaite de l'état qu'ils proposent là-bas !

N : Êtes-vous ou seriez-vous gêné(e) si vous achetiez des vêtements de seconde-main ? Pensez-vous que c'est quelque chose dont il faut avoir honte ? Quelle genre d'image cela renvoie-t-il selon vous?

M : Aucune raison d'être gênée, vraiment pas. Je trouve cela même dommage que certaines personnes pensent encore comme ça. J'en suis même fière, parce qu'à la fois j'économise super beaucoup, c'est vraiment intelligent. Puis en plus de cela il faut s'y connaître, un peu réfléchir pour ne pas acheter n'importe quoi, donc c'est un bon exercice.

L : Trouvez-vous qu'en règle générale il est facile de trouver des vêtements de seconde-main ? Que pensez-vous de l'accessibilité, du nombre de magasins qui en vendent ?

M : Je ne trouve pas que ça soit si facile. En fait je trouve que cela dépend des périodes de l'année. Comme si certains magasins étaient approvisionnés vraiment en fonction des périodes. Enfin ça dépend, mais en général je ne trouve pas cela si facile !

L : La prochaine question concernant l'offre en elle-même, donc j'en déduis que vous êtes satisfaits de l'offre, y a-t-il beaucoup de choses à votre goût ?

M : Je pense que l'offre est large, il faut simplement avoir le courage de vraiment chercher, c'est difficile de trouver des choses dans tout ce « fouillis ». Mais étant donné que je ne m'habille pratiquement plus qu'en seconde-main je pense que c'est évident que je trouve des choses à mon goût oui.

N : Acheter un vêtement en seconde-main vous apporte-t-il du plaisir ? Si vous deviez comparer le plaisir que vous procure l'achat d'un vêtement neuf à celui d'un vêtement de seconde-main, que diriez-vous ?

M : Je le vois un peu comme une recherche au trésor, des pépites qui nous tombent dans les mains. Et c'est pareil en ligne pour la seconde-main, c'est amusant aussi, mais je garde une préférence pour les magasins physiques, le contact avec les gens, la possibilité d'essayer etc. Donc oui c'est vraiment chouette, et d'ailleurs, à force de ne plus mettre les pieds dans les magasins de neuf, maintenant quand j'y rentre, je trouve que tout se ressemble. Tout le monde s'habille pareil là et il n'y a plus d'originalité !

12) INTERVIEW 12: This interview took place on the 15th of June 2022 with Pauline, 30 years.

N : Tout d'abord, pourriez-vous vous présenter en quelques mots, quel âge avez-vous, êtes-vous étudiant(e)/travailleur(se), avez-vous déjà acheté des vêtements ou d'autres choses en seconde-main? Et si oui, était-ce récemment/fréquemment ?

P : Je m'appelle Pauline, j'ai 30 ans et je suis avocate. Cela m'est déjà arrivé d'acheter de la seconde mais si je me rappelle correctement, je n'en ai pas acheté récemment. Et j'avais acheté différentes choses : des vêtements mais aussi des meubles comme un canapé pour mon appartement quand j'étais encore étudiante ou jeune travailleuse.

N : Connaissez-vous le terme slow fashion ? Que vous inspire-t-il ? Connaissez-vous certains exemples plus précis correspondant à la slow fashion tels que l'upcycling ou la location de vêtements?

P : Oui je connais le terme slow fashion mais surtout par l'opposition avec la fast fashion. Je ne connais pas sa définition exacte mais pour moi ce serait lié à un mode de production plus durable où les vêtements sont produits dans de meilleures conditions et dans des pays plus proches de là où ils sont vendus. Je dirais que ça parle aussi de consommation responsable, c'est-à-dire qu'on achète des vêtements moins récemment, qu'on les porte jusqu'à ce qu'ils ne soient plus en état ou alors qu'on les revend si on ne les porte plus. Oui je connais très bien le magasin de location de tenues pour des événements Coucou à Bruxelles car c'est tout près de chez moi mais après pour être honnête je n'ai jamais loué une de leurs pièces.

N : Pour quelles raisons n'avez-vous jamais loué une tenue chez eux ?

P : Je ne loue pas de tenue parce que pour la majeure partie des événements pour lesquels je dois être bien habillée, je prends les tenues chocs que j'ai déjà dans mon armoire. Sinon cela m'est aussi déjà arrivé d'emprunter la robe d'une amie pour une soirée. Je ne suis pas du tout contre le fait de louer ma tenue mais l'opportunité ne s'est encore jamais vraiment présentée je dirais.

N : Quelles sont les premières choses qui vous viennent en tête lorsque vous entendez le mot "Seconde-main" ?

P : Cela me fait penser à l'application bien connue de tous, Vinted mais aussi aux brocantes car ma maman a l'habitude de beaucoup y aller. De manière générale pour moi la seconde main c'est donner une seconde vie à ses vêtements.

L : Pourriez-vous nous donner une estimation du budget mensuel que vous consacrez aux vêtements (ou accessoires)?

P : Je n'ai pas de budget mensuel, certains mois je n'achète rien et certains oui. Tout dépend de si je tombe sur quelque chose que j'aime bien. Évidemment en tant que femme, j'aime la mode et me sentir belle dans mes vêtements mais ce n'est pas pour autant que j'achète des vêtements dès qu'il y a des nouvelles tendances. Je pense être assez raisonnable dans mes achats shopping.

L : Achetez-vous régulièrement en ligne ? Si oui, pour quelles raisons préférez-vous acheter en ligne ? Quels sont selon vous les avantages ou les désavantages du shopping en ligne?

J'avoue qu'actuellement je n'achète plus beaucoup en ligne, c'était évidemment beaucoup plus pendant le covid et les confinements. Cela m'arrive encore de commander en ligne mais ce n'est pas fréquent du tout, j'achète majoritairement en magasins.

Pour moi les désavantages sont les suivants : il n'y a pas de possibilité d'essayer, de voir le rendu porté sur nous, en fonction de notre morphologie, pas de possibilité de toucher le tissu du vêtement et de pouvoir évaluer la qualité. Mais de l'autre côté il y a aussi des avantages à acheter en ligne : c'est un gain de temps, on n'a pas besoin de se déplacer, c'est plus facile pour voir tous les vêtements disponibles et on a moins besoin de fouiller dans les rayons.

N: Avez-vous déjà eu ou avez-vous peur d'acheter en ligne pour des raisons de sécurité, c'est à dire le vol de données bancaires ou d'informations personnelles ?

P : Non absolument pas.

L : En règle générale, que vous soyez adepte ou non de la seconde-main, que pensez-vous de l'état des vêtements de seconde-main ? Êtes-vous plutôt satisfait, ou bien au contraire pas du tout satisfait et souvent déçu(e) ? Pensez-vous que cela dépend du prix payé ou de l'endroit d'où il vient, ... ?

P : Je n'en achète pas régulièrement mais quand j'achète des vêtements de seconde main, je suis satisfaite de leur état. Mais par exemple, quand j'achète sur Vinted, je n'achète que les vêtements qui ont encore leur étiquette pour ne prendre aucun risque

N : Êtes-vous ou seriez-vous gêné(e) si vous achetiez des vêtements de seconde-main ? Pensez-vous que c'est quelque chose dont il faut avoir honte ? Quelle genre d'image cela renvoie-t-il selon vous?

P : Alors non, je n'ai aucune honte à dire que le vêtement que je porte vient de Vinted ou de brocante. Et je ne comprends pas vraiment de quoi il faudrait se sentir honteuse.

L: Trouvez-vous qu'en règle générale il est facile de trouver des vêtements de seconde-main ? Que pensez-vous de l'accessibilité, du nombre de magasins qui en vendent ?

P : Je trouve qu'il y a beaucoup de sites de seconde main assez connus comme Vinted ou Leboncoin. Mais après je trouve que c'est quand même dur de trouver ce que l'on cherche exactement. Par exemple sur Vinted, je trouve que c'est compliqué de trouver le bon vêtement, ou quelque chose qu'on avait en tête.

L : La prochaine question concernant l'offre en elle-même, donc j'en déduis que vous êtes satisfaits de l'offre, y a-t-il beaucoup de choses à votre goût ?

P : Je suis satisfaite des pièces qui se vendent en seconde main, ce n'est parfois pas exactement ce que j'avais en tête mais j'arrive toujours à trouver quelque chose de similaire. Et oui pareillement, j'arrive toujours à trouver des pièces à mon goût. Évidemment je n'aime pas tout, ce qui est normal mais j'arrive à trouver des pièces qui sont en accord avec mon style.

L : Acheter un vêtement en seconde-main vous apporte-t-il du plaisir ? Si vous deviez comparer le plaisir que vous procure l'achat d'un vêtement neuf à celui d'un vêtement de seconde-main, que diriez-vous ?

P : Acheter une pièce en seconde main ou l'acheter neuve dans un magasin ne change rien pour moi, cela m'apporte la même satisfaction. Mon plaisir venant du fait d'avoir trouvé la pièce que je voulais, après si c'est en seconde main cela me permet de faire des économies, ce qui est non-négligeable.

13) INTERVIEW 13: This interview took place on the 13th of June 2022 with Marie-Alice, 36 years.

N : Tout d'abord, pourriez-vous vous présenter en quelques mots, quel âge avez-vous, êtes-vous étudiant(e)/travailleur(se), avez-vous déjà acheté des vêtements ou d'autres choses en seconde-main? Et si oui, était-ce récemment/fréquemment ?

M-A : Je m'appelle Marie-Alice, j'ai 36 ans et je suis employée d'une boîte que je gère également. Je suis juriste de formation, c'est-à-dire que j'ai fait un master en droit. Je suis maman de 2 garçons de 5 et 2 ans et je suis adepte de la seconde main pour eux. Pour moi personnellement, au vu de mes mensurations, je préfère pouvoir essayer plusieurs tailles, et donc la seconde-main n'est pas vraiment adaptée. Le petit récupère les vêtements du grand ou des vêtements « nouveaux », qui sont tout de même achetés en seconde-main mais nouveau dans le sens où ils n'appartenaient pas à son frère avant. Le grand est habillé essentiellement en seconde-main, sauf lorsque ce sont mes beaux-parents qui achètent du neuf malheureusement. Mais bon, je suppose qu'il existe plein d'autres études sur les beaux-parents pour raconter toute ma frustration ! Pour la fréquence je dirais que ce sont des achats à chaque saison pour le grand, et plus ponctuellement pour le petit.

N : Connaissez-vous le terme slow fashion ? Que vous inspire-t-il ? Connaissez-vous certains exemples plus précis correspondant à la slow fashion tels que l'upcycling ou la location de vêtements?

M-A : Je connais mieux le terme fast fashion, et je l'oppose à slow fashion. Je dirais qu'il s'agit de conserver, réutiliser ou transformer des vêtements pour qu'ils aient une vie la plus longue possible, ou même plusieurs vies, comme l'upcycling par exemple. Les exemples de slow fashion que je connais ce sont la seconde-main, le recyclage et la transformation, en chiffons ou en éponges tawashi par exemple.

N : Quelles sont les premières choses qui vous viennent en tête lorsque vous entendez le mot "Seconde-main" ?

M-A : C'est vraiment l'idée de trouver des « bonnes affaires ». Je me dis que je peux y trouver mon bonheur, identique à ce que je trouve en magasin, pour moins cher en général.

L : Pourriez-vous nous donner une estimation du budget mensuel que vous consacrez aux vêtements (ou accessoires)?

M-A : Pour moi moins environ 30€, pour mes enfants entre 5 et 10€ par mois.

L : Achetez-vous régulièrement en ligne ? Si oui, pour quelles raisons préférez-vous acheter en ligne ? Quels sont selon vous les avantages ou les désavantages du shopping en ligne?

M-A : Il m'arrive d'acheter en ligne pour les raisons suivantes : Premièrement cela me permet de faire du shopping en dehors des heures d'ouverture des magasins, y compris de seconde main, j'y inclus les brocantes. Ensuite, j'y trouve ce que je ne trouve pas ou ne peux pas essayer en seconde-main. Et dernièrement, lorsqu'il n'y a pas de brocante, par exemple pendant la saison hivernale et que je ne suis pas en mesure d'aller dans un magasin de seconde-main pendant ses heures d'ouverture.

N: Avez-vous déjà eu ou avez-vous peur d'acheter en ligne pour des raisons de sécurité, c'est à dire le vol de données bancaires ou d'informations personnelles ?

M-A : Non jamais car je n'achète pas sur des sites peu fiables ou inconnus. J'achète sur Vinted mais je refuserais de payer en dehors de l'application, sauf un paiement en cash contre une remise en mains propres évidemment.

L : En règle générale, que vous soyez adepte ou non de la seconde-main, que pensez-vous de l'état des vêtements de seconde-main ? Êtes-vous plutôt satisfait, ou bien au contraire pas du tout satisfait et souvent déçu(e) ? Pensez-vous que cela dépend du prix payé ou de l'endroit d'où il vient, ... ?

M-A : Selon moi on trouve vraiment de tout, notamment en brocante. Dans les magasins, la qualité est meilleure mais le prix plus élevé aussi. Quand je trouve un stand de brocante intéressant, avec une qualité et des prix intéressants, je préfère y acheter plusieurs pièces, plutôt que de me dire que je verrai bien ailleurs, dans les autres stands.

N : Êtes-vous ou seriez-vous gêné(e) si vous achetiez des vêtements de seconde-main ? Pensez-vous que c'est quelque chose dont il faut avoir honte ? Quelle genre d'image cela renvoie-t-il selon vous?

M-A : Alors je n'ai vraiment aucune gêne à acheter des vêtements de seconde-main. Je pense tout d'abord que personne ne fait de différence entre un vêtement de seconde-main et un vêtement acheté neuf.

L : Selon vous cela n'impacte pas du tout l'image qu'on renvoie ?

M-A : Du coup non, l'origine du vêtement n'affecte pas l'image que l'on renvoie. Si je dis que j'ai acheté un vêtement de seconde-main, donc si j'ai annoncé l'origine du vêtement, mon interlocuteur peut penser que je suis soucieuse de faire des économies et/ou soucieuse d'éviter la fast fashion.

L: Trouvez-vous qu'en règle générale il est facile de trouver des vêtements de seconde-main ? Que pensez-vous de l'accessibilité, du nombre de magasins qui en vendent ?

M-A : Il est de plus en plus facile de trouver des vêtements de seconde-main, notamment en ligne (Vinted, etc). Les magasins physiques se multiplient aussi. Et j'ai une affection particulière pour les brocantes/bourses aux vêtements, mais malheureusement c'est moins régulier.

L : La prochaine question concernant l'offre en elle-même, donc j'en déduis que vous êtes satisfaits de l'offre, y a-t-il beaucoup de choses à votre goût ?

M-A : C'est un bon choix si on multiplie les points d'achat et si on ne cherche pas une pièce en particulier, bien que Vinted le permette de plus en plus facilement.

J'apprécie aussi le fait que certains magasins se spécialisent (notamment articles de puériculture et vêtements enfants).

L : Acheter un vêtement en seconde-main vous apporte-t-il du plaisir ? Si vous deviez comparer le plaisir que vous procure l'achat d'un vêtement neuf à celui d'un vêtement de seconde-main, que diriez-vous ?

M-A : J'ai vraiment autant de plaisir à acheter de la seconde-main que du neuf. A mes yeux, l'achat est neuf parce qu'il est "nouveau dans ma garde-robe".

14) INTERVIEW 14: This interview took place on the 14th of June 2022 with Antoine, 44 years

N : Tout d'abord, pourriez-vous vous présenter en quelques mots, quel âge avez-vous, êtes-vous étudiant(e)/travailleur(se), avez-vous déjà acheté des vêtements ou d'autres choses en seconde-main? Et si oui, était-ce récemment/fréquemment ?

A : Je m'appelle Antoine, j'ai 44 ans et je travaille comme analyste financier. Alors honnêtement de ce que je me souviens, je ne pense pas avoir une fois acheté un produit de seconde main.

L : Connaissez-vous le terme slow fashion ? Que vous inspire-t-il ? Connaissez-vous certains exemples plus précis correspondant à la slow fashion tels que l'upcycling ou la location de vêtements?

A : Même si je ne suis pas un adepte de seconde main, je connais très bien le terme slow fashion. C'est un terme qu'on entend de plus en plus partout. Et si j'ai bien retenu ce que les gens disaient c'est lié au

fait de produire et consommer moins de vêtements. Ils parlaient aussi d'utiliser les vêtements déjà produits d'autres façons, par exemple transformer une chemise en un short, louer une robe pour une soirée ou alors simplement revendre les vêtements qu'on ne porte plus.

L : Quelles sont les premières choses qui vous viennent en tête lorsque vous entendez le mot “Seconde-main” ?

A : Pour moi la seconde main c'est payer moins cher pour des vêtements très très souvent en mauvais état donc j'associe la seconde main avec une perte d'argent.

N : Pourriez-vous nous donner une estimation du budget mensuel que vous consacrez aux vêtements (ou accessoires)?

A : Je n'arriverai pas à mettre un nombre sur mon budget mais pour être tout à fait franc, je n'aime pas tellement faire du shopping mais quand j'en fait j'aime acheter des pièces de belles marques et qui sont donc souvent associées à un prix assez élevé.

L : Achetez-vous régulièrement en ligne ? Si oui, pour quelles raisons préférez-vous acheter en ligne ? Quels sont selon vous les avantages ou les désavantages du shopping en ligne?

A : Non je n'achète pas en ligne. En tout cas pas les vêtements mais pour tout ce qui est livre, décoration ou autre j'adore acheter en ligne parce que c'est amusant, ça arrive vite et je peux faire ça tard le soir en rentrant du travail. Si je ne commande pas de vêtements en ligne c'est parce que je ne peux pas les essayer, je trouve qu'il n'y a pas vraiment une expérience associée à mon achat alors que moi le shopping c'est une activité que j'aime beaucoup. En plus, je trouve qu'en ligne, les photos sont parfois trompeuses et qu'il n'y pas beaucoup d'informations disponibles sur le produit.

N: Avez-vous déjà eu ou avez-vous peur d'acheter en ligne pour des raisons de sécurité, c'est à dire le vol de données bancaires ou d'informations personnelles ?

A : Non absolument pas car j'utilise des sites sécurisés mais je sais qu'il y a des sites dont il faut se méfier.

N : En règle générale, que vous soyez adepte ou non de la seconde-main, que pensez-vous de l'état des vêtements de seconde-main ? Êtes-vous plutôt satisfait, ou bien au contraire pas du tout satisfait et souvent déçu(e) ? Pensez-vous que cela dépend du prix payé ou de l'endroit d'où il vient, ... ?

A : Même si j'en ai jamais acheté et comme je vous ai dit pour une autre question, les vêtements de seconde main sont pour moi souvent sales, de mauvaise qualité, odorants et j'en passe.

L : Rebondissant sur ce que vous venez de dire, vous affirmez n'avoir jamais acheté de vêtements de seconde-main mais pourtant vous les associez à une mauvaise qualité. Pourriez-vous nous dire d'où vous vient cet apriori ? Est-ce la société, des connaissances à vous ou quelque chose d'autre qui vous fait penser cela ?

A : Et bien écoutez même si je n'ai jamais acheté de vêtements en seconde main, je suis déjà rentré dans un magasin qui en vendait et je trouvais qu'il y régnait une odeur nauséabonde. Et puis je trouvais que les vêtements ne semblaient pas être d'une première fraîcheur ou qualité.

L : Êtes-vous ou seriez-vous gêné(e) si vous achetiez des vêtements de seconde-main ? Pensez-vous que c'est quelque chose dont il faut avoir honte ? Quelle genre d'image cela renvoie-t-il selon vous?

A : Je ne dirais pas que je suis gêné mais juste ce n'est pas quelque chose pour moi.

L : Trouvez-vous qu'en règle générale il est facile de trouver des vêtements de seconde-main ? Que pensez-vous de l'accessibilité, du nombre de magasins qui en vendent ?

M-P : Je ne suis certainement pas celui qui s'y connaît le plus vu que je n'en achète pas mais j'ai en tout cas bien l'impression qu'il y a de nombreux endroits où on peut acheter de la seconde main.

N : Maintenant que pensez-vous de l'offre en elle-même ? L'offre des vêtements de seconde-main vous satisfait-elle? Y a-t-il assez de choix, est-il à votre goût ou bien trop original, trop basic, ... ?

A : Non je n'aime pas les vêtements de seconde main.

L : Acheter un vêtement en seconde-main vous apporte-t-il du plaisir ? Si vous deviez comparer le plaisir que vous procure l'achat d'un vêtement neuf à celui d'un vêtement de seconde-main, que diriez-vous ?

A : Ah non je n'aime pas la seconde main alors qu'acheter des vêtements neufs, c'est vraiment quelque chose qui me plaît et pendant lequel je prends beaucoup de plaisir.

15) INTERVIEW 15: This interview took place on the 14th of June 2022 with Gaëlle, 49 years.

N : Tout d'abord, pourriez-vous vous présenter en quelques mots, quel âge avez-vous, êtes-vous étudiant(e)/travailleur(se), avez-vous déjà acheté des vêtements ou d'autres choses en seconde-main? Et si oui, était-ce récemment/fréquemment ?

G : Je m'appelle Gaëlle, j'ai 49 ans et oui j'ai déjà acheté des habits de seconde-main. Mais vraiment pas régulièrement, la dernière fois cela devait être il y a 2 ans. Je trouve que c'est particulièrement

pratique pour des petits enfants car ils grandissent si vite qu'investir dans de nouveaux vêtements cela coûte cher et ça ne dure pas longtemps.

N : Connaissez-vous le terme slow fashion ? Que vous inspire-t-il ? Connaissez-vous certains exemples plus précis correspondant à la slow fashion tels que l'upcycling ou la location de vêtements?

G : Alors oui, figurez-vous que j'ai lu ce mot pour la première fois dans les journaux il y a maximum 3 jours. Mais je ne me souviens pas vraiment ce que c'est mais j'ai vu passer l'info. L'upcycling je ne connais pas par contre la location de vêtements oui, je connaissais et particulièrement la location de smoking pour les hommes.

L : Quelles sont les premières choses qui vous viennent en tête lorsque vous entendez le mot "Seconde-main" ?

G : Le magasin à Wavre qui vend du seconde-main de luxe. Et sinon aussi la non-consommation, le fait de pouvoir s'habiller sans se sentir coupable et sans participer à la pollution liée aux dizaines de collections lancées chaque année par des géants comme Zara, et les vêtements qui finissent aussi vite dans les bennes à ordures.

L : Pourriez-vous nous donner une estimation du budget mensuel que vous consacrez aux vêtements (ou accessoires)?

G : Mon budget mensuel je dirai que c'est environ 100 par mois. J'aime acheter des vêtements mais je ne pense pas que 100€ par mois soit tellement excessif. En tout cas moi cela me convient, je me fais plaisir de temps en temps et je pense que c'est important.

N : Achetez-vous régulièrement en ligne ? Si oui, pour quelles raisons préférez-vous acheter en ligne ? Quels sont selon vous les avantages ou les désavantages du shopping en ligne?

G : Oui très souvent, sur des sites comme Vente Privée, c'est avantageux car je connais ma taille et ma marque donc cela me permet de ne pas me déplacer et en plus de faire des économies grâce aux réductions qu'il y a souvent sur ces sites. Les désavantages pour moi c'est évidemment le fait qu'on ne peut pas essayer, qu'il y a beaucoup de chance que cela n'aille pas, que ce soit la taille ou juste le modèle. Évidemment on peut souvent renvoyer mais cela demande des efforts et c'est souvent à mes frais donc cela m'ennuie.

L: Avez-vous déjà eu ou avez-vous peur d'acheter en ligne pour des raisons de sécurité, c'est à dire le vol de données bancaires ou d'informations personnelles ?

G : Ca dépend, parfois j'évite certains sites, même si je trouve quelque chose de super joli, si je ne connais pas le site cela me fait peur car je ne sais pas ce qu'ils feront de mes données, mon adresse etc. Donc oui cela m'a déjà bloquée dans l'achat de certains trucs.

N : En règle générale, que vous soyez adepte ou non de la seconde-main, que pensez-vous de l'état des vêtements de seconde-main ? Êtes-vous plutôt satisfait, ou bien au contraire pas du tout satisfait et souvent déçu(e) ? Pensez-vous que cela dépend du prix payé ou de l'endroit d'où il vient, ... ?

G : En général j'achète toujours dans le même magasin de seconde-main, enfin lorsque j'achète en seconde-main, et l'état général là-bas des vêtements est tout à fait satisfaisant oui.

L : Êtes-vous ou seriez-vous gêné(e) si vous achetiez des vêtements de seconde-main ? Pensez-vous que c'est quelque chose dont il faut avoir honte ? Quelle genre d'image cela renvoie-t-il selon vous?

G : Alors là vraiment pas, aucune honte.

L : Trouvez-vous qu'en règle générale il est facile de trouver des vêtements de seconde-main ? Que pensez-vous de l'accessibilité, du nombre de magasins qui en vendent ?

G : Il y a de plus en plus de magasins qui proposent cela donc c'est vrai que c'est de plus en plus facile de trouver des vêtements.

N : Maintenant que pensez-vous de l'offre en elle-même ? L'offre des vêtements de seconde-main vous satisfait-elle? Y a-t-il assez de choix, est-il à votre goût ou bien trop original, trop basic, ... ?

G : Oui en réalité, mais le désavantage c'est vraiment le fait que il est difficile de trouver sa taille, comme par hasard, toujours pour les vêtements qui me plaisent il n'y a pas ma taille.

N : Acheter un vêtement en seconde-main vous apporte-t-il du plaisir ? Si vous deviez comparer le plaisir que vous procure l'achat d'un vêtement neuf à celui d'un vêtement de seconde-main, que diriez-vous ?

G : Le plaisir est équivalent je dirais. D'un côté, acheter en seconde-main cela redonne de la vie et donc ça me fait vraiment plaisir. C'est simplement différent d'acheter neuf. Le plaisir je dirais est donc équivalent mais totalement différent. On ne recherche pas la même chose selon moi lorsqu'on achète un vêtement de seconde-main ou un vêtement neuf.

16) INTERVIEW 16: This interview took place on the 14th of June 2022 with Isabelle, 53 years.

N : Tout d'abord, pourriez-vous vous présenter en quelques mots, quel âge avez-vous, êtes-vous étudiant(e)/travailleur(se), avez-vous déjà acheté des vêtements ou d'autres choses en seconde-main? Et si oui, était-ce récemment/fréquemment ?

I : Je m'appelle Isabelle Delem et j'ai 53 ans. J'ai trois enfants, tous les trois étudiants mais encore à charge. J'aime beaucoup le principe de la seconde-main, et j'en achète beaucoup mais ce sont majoritairement des meubles ou de la décoration. Pour les vêtements je trouve en général que les magasins ne donnent pas envie de chercher, il faut fouiller pour réellement trouver quelque chose car la plupart est moche ou démodée. Et souvent, lorsque je pense avoir finalement trouvé quelque chose qui me plaît, il est soit sale, soit trop abîmé pour que je puisse le porter.

N : Connaissez-vous le terme slow fashion ? Que vous inspire-t-il ? Connaissez-vous certains exemples plus précis correspondant à la slow fashion tels que l'upcycling ou la location de vêtements?

I : C'est l'inverse de la fast fashion. Selon moi cela signifie acheter ou consommer de manière plus responsable, éviter les grandes chaînes « cheap », bon marché. Cela me fait principalement penser à l'impact positif que cela peut avoir sur l'environnement ainsi que sur le portefeuille. Je connais beaucoup de magasins de seconde-main, plateformes ou autres magasins comme les petits riens. J'aime particulièrement les enseignes « Les Petits Riens » et « Kringwinkel », dont je suis une adepte, car il y a également un but social derrière.

L : Quelles sont les premières choses qui vous viennent en tête lorsque vous entendez le mot "Seconde-main" ?

I : L'une des premières choses à laquelle je pense c'est les économies. Que ce soit dans le domaine de la mode ou dans la décoration, les meubles etc, je pense que l'intérêt premier des gens qui achètent en seconde-main est souvent l'aspect financier. Et c'est totalement compréhensible, étant maman de 3 enfants, je sais que ce n'est pas toujours évident de gérer un budget, la vie coûte cher et pour certaines personnes, la seconde-main n'est même pas un choix mais plutôt une obligation. Après je crois qu'il y a derrière la seconde-main également un effet de mode. Je le vois chez mes enfants, ils vont parfois « faire les friperies » comme ils disent, et reviennent avec un tas de vêtements datant de l'époque de leurs grands-parents, qui apparemment reviennent à la mode.

N : Pourriez-vous nous donner une estimation du budget mensuel que vous consacrez aux vêtements (ou accessoires)?

I : C'est assez difficile à estimer, j'imagine que l'on parle de mon budget personnel, dédié à m'acheter des vêtements pour moi ? A vrai dire je suis une grande fan de shopping, enfin j'aime beaucoup acheter des vêtements comme beaucoup de femmes probablement, mais le shopping c'est plus que ça, c'est

réellement une activité. J'en fais avec mes filles, on passe la journée ensemble, on rentre même dans des magasins de seconde-main. Le fait que j'aime beaucoup rentrer dans des magasins implique fatalement que je dépense pas mal d'argent en shopping. Par mois je pense que cela varie entre 100 et 300 euros, en fonction des mois et de mon planning. Parfois, certaines personnes veulent aller dans des parcs animaliers, d'attraction ou autres activités permettant de se changer les idées et de passer du bon temps. Et bien je considère que moi, mon activité préférée c'est le shopping, donc mon budget activité est transformé en shopping. Vu comme cela, ce n'est pas tellement excessif selon moi.

L : Achetez-vous régulièrement en ligne ? Si oui, pour quelles raisons préférez-vous acheter en ligne ? Quels sont selon vous les avantages ou les désavantages du shopping en ligne ?

I : J'achète beaucoup en ligne oui, mais généralement sur des sites internet que je connais, sinon cela me fait peur, je n'ai pas confiance. L'un des avantages d'acheter en ligne c'est le gain de temps, pas besoin de se déplacer ! En plus, en général, sur les sites internet les magasins proposent énormément de réductions supplémentaires. Je pense par exemple au site de H&M qui offre des réductions à tort et à travers tout au long de l'année. Parfois j'essaie un article au magasin, et je l'achète en ligne car j'ai une réduction de 20% sur mon compte. Après, je pense qu'acheter en ligne est compliqué aussi parfois, les démarches pour renvoyer le colis sont énervantes (parfois chères) donc je ne veux pas prendre de risques en achetant sans avoir eu l'occasion de voir/essayer le produit.

L : Avez-vous déjà eu ou avez-vous peur d'acheter en ligne pour des raisons de sécurité, c'est à dire le vol de données bancaires ou d'informations personnelles ?

I : Non pas vraiment, car comme je vous le disais je ne vais que sur des sites connus. Cela m'évite de me faire arnaquer et je sais à quoi m'attendre.

N : En règle générale, que vous soyez adepte ou non de la seconde-main, que pensez-vous de l'état des vêtements de seconde-main ? Êtes-vous plutôt satisfait, ou bien au contraire pas du tout satisfait et souvent déçu(e) ? Pensez-vous que cela dépend du prix payé ou de l'endroit d'où il vient, ... ?

I : Je n'achète pas régulièrement de seconde-main, en tout cas pas de vêtements. Mais si je pense aux meubles trouvés, en général je trouve que le prix est un bon indicateur de qualité. Sur des plateformes comme Marketplace, je trouve en général que les gens sont assez honnêtes, je n'ai jamais eu de mauvaise surprise. Les gens indiquent lorsqu'il y a un défaut et le prix est adapté en fonction de cela.

N : Êtes-vous ou seriez-vous gêné(e) si vous achetiez des vêtements de seconde-main ? Pensez-vous que c'est quelque chose dont il faut avoir honte ? Quelle genre d'image cela renvoie-t-il selon vous ?

I : Je ne vais pas m'en vanter, mais je n'ai pas honte. Par contre si je fais une très très bonne affaire là je serai capable de m'en vanter. Je ne dirai pas que j'ai honte d'acheter en seconde-main, mais c'est vrai

que lorsque j'étais jeune, j'héritais des vêtements de mes grands frères/sœurs et cela ne me plaisait pas. Mes amies avaient droit à de nouveaux vêtements et j'étais un petit peu jalouse. A l'époque la seconde-main ce n'était pas vraiment « stylé ».

L : Trouvez-vous qu'en règle générale il est facile de trouver des vêtements de seconde-main ? Que pensez-vous de l'accessibilité, du nombre de magasins qui en vendent ?

I : Accéder à des vêtements de seconde-main je trouve cela facile. Il y a de plus en plus de magasins dans toutes sortes de villes. Je n'aurais pas dit la même chose il y a 10 ans, mais étant donné que cela prend de plus en plus d'ampleur, c'est aujourd'hui facile de trouver un magasin de seconde-main dans sa région. Après, concernant l'offre, je trouve que tout dépend du magasin en question. Il y a tellement de types de magasins de seconde-main différents. Je pense par exemple à des magasins avec un but social comme « Les Petits Riens », dont les vêtements viennent de dons, donc en général ce ne sont pas des choses de très grande valeur, ou en tout cas beaucoup de choses démodées et pas vraiment à mon goût. Il y a d'autres magasins qui ont plus d'articles chers, presque de luxe en réalité, et là en général il y a une très grande offre, plein de vêtements à la mode et de marque. Évidemment le prix est plus élevé aussi.

N : Maintenant que pensez-vous de l'offre en elle-même ? L'offre des vêtements de seconde-main vous satisfait-elle? Y a-t-il assez de choix, est-il à votre goût ou bien trop original, trop basic, ... ?

I : Il y a définitivement moins de choix que dans les magasins de neuf, mais cela va encore, comme dit plus haut cela dépend du magasin. Après si je pense à Vinted par exemple, plateforme sur laquelle je n'ai jamais acheté mais j'ai déjà vendu des vêtements, il me semble qu'il y a une offre gigantesque, et pour tous les goûts.

L : Acheter un vêtement en seconde-main vous apporte-t-il du plaisir ? Si vous deviez comparer le plaisir que vous procure l'achat d'un vêtement neuf à celui d'un vêtement de seconde-main, que diriez-vous ?

I : Je n'aime pas tellement, comme dit plus haut, les magasins de vêtements de seconde-main, car je trouve que ce n'est souvent pas bien rangé. Du shopping dans un magasin neuf m'amuse bien plus.

17) INTERVIEW 17 : This interview took place on the 14th of June 2022 with Jean-François, 55 years.

N : Tout d'abord, pourriez-vous vous présenter en quelques mots, quel âge avez-vous, êtes-vous étudiant(e)/travailleur(se), avez-vous déjà acheté des vêtements ou d'autres choses en seconde-main? Et si oui, était-ce récemment/fréquemment ?

J-F : Donc moi je m'appelle Jean-Francois, j'ai 55 ans et je suis travailleur indépendant depuis vraiment très longtemps. C'est-à-dire que je travaille en tant que consultant à mon propre compte et je travaille sur différents projets dans différentes entreprises. Là cela fait longtemps que je suis basé chez GSK pour différents projets.

N : Connaissez-vous le terme slow fashion ? Que vous inspire-t-il ? Connaissez-vous certains exemples plus précis correspondant à la slow fashion tels que l'upcycling ou la location de vêtements?

J-F : Alors à vrai dire je ne connais pas vraiment le terme slow fashion à proprement parler, mais je peux m'imaginer ce que c'est. Je connais le mot slow food, en opposition à fast food. J'imagine que ce qui distingue slow-food de fast-food doit être similaire à ce qui distingue la slow fashion de la fast fashion. Donc j'en déduis que c'est lié au développement durable, à la santé des gens etc.

L : Quelles sont les premières choses qui vous viennent en tête lorsque vous entendez le mot "Seconde-main" ?

J-F : Réutilisation de vêtements, économie circulaire, préservation de l'environnement. Cela me fait penser à un compromis aussi, acheter de la moins bonne qualité mais moins cher et cela endommage moins l'environnement que d'acheter neuf.

N : Donc cela veut dire que selon vous, les vêtements de seconde-main sont nécessairement des vêtements de mauvaise qualité ?

J-F : Même si je suis certain que ce n'est pas toujours le cas je vous avoue qu'à priori je dirai oui... Évidemment il y a des vêtements de marques tout à fait de bonne qualité disponibles en seconde-main, mais étant donné qu'ils ont déjà été portés, bien par définition cela réduit la durée de vie restante du vêtement au moment où la personne l'achetant en seconde-main en prend possession.

L : Pourriez-vous nous donner une estimation du budget mensuel que vous consacrez aux vêtements (ou accessoires)?

J-F : C'est vraiment une question difficile ! Je n'aime pas m'acheter des vêtements et je n'aime pas non plus dépenser de l'argent là-dedans. Mais lorsque j'achète quelque chose j'aime que ce soit de la bonne qualité, et je veux pouvoir compter dessus pendant longtemps. Par an cela revient peut-être maximum à 300 euros, c'est-à-dire que par mois cela représente 25€ plus ou moins.

L : Achetez-vous régulièrement en ligne ? Si oui, pour quelles raisons préférez-vous acheter en ligne ? Quels sont selon vous les avantages ou les désavantages du shopping en ligne?

J-F : J'achète vraiment rarement en ligne, en tout cas vraiment jamais de vêtements. Et sinon, très rarement j'achète des « gadgets », des objets qui peuvent m'être utiles comme des câbles de téléphone ou quoi sur Amazon.

N: Avez-vous déjà eu ou avez-vous peur d'acheter en ligne pour des raisons de sécurité, c'est à dire le vol de données bancaires ou d'informations personnelles ?

J-F : Dans le passé oui beaucoup, je pense qu'aujourd'hui c'est du plus en plus sécurisé. Mais parfois je doute encore un peu. Aujourd'hui même les sites peu fiables semblent avoir une interface, enfin je en sais pas si on dit ça comme ça, mais la qualité visuelle du site est très travaillée, donc je ne sais pas toujours quand c'est une arnaque ou non !

N : En règle générale, que vous soyez adepte ou non de la seconde-main, que pensez-vous de l'état des vêtements de seconde-main ? Êtes-vous plutôt satisfait, ou bien au contraire pas du tout satisfait et souvent déçu(e) ? Pensez-vous que cela dépend du prix payé ou de l'endroit d'où il vient, ... ?

J-F : Comme je vous l'ai dit, au niveau de la qualité cela me fait un petit peu peur. Je me dis vraiment que si quelqu'un souhaite se débarrasser du vêtement en question, il doit y avoir une bonne raison. Donc je me mets à la place de cette personne, et je me demande « Pourquoi je voudrais me débarrasser de ce pull ? », et j'en déduis que c'est soit une question de goût, ce qui est sûrement souvent le cas, mais qu'il y a aussi beaucoup de cas où c'est à cause de l'état, donc des trous aux coudes ou autre part, des trous faits par des mites, ou des petites tâches. En résumé, je me méfie vachement des vêtements qui sont vendus en seconde-main pour être honnête.

L : Êtes-vous ou seriez-vous gêné(e) si vous achetiez des vêtements de seconde-main ? Pensez-vous que c'est quelque chose dont il faut avoir honte ? Quelle genre d'image cela renvoie-t-il selon vous?

J-F : Je pense pas que cela soit une honte non, mais moi personnellement j'aime porter des nouveaux vêtements, pour moi-même surtout. Je trouve que c'est super que des gens soient prêts à supprimer l'achat de neuf par soucis écologique ou par rapport au mauvais traitements de certains travailleurs dans les usines. Mais moi personnellement, je préfère vraiment savoir que je suis la seule personne à avoir porté ma chemise. Je trouve que d'autres sacrifices sont plus faciles, par exemple, moi j'ai décidé de ne plus manger de viande ni de produits qui proviennent d'origine animale, sauf exceptions.

N: Et donc l'image que cela renvoie, qu'est-ce que vous diriez ? Cela renvoie l'image de quelqu'un qui a des convictions ?

J-F : Pour être tout à fait honnête avec vous, il y a quelques années je vous aurais répondu que cela renvoyait l'image de quelqu'un qui soit n'avait pas toujours les moyens d'acheter du neuf, soit de

quelqu'un qui souhaite faire des économies dans ce domaine-là afin d'avoir de l'argent à consacrer à d'autres choses plus importantes. Mais aujourd'hui, les conditions des travailleurs, l'impact sur la planète etc font bien plus parler d'eux, et donc je pense que beaucoup de gens se tournent vers la seconde-main pour cette raison. Donc oui pour moi cela montre que ces personnes ont certaines valeurs, certaines convictions.

L : Trouvez-vous qu'en règle générale il est facile de trouver des vêtements de seconde-main ? Que pensez-vous de l'accessibilité, du nombre de magasins qui en vendent ?

J-F : Je vous avoue que je n'en ai vraiment aucune idée puisque je ne me suis pas vraiment intéressé au sujet. J'imagine que oui, puisque acheter en seconde-main devient de plus en plus populaire. Donc je pars du principe que l'offre suit pour satisfaire la demande.

N : Maintenant que pensez-vous de l'offre en elle-même ? L'offre des vêtements de seconde-main vous satisfait-elle ? Y a-t-il assez de choix, est-il à votre goût ou bien trop original, trop basic, ... ?

J-F : A nouveau je ne sais pas vraiment vous répondre, désolé.

N : Acheter un vêtement en seconde-main vous apporte-t-il du plaisir ? Si vous deviez comparer le plaisir que vous procure l'achat d'un vêtement neuf à celui d'un vêtement de seconde-main, que diriez-vous ?

J-F : Je dirai que non, et c'est pour cela que je ne le fais pas d'ailleurs. Comme expliqué plus tôt, acheter des vêtements en général n'est pas vraiment quelque chose que je trouve amusant ou stimulant. Mais je préfère tout de même le neuf.

18) INTERVIEW 18: This interview took place on the 14th of June 2022 with Claudine, 58 years.

N : Tout d'abord, pourriez-vous vous présenter en quelques mots, quel âge avez-vous, êtes-vous étudiant(e)/travailleur(se), avez-vous déjà acheté des vêtements ou d'autres choses en seconde-main ? Et si oui, était-ce récemment/fréquemment ?

Je m'appelle Claudine, j'ai 58 ans et je suis interprète au Parlement Européen. J'ai quatre filles de 20 à 27 ans. Alors la seconde main j'adore ça, et ce que je préfère c'est les brocantes. Tous les dimanches, je fais des brocantes où j'essaie de dénicher des belles pièces à petits prix. Ce que je trouve génial avec les brocantes c'est que j'achète des pièces de grande marque à un prix vraiment très bas. Je trouve cela amusant d'essayer de dénicher les perles rares et puis je passe un bon moment car je croise souvent des personnes que je connais.

N : Connaissez-vous le terme slow fashion ? Que vous inspire-t-il ? Connaissez-vous certains

exemples plus précis correspondant à la slow fashion tels que l'upcycling ou la location de vêtements?

C : Alors oui le terme je l'ai déjà entendu et pour moi cela englobe tout ce qui est location, seconde main, mode éthique,... Je pense que c'est un terme qui n'est pas encore assez connu et qu'il mérite plus d'attention. J'espère en tout cas que dans les prochaines années, tout le monde connaîtra ce terme. Et sinon moi je connais Bagatelle, qui est près de chez moi ou alors les Enfants d'Edouard où je vais souvent déposer des pièces de marque que je ne porte plus pour qu'elles soient ensuite revendues.

L : Quelles sont les premières choses qui vous viennent en tête lorsque vous entendez le mot "Seconde-main" ?

C : J'associe brocantes, vide-dressing, les Petits Riens au mot seconde main. Un mot qui me vient aussi directement en tête c'est bonnes affaires. Pour moi la seconde main comme j'ai dit c'est vraiment un moyen d'acheter à un prix minime des pièces qui en fait valent beaucoup plus. Et je pense que de plus en plus de personnes s'en rendent compte. Je sais qu'une de mes filles qui adore les blazers va régulièrement dans des magasins de seconde main comme de Kringwinkel pour acheter des blazers parce que là-bas elle paie 6€ alors qu'en magasin ils sont à minimum 60€.

N : Concernant l'exemple avec votre fille, est-ce que c'est vous qui lui avez transmis le sens des bonnes affaires et aussi est-ce vous ou d'autres personnes de son entourage qui lui avez parlé de ce magasin ?

C : Je pense faire assez de brocantes et en parler suffisamment pour que mes filles se rendent compte qu'il est possible d'acheter de la qualité à un prix moins cher que ce soit en brocantes ou dans les magasins de seconde main. Après ce magasin-ci c'est elle qui me l'a fait découvrir et si je me rappelle bien elle le connaît via une de ses amies.

N : Pourriez-vous nous donner une estimation du budget mensuel que vous consacrez aux vêtements (ou accessoires)?

C : Oula je ne suis pas sûre de savoir donner une réponse pour être honnête. Tout d'abord parce que ce que j'achète en brocante, je l'achète avant tout pour mes filles et non pour moi et puis si elles n'aiment pas les pièces achetées j'essaie de les revendre ou alors je les donne à des associations. C'est donc difficile de réellement calculer combien je dépense. En plus comme en brocantes, rien n'est cher j'achète beaucoup mais je suis tout de même incapable de donner un chiffre. Et pour ce qui est de faire du shopping pour moi, j'en fais peu car je trouve difficilement des pièces à ma taille ou alors je fais une grosse commande puis n'achète plus rien pendant des mois.

L : Achetez-vous régulièrement en ligne ? Si oui, pour quelles raisons préférez-vous acheter en ligne ? Quels sont selon vous les avantages ou les désavantages du shopping en ligne?

C : Je n'achète pas tellement en ligne, je préfère faire des brocantes ou du shopping traditionnel pour voir les habits et puis je dois dire que j'aime beaucoup les brocantes et chercher les bons deals. Si je commande en ligne c'est parce qu'une marque que j'aime fait des promotions et les prix sont à moins 70%. De nouveau dans ces deux-cas les habits sont plutôt pour mes filles. Pour moi je préfère essayer la pièce mais cela m'arrive parfois de commander mais alors que sur des sites que je connais. Et ce que j'aime bien avec le shopping en ligne c'est que je peux le faire le soir sur mon canape en regardant la télé, c'est vraiment pratique.

N: Avez-vous déjà eu ou avez-vous peur d'acheter en ligne pour des raisons de sécurité, c'est à dire le vol de données bancaires ou d'informations personnelles ?

C : Non pas vraiment. J'essaie d'aller surtout sur des sites que je connais.

N : En règle générale, que vous soyez adepte ou non de la seconde-main, que pensez-vous de l'état des vêtements de seconde-main ? Êtes-vous plutôt satisfaite, ou bien au contraire pas du tout satisfaite et souvent déçue ? Pensez-vous que cela dépend du prix payé ou de l'endroit d'où il vient, ... ?

C : Je suis toujours assez satisfaite des pièces que j'achète en seconde main, mais je n'achète pas de seconde main en ligne. Après il est vrai que parfois certaines personnes vendent des pièces en mauvais état mais pour moi ce n'est absolument pas une généralité, pour moi la seconde main n'égale pas du tout saleté et mauvaise qualité. Tout au contraire, je pense qu'on peut trouver des habits de grande marque d'une qualité supérieure aux vêtements produits en masse par les grosses chaînes de fast fashion.

L : Êtes-vous gênée d'acheter des vêtements de seconde-main ? Pensez-vous que c'est quelque chose dont il faut avoir honte ? Quelle genre d'image cela renvoie-t-il selon vous?

C : Absolument pas, je suis même plutôt fière des bonnes affaires que je fais j'achète des belles pièces à un moindre prix, j'économise de l'argent et en plus j'achète des vêtements déjà produits et qui ne sont plus portés plutôt que de pousser les marques de fast fashion à en produire pour moi et donc pour moi indirectement j'ai un impact positif sur l'environnement.

L : Trouvez-vous qu'en règle générale il est facile de trouver des vêtements de seconde-main ? Que pensez-vous de l'accessibilité, du nombre de magasins qui en vendent ?

C : Oui je pense que l'offre de seconde main ne fait qu'augmenter. Il y a toujours eu des brocantes mais je trouve qu'on retrouve de plus en plus d'enseignes qui proposent du vintage et de la seconde main. Après ce n'est pas pour autant qu'il est facile de trouver ce qu'on veut en brocantes. Je pense que c'est compliqué de vouloir acheter une pièce précise en seconde main, on ne trouvera jamais exactement la même dans les magasins physiques ou en brocantes. Après je pense qu'avec des plateformes comme Vinted, c'est vraiment super facile de trouver exactement ce que l'on veut.

N : Maintenant que pensez-vous de l'offre en elle-même ? L'offre des vêtements de seconde-main vous satisfait-elle? Y a-t-il assez de choix, est-il à votre goût ou bien trop original, trop basic, ... ?

C : Pour moi c'est plus compliqué car je porte des grandes tailles mais je dirais que pour mes filles il y a vraiment de tout. Vu qu'il y a tellement d'enseignes différentes qui proposent de la seconde main pour différents budgets et styles, puis avec les brocantes et Vinted je suis d'avis que l'offre est immense et qu'il y a de quoi plaire à tout le monde.

L : Acheter un vêtement en seconde-main vous apporte-t-il du plaisir ? Si vous deviez comparer le plaisir que vous procure l'achat d'un vêtement neuf à celui d'un vêtement de seconde-main, que diriez-vous ?

C : Oui faire des brocantes m'apporte beaucoup de plaisir, j'adore fouiller dans la masse de vêtements pour trouver les meilleurs articles. Je ne sais pas si je préfère ça à du shopping « normal », je dirais juste que c'est différent.

19) INTERVIEW 19: This interview took place on the 14th of June 2022 with Christine, 62 years.

L : Tout d'abord, pourriez-vous vous présenter en quelques mots, quel âge avez-vous, êtes-vous étudiant(e)/travailleur(se), avez-vous déjà acheté des vêtements ou d'autres choses en seconde-main? Et si oui, était-ce récemment/fréquemment ?

C : Mon nom c'est Christine, j'ai 62 ans et j'habite dans le Hainaut. Je suis travailleuse, enfin plus pour très longtemps, mais pour le moment c'est encore le cas. J'ai déjà eu recours à la seconde-main en effet, fréquemment je ne dirai pas, mais cela m'arrivait, principalement pendant ma grossesse et avec mes enfants en bas âge. Je trouve que pour des petits enfants c'est le plus pratique, car ils grandissent si vite qu'acheter des vêtements neufs qu'ils ne porteront que quelques semaines/mois me fait mal au cœur.

N : Connaissez-vous le terme slow fashion ? Que vous inspire-t-il ? Connaissez-vous certains exemples plus précis correspondant à la slow fashion tels que l'upcycling ou la location de vêtements?

C : Je ne connais pas exactement le terme slow fashion mais je devine que cela représente l'inverse de la fast fashion comme les grandes enseignes Zara etc. J'imagine bien vu le thème de vos questions que cela à avoir avec la seconde-main. Je ne connais par contre pas l'upcycling. Et la location de vêtement ce terme est assez intuitif, cependant je ne sais pas si louer des vêtements est quelque chose qui me plairait vraiment. En général lorsque j'achète un vêtement c'est parce que je l'aime beaucoup et que j'ai l'intention de le porter plusieurs fois.

N : Quelles sont les premières choses qui vous viennent en tête lorsque vous entendez le mot "Seconde-main" ?

C : L'aspect auquel je pense en premier c'est le fait de réutiliser un vêtement déjà porté. Vraiment agrandir, allonger la fonctionnalité en quelques sortes du vêtement.

L : Pourriez-vous nous donner une estimation du budget mensuel que vous consacrez aux vêtements (ou accessoires)?

C : Pas vraiment non. J'aime le shopping mais c'est tellement aléatoire que je ne pourrais pas vous dire. Je ne suis pas du tout une acheteuse régulière donc c'est très difficile à évaluer.

L : Achetez-vous régulièrement en ligne ? Si oui, pour quelles raisons préférez-vous acheter en ligne ? Quels sont selon vous les avantages ou les désavantages du shopping en ligne?

C : Les avantages c'est le fait de ne pas devoir me déplacer, avec le boulot ce n'est pas toujours facile de trouver du temps pour aller faire les boutiques. Mais à côté de cela le gros désavantage c'est que je ne peux pas essayer, et puis il y a certains sites qui montrent de superbes photos, et au final en commandant c'est une arnaque, la qualité est nulle etc.

N: Avez-vous déjà eu ou avez-vous peur d'acheter en ligne pour des raisons de sécurité, c'est à dire le vol de données bancaires ou d'informations personnelles ?

C : Eh bien cela fait également partie des désavantages oui. J'évite d'aller sur des sites d'achat en ligne car je ne sais pas à qui faire confiance, mais pas uniquement par peur de me faire voler mes informations personnelles, aussi par peur de ne jamais recevoir de colis etc.

N : En règle générale, que vous soyez adepte ou non de la seconde-main, que pensez-vous de l'état des vêtements de seconde-main ? Êtes-vous plutôt satisfait, ou bien au contraire pas du tout satisfait et souvent déçu(e) ? Pensez-vous que cela dépend du prix payé ou de l'endroit d'où il vient, ... ?

C : Moi pour cela je n'ai pas vraiment d'avis car ce n'est pas quelque chose que je fais régulièrement. Comme je vous l'ai dit c'était aux environs de mes grossesses et ce domaine a bien changé depuis, cela a beaucoup évolué et l'offre est bien plus intéressante maintenant, en tout cas je crois. Ma fille qui est

dans la trentaine elle est une grande adepte de la seconde-main. Je trouve qu'elle est en général très bien habillée donc basé sur cela je dirais que je suis satisfaite de l'état oui.

L : Êtes-vous ou seriez-vous gêné(e) si vous achetiez des vêtements de seconde-main ? Pensez-vous que c'est quelque chose dont il faut avoir honte ? Quelle genre d'image cela renvoie-t-il selon vous?

C : Pas du tout, cela ne renvoie pas d'image en réalité. Je ne parle pas en permanence de l'origine de mes vêtements donc cela ne change vraiment rien.

L : Trouvez-vous qu'en règle générale il est facile de trouver des vêtements de seconde-main ? Que pensez-vous de l'accessibilité, du nombre de magasins qui en vendent ?

C : Il me semble que c'est facile, le nombre de magasins de seconde-main pousse à une vitesse incroyable.

N : Maintenant que pensez-vous de l'offre en elle-même ? L'offre des vêtements de seconde-main vous satisfait-elle? Y a-t-il assez de choix, est-il à votre goût ou bien trop original, trop basic, ... ?

C : Pour une dame plus âgée, c'est-à-dire mon âge, je trouve que le choix n'est pas toujours très adapté à vrai dire.

L : Vous diriez donc qu'il est plus facile de trouver des habits de seconde-main en tant que jeune ?

C : Tout dépend de ce que vous entendez par jeune. Comme je vous l'ai dit ma fille adore la seconde-main et elle n'est plus toute jeune donc je pense qu'il y a de tout, mais qu'avec l'âge cela devient un peu plus difficile oui.

N : Acheter un vêtement en seconde-main vous apporte-t-il du plaisir ? Si vous deviez comparer le plaisir que vous procure l'achat d'un vêtement neuf à celui d'un vêtement de seconde-main, que diriez-vous ?

C : Je n'ai pas réellement d'avis sur cette question.

20) INTERVIEW 20: This interview took place on the 14th of June 2022 with Marie-Paul, 67 years.

N : Tout d'abord, pourriez-vous vous présenter en quelques mots, quel âge avez-vous, êtes-vous étudiant(e)/travailleur(se), avez-vous déjà acheté des vêtements ou d'autres choses en seconde-main? Et si oui, était-ce récemment/fréquemment ?

M-P : Je m'appelle Marie-Paul, j'ai 67 ans et je suis retraitée. Alors oui j'ai déjà acheté en seconde main. Je pense acheter une ou deux fois par an en seconde main donc je ne sais pas trop si vous considérez que c'est beaucoup ou non.

L : Connaissez-vous le terme slow fashion ? Que vous inspire-t-il ? Connaissez-vous certains exemples plus précis correspondant à la slow fashion tels que l'upcycling ou la location de vêtements?

M-P : Je pense déjà l'avoir entendu mais je ne suis pas tout à fait certaine de ce qu'il englobe. Si je devais réfléchir maintenant, je dirais que c'est l'inverse de la fast fashion et que donc c'est lié à une mode de production et de consommation plus responsable. Comme exemple je ne suis pas sûre de savoir, ah si seconde main évidemment vu qu'on en a parlé juste au-dessus.

L : Quelles sont les premières choses qui vous viennent en tête lorsque vous entendez le mot "Seconde-main" ?

M-P : Quand j'entends seconde main, je pense à donner une nouvelle vie à des vêtements déjà portés. Je pense aussi à certains magasins où on peut déposer des vêtements et acheter de la seconde main comme les enfants d'Edouard et les petits riens.

N : Pourriez-vous nous donner une estimation du budget mensuel que vous consacrez aux vêtements (ou accessoires)?

M-P : Je ne m'achète plus énormément de vêtements, je pense que j'en ai accumulé suffisamment dans mon armoire au fil des années. Je ne me restreint pas d'un point de vue financier si j'ai un coup de cœur pour une pièce qu'elle coûte chère ou non.

L : Achetez-vous régulièrement en ligne ? Si oui, pour quelles raisons préférez-vous acheter en ligne ? Quels sont selon vous les avantages ou les désavantages du shopping en ligne?

M-P : Alors non, acheter en ligne c'est pas trop pour moi. Je trouve que c'est compliqué et que cela prend du temps. J'ai déjà demandé de l'aide à ma fille ou à mes petits-enfants pour commander en ligne mais c'est vraiment très rare, je n'aime pas trop. Après je comprends pourquoi les jeunes générations adorent commander en ligne, ils sont fort en technologie et donc c'est facile pour eux, ils le font de n'importe où et en deux minutes. Et donc moi au contraire, je trouve que c'est compliqué et que cela demande beaucoup de temps. Parfois aussi je trouve que cela n'a pas l'air très sécurisé.

Article I. **N: Avez-vous déjà eu ou avez-vous peur d'acheter en ligne pour des raisons de sécurité, c'est à dire le vol de données bancaires ou d'informations personnelles ?**

M-P : Ah oui justement ce que je disais. Je n'aime pas donner mon numéro de carte de banque, mon code sur un site alors que je ne sais pas vraiment ce qu'ils vont faire de ces informations.

N : En règle générale, que vous soyez adepte ou non de la seconde-main, que pensez-vous de l'état des vêtements de seconde-main ? Êtes-vous plutôt satisfait, ou bien au contraire pas du tout satisfait et souvent déçu(e) ? Pensez-vous que cela dépend du prix payé ou de l'endroit d'où il vient, ... ?

M-P : Oh écoutez, je trouve que les pièces sont dans de plutôt bonnes conditions. C'est sûr qu'il faut faire le tri quand on cherche parce qu'il y a toujours des articles avec des trous ou des tâches mais de manière générale et en parlant pour les pièces que j'ai acheté, je suis très satisfaite.

L : Êtes-vous ou seriez-vous gêné(e) si vous achetiez des vêtements de seconde-main ? Pensez-vous que c'est quelque chose dont il faut avoir honte ? Quelle genre d'image cela renvoie-t-il selon vous?

M-P : Mais enfin quelle question, évidemment que non ! Y-a-t-il des personnes qui se sentent honteuses d'acheter en seconde main ?

L : Trouvez-vous qu'en règle générale il est facile de trouver des vêtements de seconde-main ? Que pensez-vous de l'accessibilité, du nombre de magasins qui en vendent ?

M-P : Je pense qu'il y a de plus en plus de magasins qui offrent des pièces de seconde main mais après je trouve qu'il est toujours de compliqué de trouver ce que l'on cherche.

N : Maintenant que pensez-vous de l'offre en elle-même ? L'offre des vêtements de seconde-main vous satisfait-elle? Y a-t-il assez de choix, est-il à votre goût ou bien trop original, trop basic, ... ?

M-P : Comme je viens de dire, je trouve que c'est compliqué de trouver des pièces que j'aime. J'ai peut-être l'impression que la seconde main vise les jeunes générations et non pas les personnes de mon âge. Je me trompe peut-être ou alors je ne connais pas les endroits où aller mais il est vrai que j'ai du mal à trouver des pièces à mon goût.

N : Si je résume votre point c'est que vous êtes plutôt en faveur de la second main mais vous trouvez qu'il y a peu de pièces pour les personnes de votre âge. C'est cela ?

M-P : Oui exactement, cela ne me dérangerait pas d'acheter de la seconde main mais j'ai l'impression que le style des vêtements de seconde main n'est pas approprié pour mon âge

L : Acheter un vêtement en seconde-main vous apporte-t-il du plaisir ? Si vous deviez comparer le plaisir que vous procure l'achat d'un vêtement neuf à celui d'un vêtement de seconde-main, que diriez-vous ?

M-P : Acheter en seconde main ne me dérange absolument pas mais pour être honnête, j'ai plus de plaisir lorsque j'achète du neuf, même si ce n'est pas régulièrement.

21) INTERVIEW 21: This interview took place on the 14th of June 2022 with Elisabeth, 76 years.

N : Tout d'abord, pourriez-vous vous présenter en quelques mots, quel âge avez-vous, êtes-vous étudiant(e)/travailleur(se), avez-vous déjà acheté des vêtements ou d'autres choses en seconde-main? Et si oui, était-ce récemment/fréquemment ?

E : Je m'appelle Elisabeth, j'ai 76 ans et oui j'ai déjà acheté des vêtements de seconde-main. Je ne me considère pas comme une consommatrice régulière de seconde-main.

N : Connaissez-vous le terme slow fashion ? Que vous inspire-t-il ? Connaissez-vous certains exemples plus précis correspondant à la slow fashion tels que l'upcycling ou la location de vêtements?

E : Je n'ai jamais entendu parler de slow fashion non, et l'upcycling cela ne me dit rien. Par contre, j'ai déjà entendu parler de location de vêtements, pour des soirées etc. Je sais que mon fils a déjà loué des costumes pour des soirées. J'entends aussi souvent parler d'un magasin qui loue des robes de soirées pour une durée de quelques jours. Je trouve que le concept est sympa, c'est pratique si on a pas vraiment les moyens de s'acheter quelque chose de nouveau. Cela permet de tout de même porter une très chouette tenue, mais sans dépenser un salaire. Moi en général j'achète local, c'est-à-dire que je privilégie les marques belges. La qualité est supérieure je trouve, j'aime leurs modèles et puis ça ne fait pas de mal à la planète évidemment !

L : Quelles sont les premières choses qui vous viennent en tête lorsque vous entendez le mot "Seconde-main" ?

E : Pour moi la seconde-main cela m'inspire un peu de la saleté, des trous etc. Des vêtements qui ont vécu cela se voit, et si je me débarrasse d'un vêtement c'est qu'il est démodé ou en mauvais état, ce n'est pas pour que quelqu'un d'autre le porte par la suite. Donc pour moi la seconde-main je ne trouve pas ça idéal. J'aime quand j'achète un vêtement savoir que je suis la seule personne à l'avoir porté.

N : Pourriez-vous nous donner une estimation du budget mensuel que vous consacrez aux vêtements (ou accessoires)?

E : Cela dépend des mois, mais j'aime bien aller faire les boutiques avec mes amies parfois le weekend ou en semaine. Je dirai que mon budget mensuel varie entre 150 et 250€ par mois environ. Je ne trouve pas cela excessif en sachant que les pièces que j'achète sont des pièces de bonne qualité, des tissus qui tiennent et résistent longtemps.

L : Achetez-vous régulièrement en ligne ? Si oui, pour quelles raisons préférez-vous acheter en ligne ? Quels sont selon vous les avantages ou les désavantages du shopping en ligne?

E : Pas vraiment non, je ne sors déjà plus tellement de chez moi donc sortir faire les boutiques cela m'amuse beaucoup. Le faire en ligne cela ne me sert à rien. En plus je trouve que ce n'est jamais très bien indiqué sur ces sites comment il faut faire. J'ai l'impression qu'il suffit que j'appuie sur un bouton par accident et le lendemain je reçois 3 robes et 2 paires de chaussures dans ma boîte aux lettres. Je trouve que les ordinateurs ça complique tout cela.

N: Avez-vous déjà eu ou avez-vous peur d'acheter en ligne pour des raisons de sécurité, c'est à dire le vol de données bancaires ou d'informations personnelles ?

E : Oui tout à fait. A vrai dire j'ai déjà eu le problème, je reçois des liens par email, je clique dessus et au final je me retrouve avec toutes sortes de virus sur mon ordinateur. Mon fils m'a expliqué que c'était des arnaques et que leur but était d'avoir accès aux données bancaires, donc maintenant, c'est simple, je préfère ne plus rien faire en ligne.

N : En règle générale, que vous soyez adepte ou non de la seconde-main, que pensez-vous de l'état des vêtements de seconde-main ? Êtes-vous plutôt satisfait, ou bien au contraire pas du tout satisfait et souvent déçu(e) ? Pensez-vous que cela dépend du prix payé ou de l'endroit d'où il vient, ... ?

E : Eh bien comme je n'achète pas beaucoup en seconde-main mon avis n'est pas vraiment fondé, mais à priori je dirai que je ne suis pas spécialement satisfaite. Cela me paraît cependant évident que cela dépend de l'endroit où il vient.

L : Êtes-vous ou seriez-vous gêné(e) si vous achetiez des vêtements de seconde-main ? Pensez-vous que c'est quelque chose dont il faut avoir honte ? Quelle genre d'image cela renvoie-t-il selon vous?

E : Je ne serais pas gênée mais je ne pense pas que je doive m'en vanter.

L : Pourquoi selon-vous n'est-ce pas quelque chose dont on doit se vanter ?

E : Et bien je pense simplement que parler de où viennent ses vêtements n'est pas pertinent. Et dire que cela vient de seconde-main pourrait apporter du jugement de certaines personnes, qu'elles doutent de ma qualité de vie et de mon aisance financière ou non.

L : Trouvez-vous qu'en règle générale il est facile de trouver des vêtements de seconde-main ? Que pensez-vous de l'accessibilité, du nombre de magasins qui en vendent ?

E : Je n'ai jamais vraiment cherché et pourtant parfois je tombe sur des vêtements de seconde-main, donc l'accessibilité est convenable je trouve. L'offre est évidemment moins développée que dans des magasins de neuf.

N : Maintenant que pensez-vous de l'offre en elle-même ? L'offre des vêtements de seconde-main vous satisfait-elle ? Y a-t-il assez de choix, est-il à votre goût ou bien trop original, trop basic, ... ?

E : Je ne sais pas répondre à cette question car je n'ai jamais cherché.

L : Acheter un vêtement en seconde-main vous apporte-t-il du plaisir ? Si vous deviez comparer le plaisir que vous procure l'achat d'un vêtement neuf à celui d'un vêtement de seconde-main, que diriez-vous ?

E : Cela m'apporterait moins de plaisir c'est certain.

22) INTERVIEW 22: This interview took place on the 14th of June 2022 with Roland, 80 years.

N : Tout d'abord, pourriez-vous vous présenter en quelques mots, quel âge avez-vous, êtes-vous étudiant(e)/travailleur(se), avez-vous déjà acheté des vêtements ou d'autres choses en seconde-main ? Et si oui, était-ce récemment/fréquemment ?

R : Je m'appelle Roland, j'ai 80 ans et non je n'ai jamais « acheté » de vêtements de seconde-main. A l'époque je recevais des vêtements de seconde-main de mes grands-frères ou de mes cousins. Donc je ne suis pas un consommateur régulier non désolé.

L : Connaissez-vous le terme slow fashion ? Que vous inspire-t-il ? Connaissez-vous certains exemples plus précis correspondant à la slow fashion tels que l'upcycling ou la location de vêtements ?

R : Ces mots ne me disent rien. Mais j'ai déjà entendu parler aux infos du terme fast fashion, ou ce sont des gros magasins qui renouvellent leurs collections en permanence et donc les gens veulent toujours acheter beaucoup plus. Moi personnellement presque tous mes vêtements viennent du même magasin dans ma ville en face de chez moi. Je porte beaucoup de vêtements classiques que je garde pendant des années et des années, donc c'est vrai que je me sens pas vraiment concerné.

L : Quelles sont les premières choses qui vous viennent en tête lorsque vous entendez le mot "Seconde-main" ?

R : Je pense que la seconde-main cela me fait surtout penser à des magasins de charité. Je trouve que le concept est super, vendre des vêtements à moindre prix cela permet à beaucoup de gens d'acheter des choses qu'ils n'auraient pas pu sinon par manque de moyens. Mais moi personnellement je n'aime pas tellement la seconde-main car souvent c'est fort abimé je trouve pour le prix que cela coûte. Je peux me le permettre et je n'ai pas nécessairement besoin de faire des économies sur les vêtements, déjà que je n'en achète pas énormément, alors quand j'en achète j'aime qu'ils soient neufs et en bon état.

N : Pourriez-vous nous donner une estimation du budget mensuel que vous consacrez aux vêtements (ou accessoires)?

R : Ce n'est vraiment pas grand-chose, je fais du shopping avec ma femme une fois par an pour me refaire un stock de vêtements, par mois cela doit probablement revenir à 15 ou 20€.

L : Achetez-vous régulièrement en ligne ? Si oui, pour quelles raisons préférez-vous acheter en ligne ? Quels sont selon vous les avantages ou les désavantages du shopping en ligne?

R : Alors là pas du tout. Déjà que chercher des vêtements cela ne m'amuse pas, mais alors en plus si c'est combiné avec l'utilisation d'un ordinateur ou d'une tablette c'est encore pire. Je ne comprends rien, tout a l'air d'être une arnaque.

N: Avez-vous déjà eu ou avez-vous peur d'acheter en ligne pour des raisons de sécurité, c'est à dire le vol de données bancaires ou d'informations personnelles ?

R : Je ne dirai pas que c'est la raison principale pour laquelle je n'achète pas en ligne, mais cela fait partie des désavantages des achats en ligne oui. Je ne sais pas à quel site je peux faire confiance, cela m'inquiète et donc je préfère ne pas prendre de risques. En plus de cela, en général je ne comprends rien aux sites, ni comment ils marchent, donc je reste loin des ordinateurs quand il s'agit de faire des achats.

N : En règle générale, que vous soyez adepte ou non de la seconde-main, que pensez-vous de l'état des vêtements de seconde-main ? Êtes-vous plutôt satisfait, ou bien au contraire pas du tout satisfait et souvent déçu(e) ? Pensez-vous que cela dépend du prix payé ou de l'endroit d'où il vient, ... ?

R : Comme je vous l'ai dit, moi je vois les vêtements de seconde-main comme quelque chose d'usé, d'abimé.

L : Êtes-vous ou seriez-vous gêné(e) si vous achetiez des vêtements de seconde-main ? Pensez-vous que c'est quelque chose dont il faut avoir honte ? Quelle genre d'image cela renvoie-t-il selon vous?

R : Je n'en achète pas donc je ne sais pas. Mais je pense que cela pourrait me faire passer pour quelqu'un avec des difficultés financières.

L : Trouvez-vous qu'en règle générale il est facile de trouver des vêtements de seconde-main ? Que pensez-vous de l'accessibilité, du nombre de magasins qui en vendent ?

R : Je n'en ai aucune idée, je ne suis jamais vraiment rentré dans ce genre de magasin.

N : Maintenant que pensez-vous de l'offre en elle-même ? L'offre des vêtements de seconde-main vous satisfait-elle ? Y a-t-il assez de choix, est-il à votre goût ou bien trop original, trop basic, ... ?

R : Je ne sais pas non plus.

L : Acheter un vêtement en seconde-main vous apporte-t-il du plaisir ? Si vous deviez comparer le plaisir que vous procure l'achat d'un vêtement neuf à celui d'un vêtement de seconde-main, que diriez-vous ?

R : Pour moi un vêtement c'est un vêtement, qu'il soit neuf ou non cela ne m'apporte pas tant de plaisir que cela. J'achète un vêtement car j'en ai besoin, pas par plaisir.

3. The questionnaire

Motivations et Freins concernant les achats en seconde-main

Bonjour !

Tout d'abord, merci beaucoup de répondre à cette enquête que nous réalisons dans le cadre de notre mémoire en ingénieur de gestion. Ce travail vise à analyser les habitudes des consommateurs belges en matière de seconde-main. Merci de répondre à chaque question, même si certaines d'entre elles vous semblent identiques. Veuillez noter que chaque fois que nous parlons de seconde-main, nous faisons référence à des vêtements de seconde-main.

Nous tenons d'ores et déjà à vous remercier pour votre temps et vos réponses, qui nous seront plus qu'utiles. Répondre à ce questionnaire vous prendra entre 5 et 10 minutes et vos réponses resteront anonymes.

Vous pouvez nous contacter aux adresses mail suivantes au cas où vous auriez des questions ou que vous souhaiteriez des informations supplémentaires sur cette enquête.

Louise.bocquet@student.uclouvain.be

Noemie.deseze@student.uclouvain.be

J'accepte que mes réponses soient enregistrées et analysées dans le cadre de ce travail

- ☐ Oui
☐ Non

Dans quelle mesure êtes-vous d'accord avec les affirmations suivantes ?

	Pas du tout d'accord (1)	Pas d'accord (2)	Ni d'accord, ni pas d'accord (3)	D'accord (4)	Tout à fait d'accord (5)
J'ai l'intention de me tourner au moins une fois vers la seconde-main pour faire des achats.	☐	☐	☐	☐	☐
Je ferai fréquemment des achats de seconde-main dans le futur.	☐	☐	☐	☐	☐
Je me tournerai régulièrement, dans le futur, vers la seconde-main si je dois faire des achats.	☐	☐	☐	☐	☐
Je recommanderai fortement aux autres de faire des achats de seconde-main.	☐	☐	☐	☐	☐

Dans quelle mesure êtes-vous d'accord avec les affirmations suivantes ?

	Pas du tout d'accord (1)	Pas d'accord (2)	Ni d'accord, ni pas d'accord (3)	D'accord (4)	Tout à fait d'accord (5)
J'ai l'intention d'utiliser au moins une fois Internet pour faire des achats de seconde- main.	☐	☐	☐	☐	☐
Je ferai fréquemment des achats de seconde- main sur Internet dans le futur.	☐	☐	☐	☐	☐
J'utiliserai régulièrement, dans le futur, Internet pour faire des achats de seconde-main.	☐	☐	☐	☐	☐
Je recommanderai fortement aux autres de faire des achats de seconde- main sur Internet.	☐	☐	☐	☐	☐

Dans quelle mesure êtes-vous d'accord avec les affirmations suivantes ?

	Pas du tout d'accord (1)	Pas d'accord (2)	Ni d'accord, ni pas d'accord (3)	D'accord (4)	Tout à fait d'accord (5)
Acheter un vêtement de seconde-main permet de dépenser moins que pour un vêtement neuf.	☐	☐	☐	☐	☐
Porter des vêtements de seconde-main me permet de faire des économies.	☐	☐	☐	☐	☐
Les vêtements de seconde-main sont le moyen idéal de trouver un article à un prix plus juste	☐	☐	☐	☐	☐

que dans un magasin de neuf.					
Ne pas acheter un vêtement de seconde-main aussi bon marché serait une erreur.	☐	☐	☐	☐	☐
Porter des vêtements de seconde-main permet de faire moins de concessions à cause des coûts.	☐	☐	☐	☐	☐

Dans quelle mesure êtes-vous d'accord avec les affirmations suivantes ?

	Pas du tout d'accord (1)	Pas d'accord (2)	Ni d'accord, ni pas d'accord (3)	D'accord (4)	Tout à fait d'accord (5)
Les vêtements de seconde-main permettent d'apprécier l'histoire et certains moments du passé (nostalgie).	☐	☐	☐	☐	☐
Les vêtements de seconde-main permettent de s'habiller différemment de ses amis et d'être unique.	☐	☐	☐	☐	☐
La seconde-main permet d'obtenir un article de très grande valeur sociale (grande marque, cher, ...) à un prix très bas.	☐	☐	☐	☐	☐
La seconde-main donne la possibilité de rencontrer des gens et d'avoir un contact humain avec des personnes	☐	☐	☐	☐	☐

partageant mes
intérêts.

Acheter de la
seconde-main est
une aventure, un
défi, pour
découvrir des
objets
passionnants et
uniques.

☐ ☐ ☐ ☐ ☐

Dans quelle mesure êtes-vous d'accord avec les affirmations suivantes ?

	Pas du tout d'accord (1)	Pas d'accord (2)	Ni d'accord, ni pas d'accord (3)	D'accord (4)	Tout à fait d'accord (5)
La seconde-main permet de réduire son empreinte écologique et de lutter contre le gaspillage.	☐	☐	☐	☐	☐
La seconde-main permet de rejeter les incitations à consommer davantage, ce qui peut être considéré comme une fierté.	☐	☐	☐	☐	☐
La seconde-main permet de rejeter les codes de la société, et de s'habiller sans suivre les dernières tendances de la consommation de masse.	☐	☐	☐	☐	☐

Dans quelle mesure êtes-vous d'accord avec les affirmations suivantes ?

	Pas du tout d'accord (1)	Pas d'accord (2)	Ni d'accord, ni pas d'accord (3)	D'accord (4)	Tout à fait d'accord (5)
Les sites de seconde-main en	☐	☐	☐	☐	☐

ligne sont faciles à utiliser.

Les sites de seconde-main en ligne sont pratiques car ils sont disponibles tout le temps et permettent d'acheter 24 heures sur 24 et n'importe où.

Les sites de seconde-main en ligne donnent accès à un grand nombre de produits et demandent moins d'énergie lors de la recherche de bonnes affaires.

Acheter de la seconde-main en ligne fait gagner du temps.

☐ ☐ ☐ ☐ ☐

☐ ☐ ☐ ☐ ☐

☐ ☐ ☐ ☐ ☐

Dans quelle mesure êtes-vous d'accord avec les affirmations suivantes ?

	Pas du tout d'accord (1)	Pas d'accord (2)	Ni d'accord, ni pas d'accord (3)	D'accord (4)	Tout à fait d'accord (5)
Acheter de la seconde-main en ligne réduit les contacts sociaux avec les vendeurs.	☐	☐	☐	☐	☐
Acheter de la seconde-main en ligne permet de ne pas se sentir jugé.	☐	☐	☐	☐	☐
Faire des achats de seconde-main en ligne est amusant.	☐	☐	☐	☐	☐

Dans quelle mesure êtes-vous d'accord avec les affirmations suivantes ?

	Pas du tout d'accord (1)	Pas d'accord (2)	Ni d'accord, ni pas d'accord (3)	D'accord (4)	Tout à fait d'accord (5)
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Un vêtement de seconde-main est généralement sale.	☐	☐	☐	☐	☐
Un vêtement de seconde-main est généralement de mauvaise qualité.	☐	☐	☐	☐	☐
Le fait de ne pas connaître l'ancien propriétaire est dérangeant.	☐	☐	☐	☐	☐
Acheter de la seconde-main est inquiétant au niveau des risques de maladie et de contagion.	☐	☐	☐	☐	☐

Dans quelle mesure êtes-vous d'accord avec les affirmations suivantes ?

	Pas du tout d'accord (1)	Pas d'accord (2)	Ni d'accord, ni pas d'accord (3)	D'accord (4)	Tout à fait d'accord (5)
Le fait que les produits de seconde-main n'aient pas de garantie est dérangeant.	☐	☐	☐	☐	☐
Lors d'achats de vêtements de seconde-main, les produits sont souvent indisponibles ou ne correspondent pas à ce que l'on recherche.	☐	☐	☐	☐	☐
Selon moi, les articles de seconde-main ont un mauvais rapport qualité-prix.	☐	☐	☐	☐	☐

Dans quelle mesure êtes-vous d'accord avec les affirmations suivantes ?

	Pas du tout d'accord (1)	Pas d'accord (2)	Ni d'accord, ni pas d'accord (3)	D'accord (4)	Tout à fait d'accord (5)
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Acheter des produits de seconde-main procure moins de satisfaction que d'acheter des articles neufs, car il n'y a pas de rituel de déballage et d'appropriation.	☐	☐	☐	☐	☐
Acheter un vêtement de seconde-main n'est pas familier et demande donc plus d'efforts.	☐	☐	☐	☐	☐
Je considère qu'un vêtement déjà porté est marqué et porte l'empreinte de l'ancien propriétaire.	☐	☐	☐	☐	☐
Acheter un article de seconde-main rend anxieux en raison de l'état et de la longévité inconnus des articles.	☐	☐	☐	☐	☐

Dans quelle mesure êtes-vous d'accord avec les affirmations suivantes ?

	Pas du tout d'accord (1)	Pas d'accord (2)	Ni d'accord, ni pas d'accord (3)	D'accord (4)	Tout à fait d'accord (5)
Les vêtements de seconde-main ne permettent pas d'exprimer son style ou sa personnalité grâce à ses achats.	☐	☐	☐	☐	☐
Je considère que les vêtements de seconde-main sont démodés.	☐	☐	☐	☐	☐
La seconde-main ne me propose pas de vêtements à mon goût.	☐	☐	☐	☐	☐

Dans quelle mesure êtes-vous d'accord avec les affirmations suivantes ?

	Pas du tout d'accord (1)	Pas d'accord (2)	Ni d'accord, ni pas d'accord (3)	D'accord (4)	Tout à fait d'accord (5)
Je n'ai pas envie de passer pour une personne radine si j'achète des vêtements de seconde-main.	☐	☐	☐	☐	☐
Je n'ai pas envie d'être perçu comme une personne avec des revenus modestes.	☐	☐	☐	☐	☐
Je n'aimerais pas qu'on dise que j'achète des produits de seconde-main.	☐	☐	☐	☐	☐

Dans quelle mesure êtes-vous d'accord avec les affirmations suivantes ?

	Pas du tout d'accord (1)	Pas d'accord (2)	Ni d'accord, ni pas d'accord (3)	D'accord (4)	Tout à fait d'accord (5)
Acheter des vêtements de seconde-main en ligne est inquiétant à cause de potentiels vols d'informations relatives aux cartes de crédit.	☐	☐	☐	☐	☐
Acheter des vêtements de seconde-main en ligne est inquiétant à cause de la potentielle vente d'informations personnelles à d'autres organisations.	☐	☐	☐	☐	☐

Dans quelle mesure êtes-vous d'accord avec les affirmations suivantes ?

	Pas du tout d'accord (1)	Pas d'accord (2)	Ni d'accord, ni pas d'accord (3)	D'accord (4)	Tout à fait d'accord (5)
Chercher un produit intéressant sur un site de seconde-main prend plus de temps.	☐	☐	☐	☐	☐
Sur les sites de seconde-main, les articles sont difficiles à trouver et cela fait perdre trop de temps.	☐	☐	☐	☐	☐

Dans quelle mesure êtes-vous d'accord avec les affirmations suivantes ?

	Pas du tout d'accord (1)	Pas d'accord (2)	Ni d'accord, ni pas d'accord (3)	D'accord (4)	Tout à fait d'accord (5)
Il n'y a pas assez d'informations sur le vendeur lors de l'achat en ligne d'un vêtement de seconde-main.	☐	☐	☐	☐	☐
Acheter de la seconde-main en ligne fait peur car je ne fais confiance ni aux sites web, ni aux vendeurs.	☐	☐	☐	☐	☐
Les annonces ne sont pas contrôlées par le site et pourraient être fausses.	☐	☐	☐	☐	☐
Lors d'un achat de seconde-main en ligne, je ne suis pas sûr de l'authenticité ou de la nature du produit.	☐	☐	☐	☐	☐
Le fait de ne pas pouvoir voir le	☐	☐	☐	☐	☐

produit avant de
l'acheter fait peur.

Dans quelle mesure êtes-vous d'accord avec les affirmations suivantes ?

	Pas du tout d'accord (1)	Pas d'accord (2)	Ni d'accord, ni pas d'accord (3)	D'accord (4)	Tout à fait d'accord (5)
Les achats de seconde-main en ligne donnent l'impression de payer trop cher en raison des frais d'expédition.	☐	☐	☐	☐	☐
Sur les sites de seconde-main, les vendeurs mettent un prix trop élevé.	☐	☐	☐	☐	☐

Quel âge avez-vous ?

▼ Moins de 15 ans (1) ... Plus de 60 ans (11)

Vous êtes

- ☐ Une femme
- ☐ Un homme
- ☐ Je préfère ne pas donner cette information

A quelle fréquence achetez-vous des vêtements ?

▼ Au moins une fois par semaine (1) ... Moins d'une fois tous les six mois (9)

Avez-vous acheté des vêtements d'occasion durant les 12 derniers mois?

- ☐ Oui
- ☐ Non

4. Summary table of our hypotheses

<i>"The motivations identified in the literature related to second-hand clothing purchase characteristics positively influence the second-hand clothing purchase intention"</i>	H1: The economic motivations positively influence the purchase intention of second-hand clothing.
	H2: The experiential motivations positively influence the purchase intention of second-hand clothing.
	H3: The critical motivations positively influence the purchase intention of second-hand clothing.
<i>"The motivations identified in the literature related to online second-hand clothing purchase characteristics positively influence online second-hand clothing purchase intentions."</i>	H4: The practical motivations positively influence the purchase intention of online second-hand clothing.
	H5: The emotional motivations positively influence the purchase intention of online second-hand clothing.
<i>"The breaks identified in the literature related to second-hand clothing purchase characteristics negatively influence second-hand clothing purchase intentions."</i>	H6: The security brakes negatively influence the purchase intention of second-hand clothing.
	H7: The utilitarian brakes negatively influence the purchase intention of second-hand clothing.
	H8: The hedonistic brakes negatively influence the purchase intention of second-hand clothing.
	H9: The self-expression brakes negatively influence the purchase intention of second-hand clothing.
	H10: The affiliation brakes negatively influence purchase intention of second-hand clothing.
<i>"The perceived risks identified in the literature related to online second-hand shopping negatively influence online second-hand clothing purchase intentions."</i>	H11: The security and privacy risk perception negatively influences the purchase intention of online second-hand clothing.
	H12: The time risk perception negatively influences the purchase intention of online second-hand clothing.
	H13: The product-brand-site risk perception negatively influences the purchase intention of online second-hand clothing.
	H14: The price risk perception negatively influences the purchase intention of online second-hand clothing.

<i>Moderation hypotheses</i>	H15: Age reduces the positive effect of the economic motivations on the second-hand clothing purchase intention.
	H16: Gender influences the relationship between the economic motivations and the second-hand clothing purchase intention.
	H17: Age increases the negative effect of the privacy risk perception on the online second-hand clothing purchase intention.
	H18: A previous purchases of second-hand clothing in the last 12 months influences the relationship between the security brakes and the second-hand clothing purchase intention.

5. Summary table of our variables with their measurement items

Variable	Items		Reference
Second-hand purchase intention (Dependent variable 1)	INT1 INT2 INT3 INT4	I intend to make one second-hand purchase. I intend to make second-hand purchases regularly in the future. In the future I intend to opt for second-hand regularly if i have to buy something. I will strongly recommend to other to buy second-hand clothes	Moon et Kim (2001) (Zaoui, Ben Ammar Mamlouk, 2005; Zaoui, 2009)
Online second-hand purchase intention (Dependent variable 2)	INTL1 INTL2 INTL3 INTL4	I intend to make one online second-hand purchase. I intend to make online second-hand purchases regularly in the future In the future I intend to opt for online second-hand regularly if i have to buy something. I will strongly recommend to other to buy second-hand clothes online	Moon et Kim (2001) (Zaoui, Ben Ammar Mamlouk, 2005)
Economic motivations	ECO1 ECO2 ECO3 ECO4 ECO5	Buying second-hand clothes allows to spend less than for new clothes. Wearing second-hand clothes saves money. Second-hand purchases are the perfect solution to find a more fairly priced item than in the shops selling new clothes. To not buy a second-hand clothing article that cheap would be a mistake. wearing second-hand clothes allows you to make fewer concessions due to cost.	Own items
Experiential motivations	EXP1 EXP2 EXP3 EXP4 EXP5	Buying second-hand allows me to appreciate history and the past (nostalgia). Buying second-hand clothes enables me to dress differently from my friends and be unique. Second-hand is the perfect way to buy an item of a very high social value (famous brand, expensive, ...) at a very low price. Second-hand stores allow me to meet people and have face-to-face contact with people sharong my interests. Buying second-hand clothes is an adventure, a challenge, a treasure hunt for discovering exciting, unique and worthwhile objects.	Own items
Critical motivations	CRI1 CRI2 CRI3	Second-hand allows to reduce your ecological footprint and to fight against waste. Second-hand is a way to reject incentives to consume more, which one can be prouf of. Buying second-hand is a way to reject societal codes and to dress without following the latest fashion trends of mass consumption.	Own items
Practical motivations	PRA1 PRA2 PRA3 PRA4	The second-hand websites are easy to use. The second-hand websites are practical because they are available all the time and allow you to shop 24 hours a day and from everywhere. The second-hand webistes giev access to a large number of products ad require less energy to make good deals. Buying second-hand allows to save time.	Own items
Emotional motivations	EMO1 EMO2 EMO3	Buying second-hand online reduces the social contacts with the sellers. Buying second-hand online allows to not feel judged. Buying second-hand online is amusing.	Own items

Security brake	SECU1	Second-hand clothes are usually dirty.	Own items
	SECU2	Second-hand clothes are usually of bad quality.	
	SECU3	Not knowing the previous owner is disturbing.	
	SECU4	Buying second-hand clothes is worrying because of the risk of contagion and illness.	
Utilitary brakes	UT11	The fact that second-hand clothes do not have a guarantee is annoying.	Own items
	UT12	When shopping for second-hand clothes, products are often unavailable or not what you are looking for.	
	UT13	Second-hand clothes have a bad quality-price ratio.	
Hedonistic brakes	HEDO 1	Buying second-hand products is less satisfying than buying new items because there is no ritual of unpacking and appropriation	Own items
	HEDO 2	Buying second-hand clothing is unfamiliar and therefore requires more effort.	
	HEDO 3	A previously worn garment is marked and bears the imprint of the previous owner.	
	HEDO 4	Buying a second-hand item makes you anxious because of the unknown condition and longevity of the items.	
Self-expression brakes	SELF1	Second-hand clothes do not allow to express your style or personality through your purchases.	Own items
	SELF2	I consider second-hand clothes to be out of fashion.	
	SELF3	The second hand shop does not offer me clothes I like.	
Affiliation brakes	AFF1	I do not want to look like a miserly if I buy second-hand clothes.	(Durif, Dehling, Rajaobelina & Boivin, 2014)
	AFF2	I do not want to be seen as a low-income person.	
	AFF3	I would not like people to say that I buy second-hand clothes.	
Security and Privacy risk perception	PRIV1	Buying second-hand clothes online is worrying because of potential theft of credit card information.	Own items
	PRIV2	Buying second-hand clothes online is worrying because of the potential sale of personal information to other organisations.	
Time risk perception	TIM1	Searching for an interesting product on a second-hand site takes more time.	(Durif, Dehling, Rajaobelina, & Boivin, 2014) & own items
	TIM2	On second-hand sites, items are hard to find and it is too time consuming.	

Appendix 5: Summary Table of Variables and Items

Brand, product and site risk perception	PROD1	There is not enough information about the seller when buying second-hand clothing online.	(Durif, Dehling, Rajaobelina, & Boivin, 2014) & own items
	PROD2	Buying second hand online is scary because I do not trust the websites or the sellers.	
	PROD3	Ads are not controlled by the site and could be false.	
	PROD4	When buying second-hand online, I am not sure of the authenticity or nature of the product.	
	PROD5	Not being able to see the product before buying it is scary.	
Price risk perception	PRI1	Second-hand purchases online can feel like paying too much because of the shipping costs.	Own items
	PRI2	On second-hand sites, sellers set the price too high.	

6. PCA

1. INT

Correlation Matrix				
	INT1	INT2	INT3	INT4
INT1	1,000	0,658	0,713	0,627
INT2	0,658	1,000	0,870	0,680
INT3	0,713	0,870	1,000	0,749
INT4	0,627	0,680	0,749	1,000

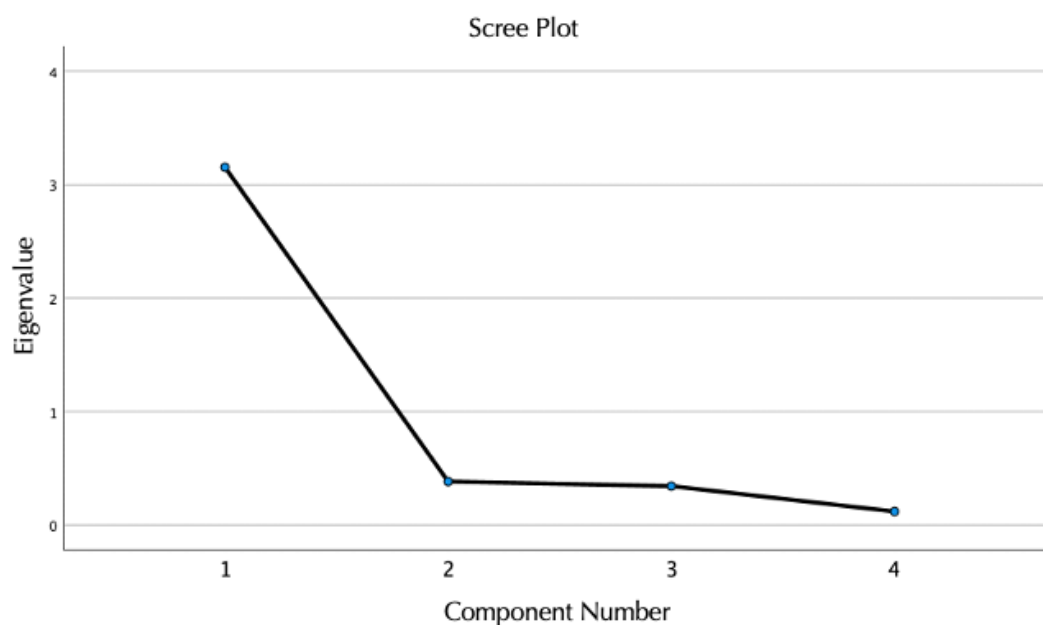
KMO and Bartlett's test		
KMO measure of sample adequacy		0,811
Bartlett's sphericity test	Approx Chi-square	450,577
	df	6,000
	Sig	<,001

Communalities		
	Initial	Extraction
INT1	1	0,704
INT2	1	0,824
INT3	1	0,889
INT4	1	0,737

Extraction Method : Principal Component Analysis

Total Variance explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	% Cumulative	Total	% of Variance	% Cumulative
1	3,155	78,863	78,863	3,155	78,863	78,863
2	0,383	9,582	88,445			
3	0,343	8,575	97,02			
4	0,119	2,98	100			

Extraction Method : Principal Component Analysis



2. INTLI

Correlation Matrix				
	INTLI1	INTLI2	INTLI3	INTLI4
INTLI1	1,000	0,757	0,775	0,705
INTLI2	0,757	1,000	0,893	0,751
INTLI3	0,775	0,893	1,000	0,754
INTLI4	0,705	0,751	0,754	1,000

KMO and Bartlett's test		
KMO measure of sample adequacy		0,839
Bartlett's sphericity test	Approx Chi-square	530,503
	df	6,000
	Sig	<,001

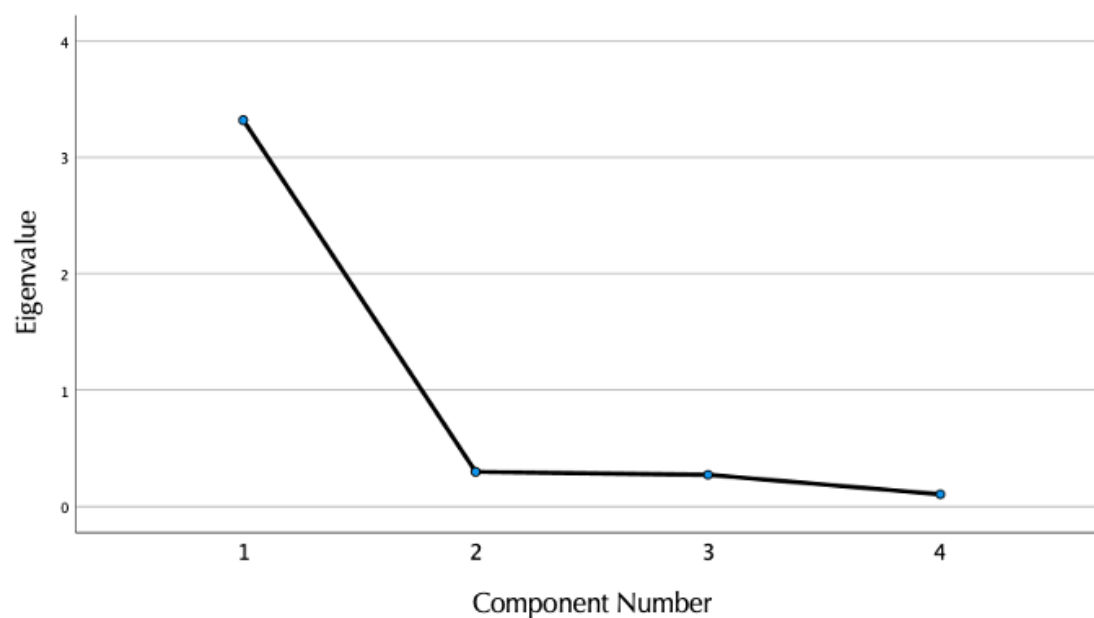
Communalities		
	Initial	Extraction
INTLI1	1	0,786
INTLI2	1	0,876
INTLI3	1	0,887
INTLI4	1	0,771

Extraction Method : Principal Component Analysis

Total Variance explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	% Cumulative	Total	% of Variance	% Cumulative
1	3,32	83,006	83,006	3,32	83,006	83,006
2	0,299	7,485	90,491			
3	0,274	6,846	97,337			
4	0,107	2,663	100			

Extraction Method : Principal Component Analysis

Scree Plot



3. ECO

Correlation Matrix					
	ECO1	ECO2	ECO3	ECO4	ECO5
ECO1	1,000	0,610	0,395	0,029	0,174
ECO2	0,610	1,000	0,440	0,166	0,355
ECO3	0,395	0,440	1,000	0,271	0,326
ECO4	0,029	0,166	0,271	1,000	0,433
ECO5	0,174	0,355	0,326	0,433	1,000

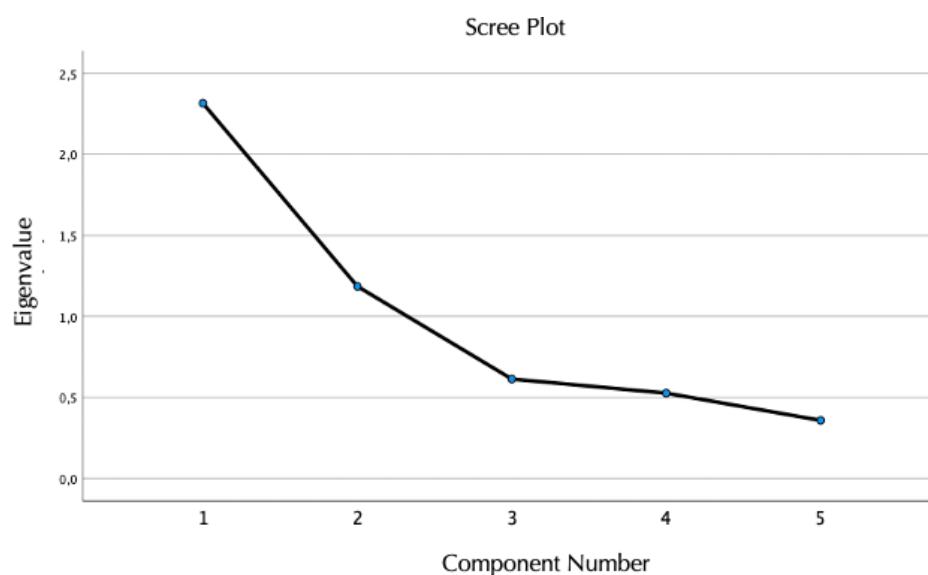
KMO and Bartlett's test		
KMO measure of sample adequacy		0,672
Bartlett's sphericity test	Approx Chi-square	171,160
	df	10,000
	Sig	<,001

Communalities		
	Initial	Extraction
ECO1	1	0,788
ECO2	1	0,749
ECO3	1	0,543
ECO4	1	0,758
ECO5	1	0,664

Extraction Method : Principal Component Analysis

Total Variance explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	% Cumulative	Total	% of Variance	% Cumulative
1	2,315	46,303	46,303	2,315	46,303	46,303
2	1,186	23,716	70,018	1,186	23,716	70,018
3	0,614	12,276	82,294			
4	0,527	10,533	92,827			
5	0,359	7,173	100			

Extraction Method : Principal Component Analysis



4. EXP

Correlation Matrix					
	EXP1	EXP2	EXP3	EXP4	EXP5
EXP1	1,000	0,423	0,228	0,487	0,452
EXP2	0,423	1,000	0,207	0,367	0,400
EXP3	0,228	0,207	1,000	0,273	0,180
EXP4	0,487	0,367	0,273	1,000	0,554
EXP5	0,452	0,400	0,180	0,554	1,000

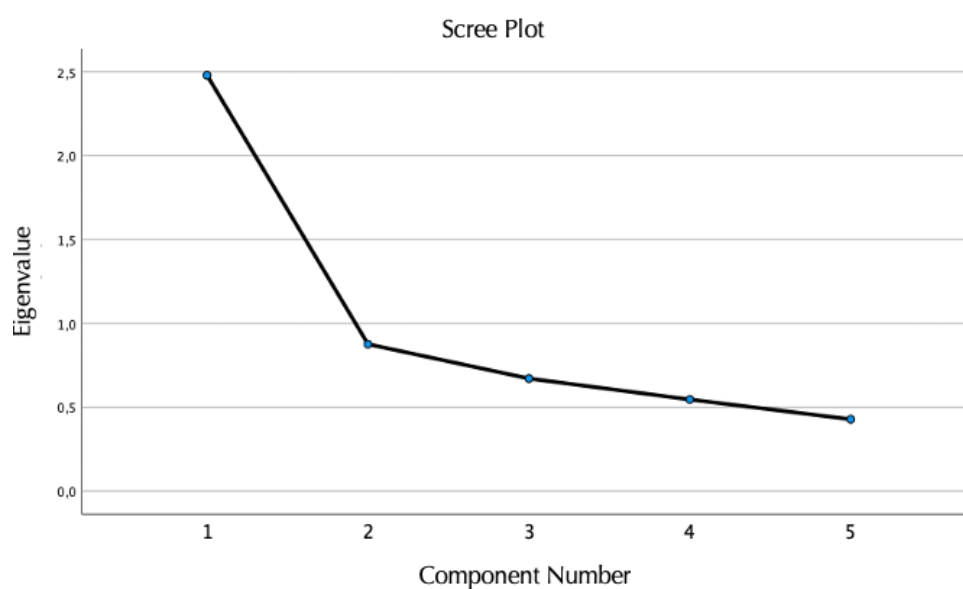
KMO and Bartlett's test		
KMO measure of sample adequacy		0,778
Bartlett's sphericity test	Approx Chi-square	161,339
	df	10,000
	Sig	<,001

Communalities		
	Initial	Extraction
EXP1	1	0,581
EXP2	1	0,47
EXP3	1	0,206
EXP4	1	0,629
EXP5	1	0,594

Extraction Method : Principal Component Analysis

Total Variance explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	% Cumulative	Total	% of Variance	% Cumulative
1	2,48	49,607	49,607	2,48	49,607	49,607
2	0,876	17,514	67,121			
3	0,671	13,416	80,537			
4	0,546	10,913	91,45			
5	0,427	8,55	100			

Extraction Method : Principal Component Analysis



5. CRI

Correlation Matrix			
	CRI1	CRI2	CRI3
CRI1	1,000	0,557	0,182
CRI2	0,557	1,000	0,411
CRI3	0,182	0,411	1,000

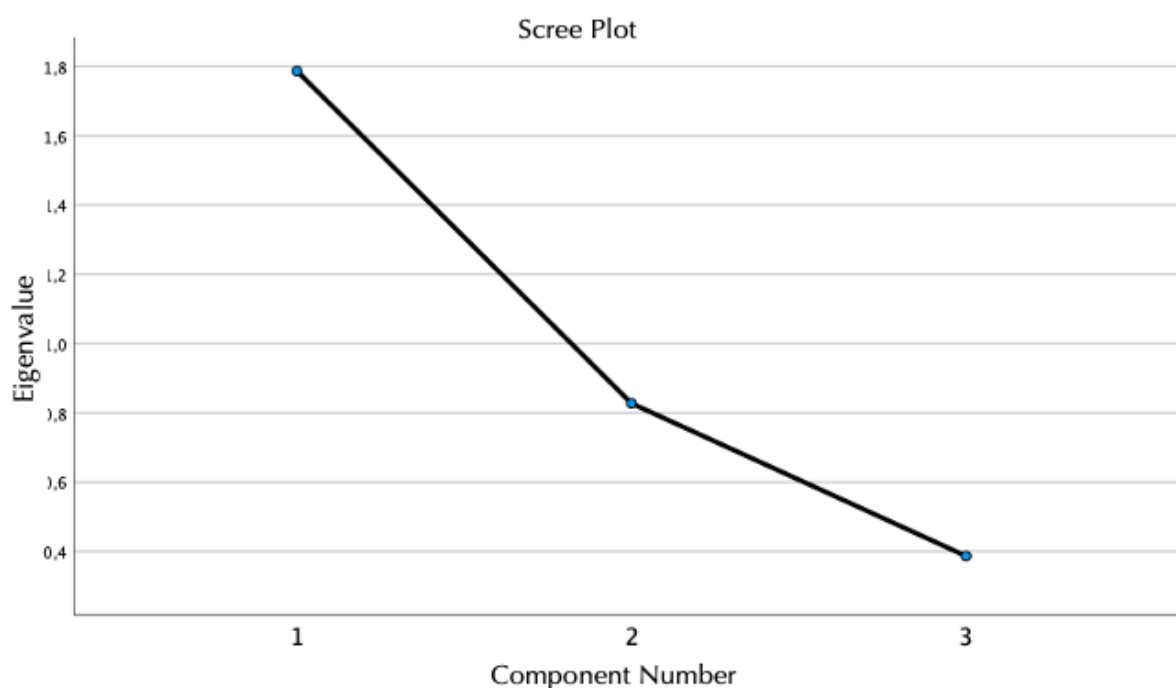
KMO and Bartlett's test		
KMO measure of sample adequacy		0,540
Bartlett's sphericity test	Approx Chi-square	84,025
	df	3,000
	Sig	<,001

Communalities		
	Initial	Extraction
CRI1	1	0,598
CRI2	1	0,778
CRI3	1	0,41

Extraction Method : Principal Component Analysis

Total Variance explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	% Cumulative	Total	% of Variance	% Cumulative
1	1,786	59,531	59,531	1,786	59,531	59,531
2	0,827	27,576	87,107			
3	0,387	12,893	100			

Extraction Method : Principal Component Analysis



6. PRA

Correlation Matrix				
	PRA1	PRA2	PRA3	PRA4
PRA1	1	0,515	0,336	0,3
PRA2	0,515	1	0,327	0,298
PRA3	0,336	0,327	1	0,661
PRA4	0,3	0,298	0,661	1

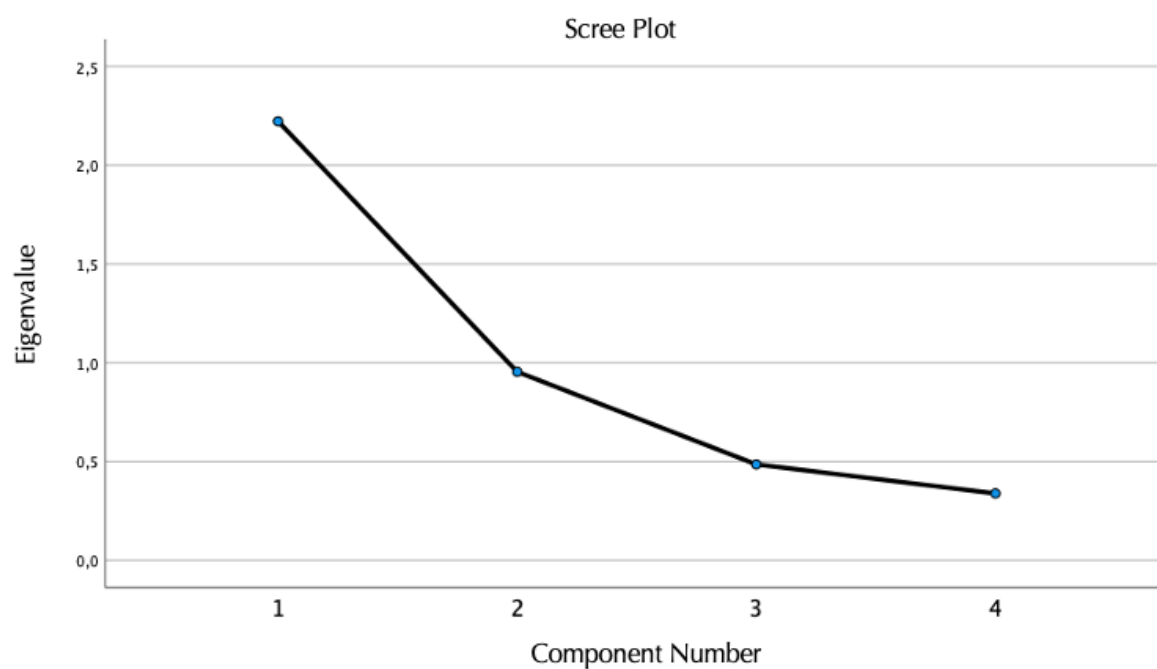
KMO and Bartlett's test		
KMO measure of sample adequacy		0,644
Bartlett's sphericity test	Approx Chi-square	158,269
	df	6,000
	Sig	<,001

Communalities		
	Initial	Extraction
PRA1	1	0,496
PRA2	1	0,489
PRA3	1	0,638
PRA4	1	0,6

Extraction Method : Principal Component Analysis

Total Variance explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	% Cumulative	Total	% of Variance	% Cumulative
1	2,223	55,569	55,569	2,223	55,569	55,569
2	0,954	23,852	79,422			
3	0,485	12,129	91,55			
4	0,338	8,45	100			

Extraction Method : Principal Component Analysis



7. EMO

Correlation Matrix			
	EMO1	EMO2	EMO3
EMO1	1,000	0,117	-0,189
EMO2	0,117	1,000	0,087
EMO3	-0,189	0,087	1,000

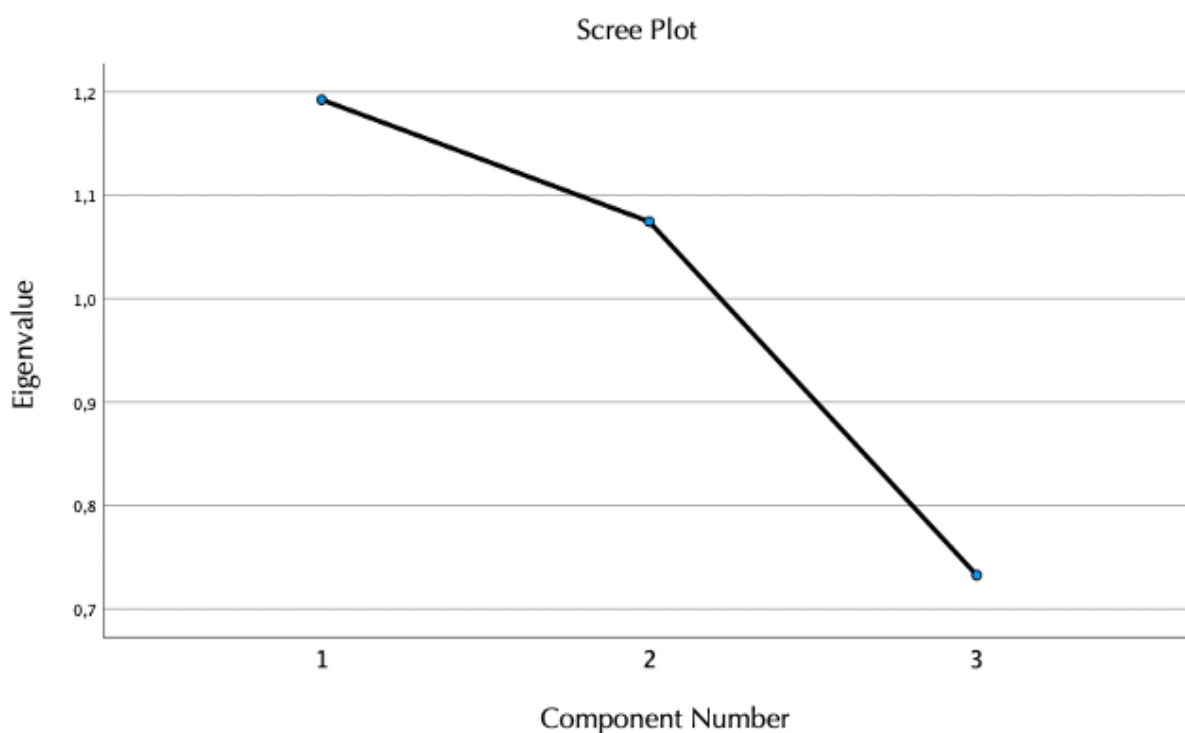
KMO and Bartlett's test		
KMO measure of sample adequacy		0,443
Bartlett's sphericity test	Approx Chi-square	9,430
	df	3,000
	Sig	0,024

Communalities		
	Initial	Extraction
EMO1	1	0,702
EMO2	1	0,834
EMO3	1	0,731

Extraction Method : Principal Component Analysis

Total Variance explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	% Cumulative	Total	% of Variance	% Cumulative
1	1,193	39,751	39,751	1,193	39,751	39,751
2	1,075	35,823	75,574	1,075	35,823	75,574
3	0,733	24,426	100			

Extraction Method : Principal Component Analysis



8. SECU

Correlation Matrix				
	SECU1	SECU2	SECU3	SECU4
SECU1	1	0,511	0,367	0,432
SECU2	0,511	1	0,409	0,36
SECU3	0,367	0,409	1	0,61
SECU4	0,432	0,36	0,61	1

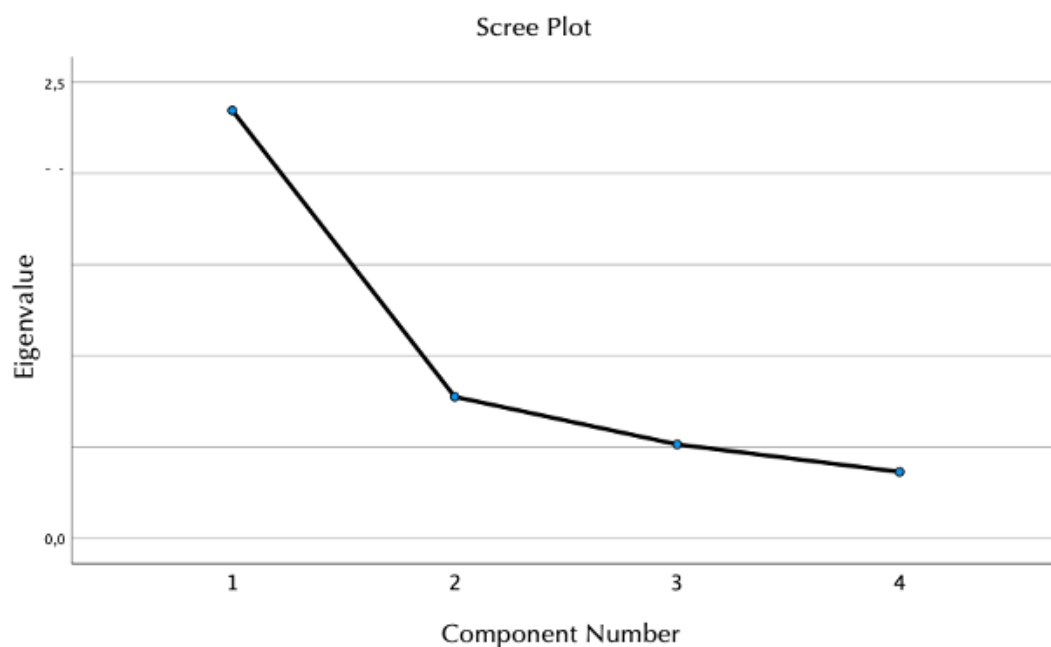
KMO and Bartlett's test		
KMO measure of sample adequacy		0,699
Bartlett's sphericity test	Approx Chi-square	161,282
	df	6,000
	Sig	<,001

Communalities		
	Initial	Extraction
SECU1	1	0,559
SECU2	1	0,54
SECU3	1	0,618
SECU4	1	0,629

Extraction Method : Principal Component Analysis

Total Variance explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	% Cumulative	Total	% of Variance	% Cumulative
1	2,346	58,641	58,641	2,346	58,641	58,641
2	0,776	19,396	78,037			
3	0,515	12,864	90,901			
4	0,364	9,099	100			

Extraction Method : Principal Component Analysis



9. UTI

Correlation Matrix			
	UTI1	UTI2	UTI3
UTI1	1,000	0,304	0,273
UTI2	0,304	1,000	0,362
UTI3	0,273	0,362	1,000

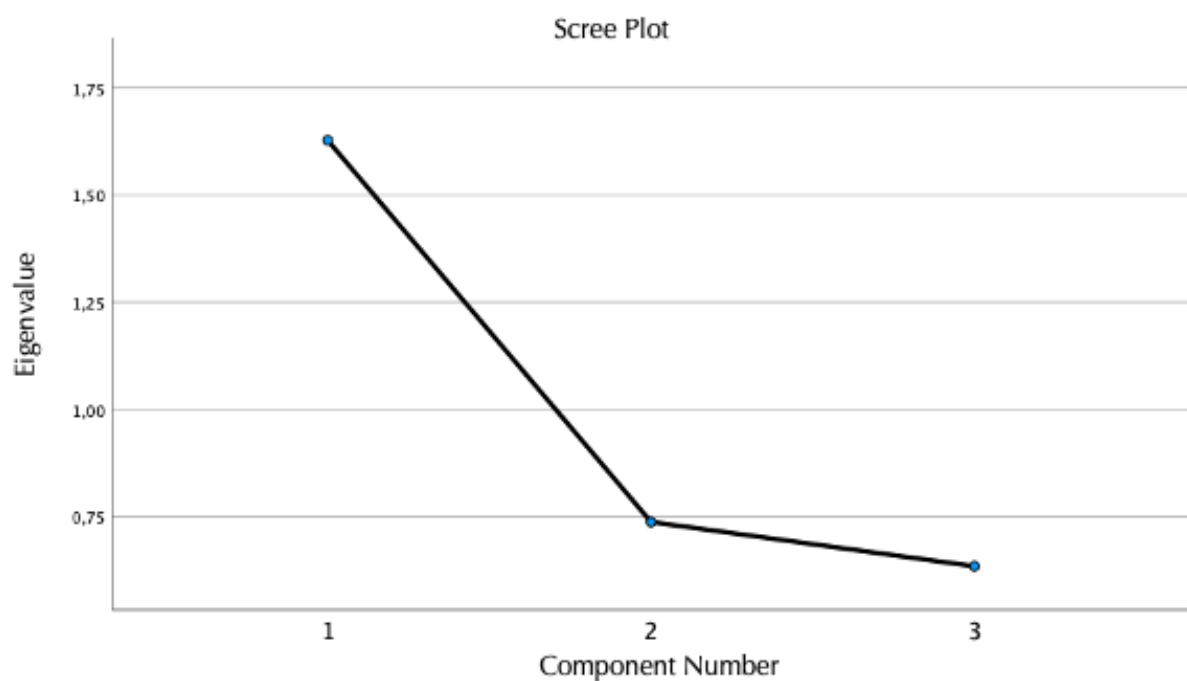
KMO and Bartlett's test		
KMO measure of sample adequacy		0,625
Bartlett's sphericity test	Approx Chi-square	40,849
	df	3,000
	Sig	<,001

Communalities		
	Initial	Extraction
UTI1	1	0,484
UTI2	1	0,588
UTI3	1	0,555

Extraction Method : Principal Component Analysis

Total Variance explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	% Cumulative	Total	% of Variance	% Cumulative
1	1,628	54,265	54,265	1,628	54,265	54,265
2	0,738	24,588	78,853			
3	0,634	21,147	100			

Extraction Method : Principal Component Analysis



10. HEDO

Correlation Matrix				
	HEDO1	HEDO2	HEDO3	HEDO4
HEDO1	1,000	0,395	0,487	0,463
HEDO2	0,395	1,000	0,421	0,406
HEDO3	0,487	0,421	1,000	0,397
HEDO4	0,463	0,406	0,397	1,000

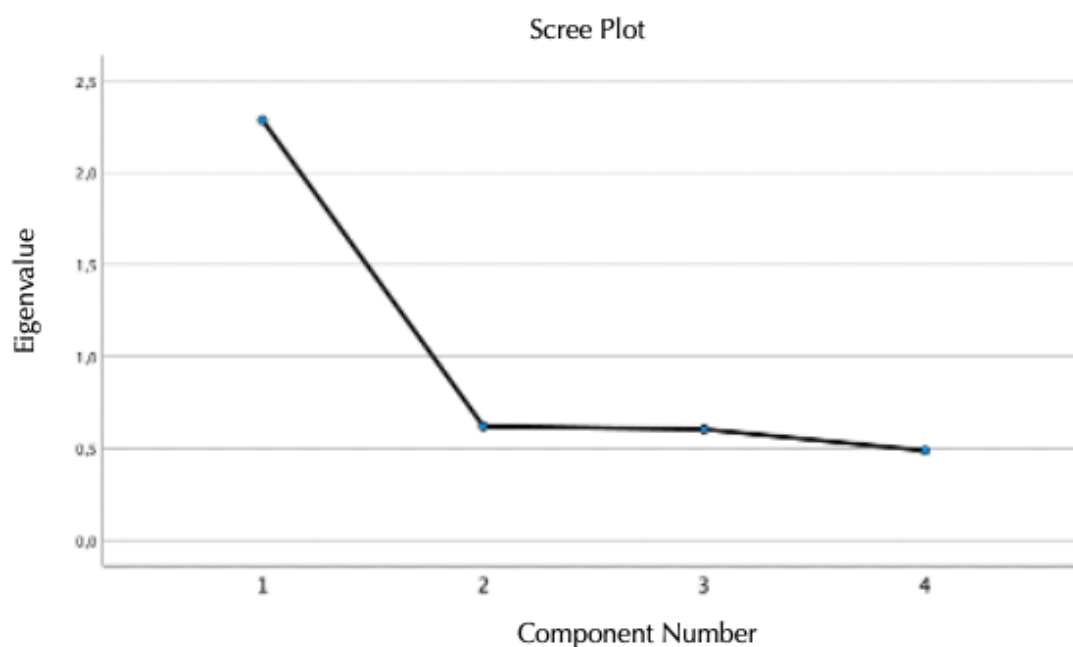
KMO and Bartlett's test		
KMO measure of sample adequacy		0,764
Bartlett's sphericity test	Approx Chi-square	130,314
	df	6,000
	Sig	<,001

Communalities		
	Initial	Extraction
HEDO1	1	0,612
HEDO2	1	0,528
HEDO3	1	0,586
HEDO4	1	0,559

Extraction Method : Principal Component Analysis

Total Variance explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	% Cumulative	Total	% of Variance	% Cumulative
1	2,286	57,158	57,158	2,286	57,158	57,158
2	0,621	15,52	72,678			
3	0,604	15,106	87,784			
4	0,489	12,216	100			

Extraction Method : Principal Component Analysis



11. SELF

Correlation Matrix			
	SELF1	SELF2	SELF3
SELF1	1,000	0,544	0,353
SELF2	0,544	1,000	0,558
SELF3	0,353	0,558	1,000

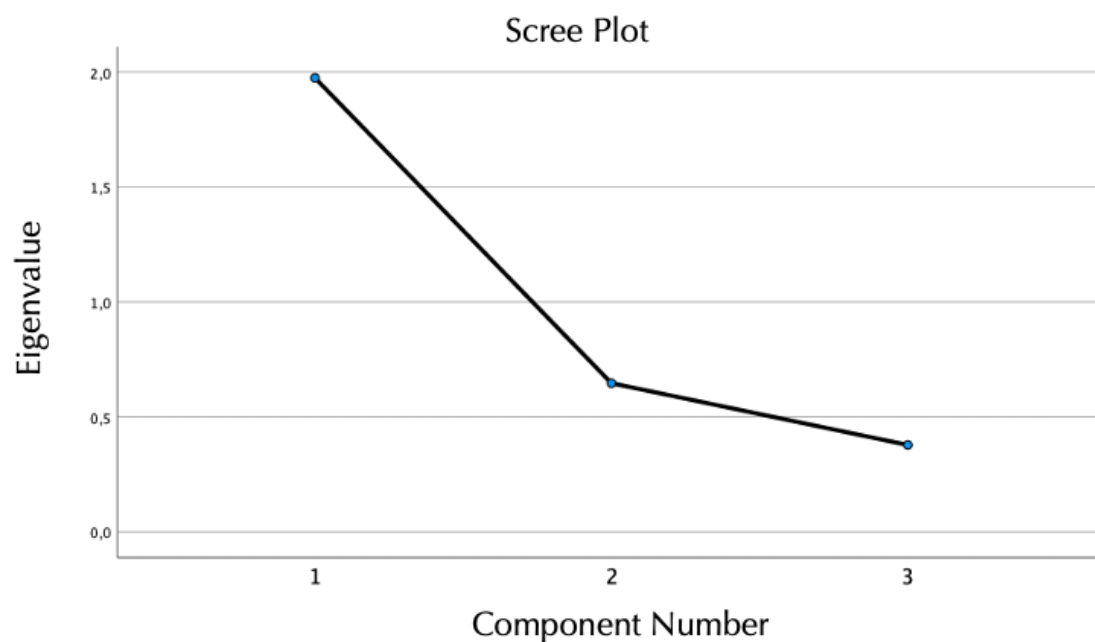
KMO and Bartlett's test		
KMO measure of sample adequacy		0,635
Bartlett's sphericity test	Approx Chi-square	109,301
	df	3,000
	Sig	<,001

Communalities		
	Initial	Extraction
SELF1	1	0,596
SELF2	1	0,769
SELF3	1	0,61

Extraction Method : Principal Component Analysis

Total Variance explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	% Cumulative	Total	% of Variance	% Cumulative
1	1,975	65,838	65,838	1,975	65,838	65,838
2	0,647	21,563	87,401			
3	0,378	12,599	100			

Extraction Method : Principal Component Analysis



12. AFF

Correlation Matrix			
	AFF1	AFF2	AFF3
AFF1	1,000	0,875	0,750
AFF2	0,875	1,000	0,683
AFF3	0,750	0,683	1,000

KMO and Bartlett's test		
KMO measure of sample adequacy		0,703
Bartlett's sphericity test	Approx Chi-square	343,459
	df	3,000
	Sig	<,001

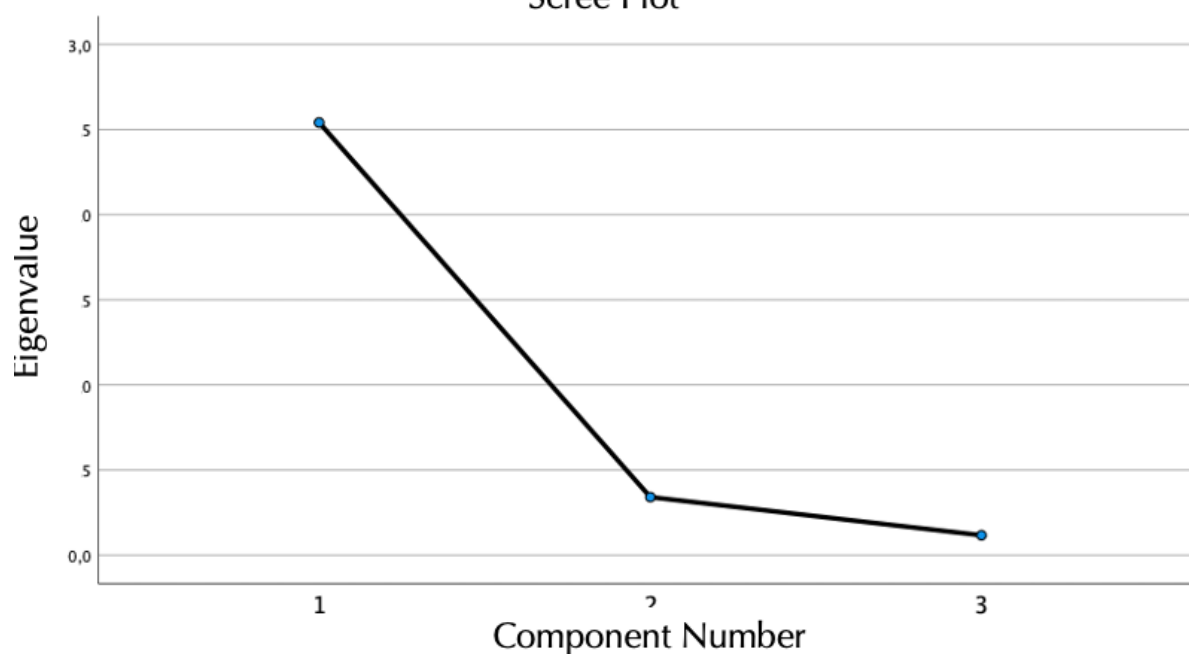
Communalities		
	Initial	Extraction
AFF1	1	0,91
AFF2	1	0,864
AFF3	1	0,767

Extraction Method : Principal Component Analysis

Total Variance explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	% Cumulative	Total	% of Variance	% Cumulative
1	2,542	84,719	84,719	2,542	84,719	84,719
2	0,341	11,379	96,098			
3	0,117	3,902	100			

Extraction Method : Principal Component Analysis

Scree Plot



13. PRIV

Correlation Matrix		
	PRIV1	PRIV2
PRIV1	1,000	0,755
PRIV2	0,755	1,000

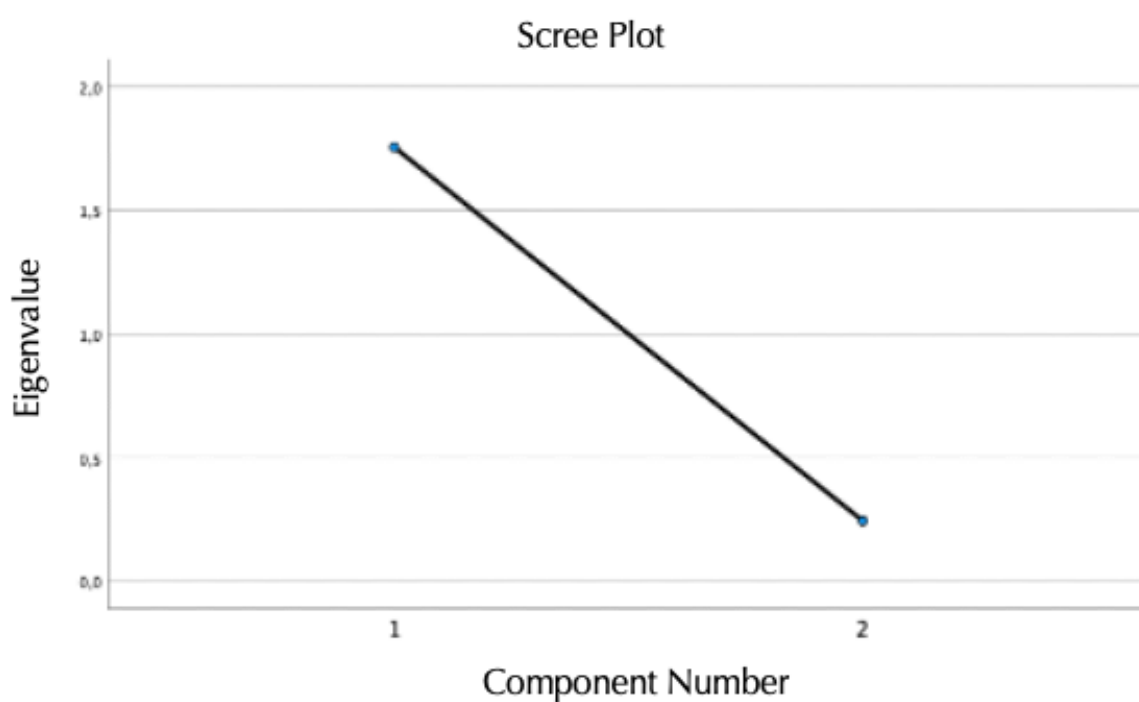
KMO and Bartlett's test		
KMO measure of sample adequacy		0,500
Bartlett's sphericity test	Approx Chi-square	127,161
	df	1,000
	Sig	<,001

Communalities		
	Initial	Extraction
PRIV1	1	0,878
PRIV2	1	0,878

Extraction Method : Principal Component Analysis

Total Variance explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	% Cumulative	Total	% of Variance	% Cumulative
1	1,755	87,763	87,763	1,755	87,763	87,763
2	0,245	12,237	100			

Extraction Method : Principal Component Analysis



14. TIM

Correlation Matrix		
	TIM1	TIM2
TIM1	1,000	0,645
TIM2	0,645	1,000

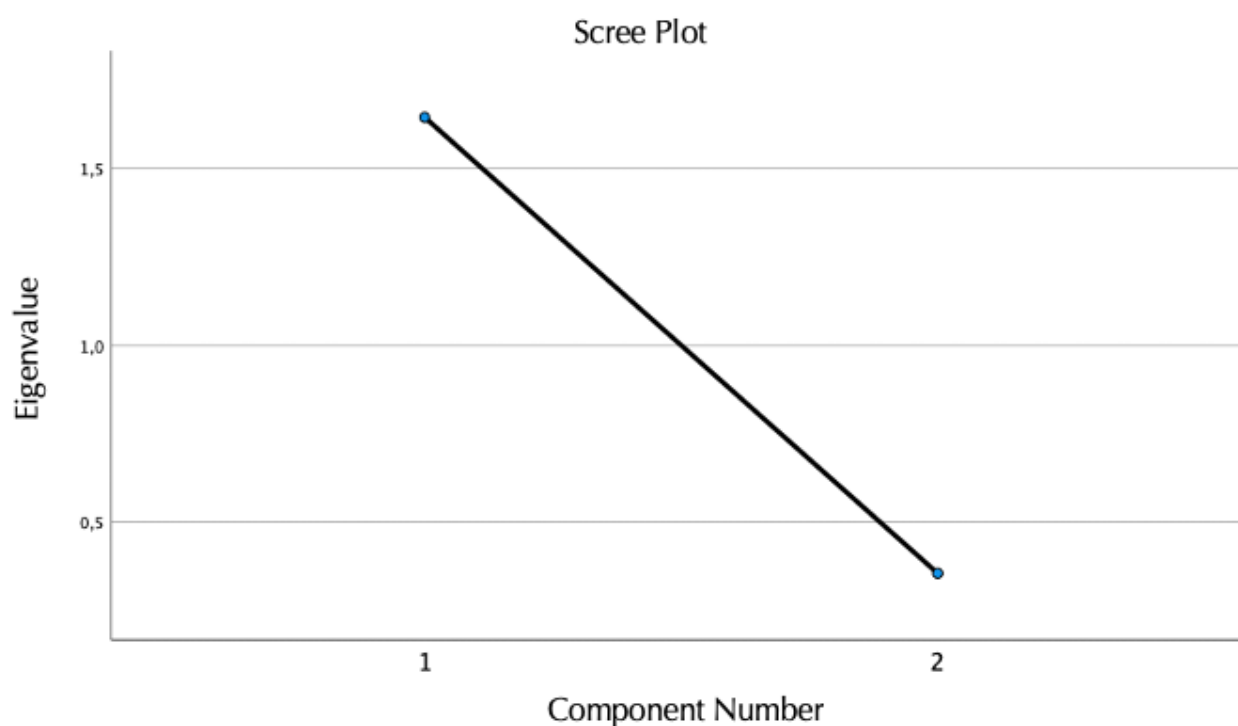
KMO and Bartlett's test		
KMO measure of sample adequacy		0,500
Bartlett's sphericity test	Approx Chi-square	81,044
	df	1,000
	Sig	<,001

Communalities		
	Initial	Extraction
TIM1	1	0,823
TIM2	1	0,823

Extraction Method : Principal Component Analysis

Total Variance explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	% Cumulative	Total	% of Variance	% Cumulative
1	1,645	82,264	82,264	1,645	82,264	82,264
2	0,355	17,736	100			

Extraction Method : Principal Component Analysis



15. PROD

Correlation Matrix					
	PROD1	PROD2	PROD3	PROD4	PROD5
PROD1	1,000	0,575	0,385	0,318	0,297
PROD2	0,575	1,000	0,473	0,397	0,379
PROD3	0,385	0,473	1,000	0,523	0,276
PROD4	0,318	0,397	0,523	1,000	0,364
PROD5	0,297	0,379	0,276	0,364	1,000

KMO and Bartlett's test		
KMO measure of sample adequacy		0,762
Bartlett's sphericity test	Approx Chi-square	189,805
	df	10,000
	Sig	<,001

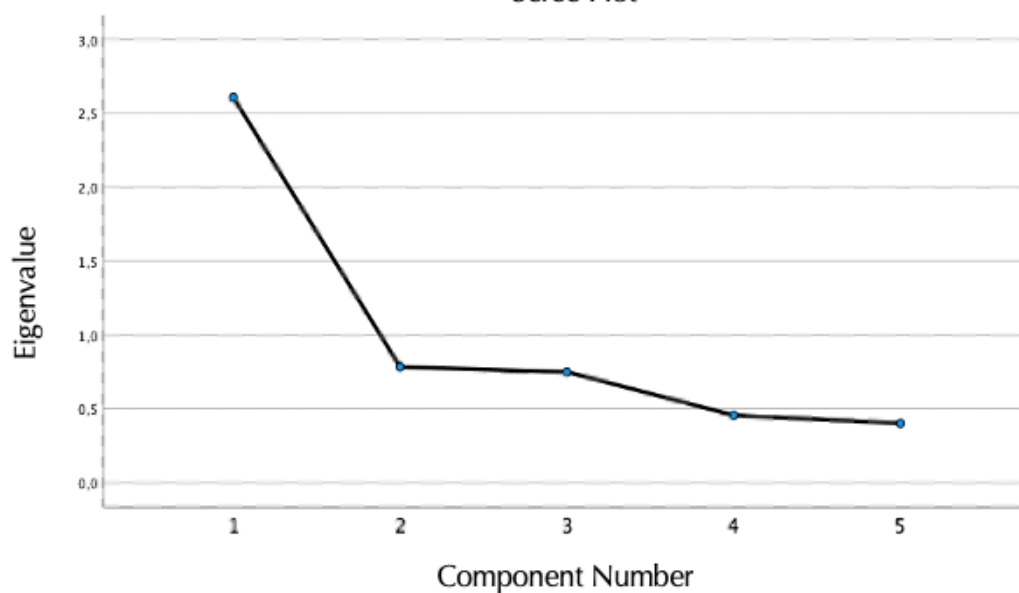
Communalities		
	Initial	Extraction
PROD1	1	0,518
PROD2	1	0,638
PROD3	1	0,558
PROD4	1	0,520
PROD5	1	0,375

Extraction Method : Principal Component Analysis

Total Variance explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	% Cumulative	Total	% of Variance	% Cumulative
1	2,609	52,176	52,176	2,609	52,176	52,176
2	0,783	15,669	67,845			
3	0,75	14,991	82,835			
4	0,456	9,129	91,964			
5	0,402	8,036	100			

Extraction Method : Principal Component Analysis

Scree Plot



16. PRIX

Correlation Matrix		
	PRIX1	PRIX2
PRIX1	1,000	0,243
PRIX2	0,243	1,000

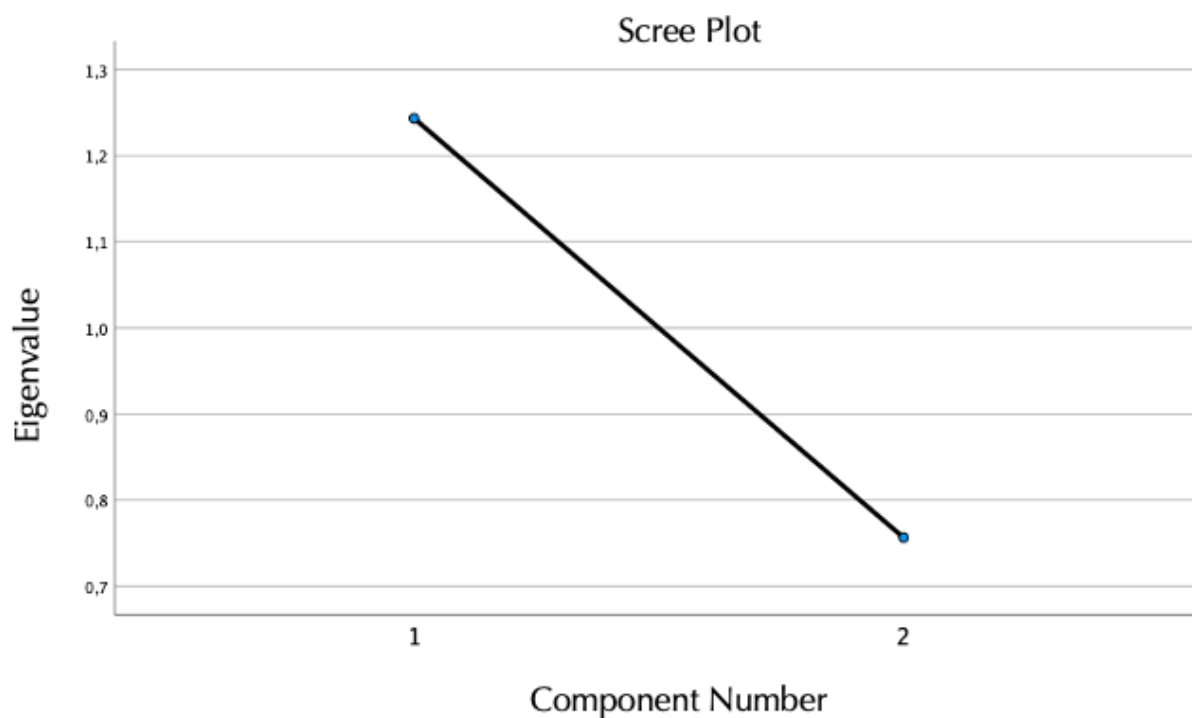
KMO and Bartlett's test		
KMO measure of sample adequacy		0,500
Bartlett's sphericity test	Approx Chi-square	9,194
	df	1,000
	Sig	0,002

Communalities		
	Initial	Extraction
PRIX1	1	0,622
PRIX2	1	0,622

Extraction Method : Principal Component Analysis

Total Variance explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	% Cumulative	Total	% of Variance	% Cumulative
1	1,243	62,172	62,172	1,243	62,172	62,172
2	0,757	37,828	100			

Extraction Method : Principal Component Analysis



7. Cronbach's Alpha when 1 item is deleted

7.1. Second-hand clothing purchase intention

Item - Total statistics				
	Scale Mean if Item deleted	Scale Variance if item deleted	Corrected Item - Total Correlation	Cronbach's Alpha is Item Deleted
INT1	11,92	8,665	0,725	0,907
INT2	12,5	6,831	0,828	0,871
INT3	12,45	7,131	0,892	0,845
INT4	12,41	7,782	0,751	0,896

7.2. Online second-hand clothing purchase intention

Item - Total statistics				
	Scale Mean if Item deleted	Scale Variance if item deleted	Corrected Item - Total Correlation	Cronbach's Alpha is Item Deleted
INTL1	10,29	11,893	0,801	0,923
INTL2	10,86	10,711	0,88	0,897
INTL3	10,78	10,832	0,891	0,894
INTL4	10,73	11,869	0,789	0,927

7.3. Economic motivations

Item - Total statistics				
	Scale Mean if Item deleted	Scale Variance if item deleted	Corrected Item - Total Correlation	Cronbach's Alpha is Item Deleted
ECO1	15,01	7,704	0,391	0,656
ECO2	15,14	6,874	0,54	0,598
ECO3	15,53	6,277	0,507	0,602
ECO4	16,31	6,506	0,33	0,699
ECO5	15,81	6,484	0,487	0,612

7.4. Experiential motivations

Item - Total statistics				
	Scale Mean if Item deleted	Scale Variance if item deleted	Corrected Item - Total Correlation	Cronbach's Alpha is Item Deleted
EXP1	6,13	3,522	0,533	0,713
EXP4	6,02	3,454	0,611	0,622
EXP5	5,65	3,491	0,582	0,655

7.5. Critical motivations

Item - Total statistics				
	Scale Mean if Item deleted	Scale Variance if item deleted	Corrected Item - Total Correlation	Cronbach's Alpha is Item Deleted
CR1	3,91	1,189	0,557	.
CR2	4,48	0,554	0,557	.

7.6. Practical motivations

Item - Total statistics				
	Scale Mean if Item deleted	Scale Variance if item deleted	Corrected Item - Total Correlation	Cronbach's Alpha is Item Deleted
PRA3	4	0,605	0,515	.
PRA4	3,73	0,816	0,515	.

7.7. Emotional motivations

Item - Total statistics				
	Scale Mean if Item deleted	Scale Variance if item deleted	Corrected Item - Total Correlation	Cronbach's Alpha is Item Deleted
EMO1	6,12	2,162	-0,057	0,16
EMO2	6,96	1,656	0,159	-0,467
EMO3	6,48	2,12	-0,071	0,209

7.8. Security brakes

Item - Total statistics				
	Scale Mean if Item deleted	Scale Variance if item deleted	Corrected Item - Total Correlation	Cronbach's Alpha is Item Deleted
SECU1	6,03	5,381	0,526	0,713
SECU2	6,32	5,68	0,524	0,719
SECU3	5,9	3,997	0,591	0,694
SECU4	6,48	4,922	0,619	0,663

7.9. Utiliatry brakes

Item - Total statistics				
	Scale Mean if Item deleted	Scale Variance if item deleted	Corrected Item - Total Correlation	Cronbach's Alpha is Item Deleted
UTI2	2	0,474	0,362	.
UTI3	3,01	0,954	0,362	.

7.10. Hedonistic brakes

Item - Total statistics				
	Scale Mean if Item deleted	Scale Variance if item deleted	Corrected Item - Total Correlation	Cronbach's Alpha is Item Deleted
HEDO1	7,39	6,462	0,573	0,672
HEDO2	6,8	6,803	0,51	0,709
HEDO3	7,38	7,276	0,557	0,684
HEDO4	7,47	7,146	0,537	0,693

7.11. Self-expression brakes

Item - Total statistics				
	Scale Mean if Item deleted	Scale Variance if item deleted	Corrected Item - Total Correlation	Cronbach's Alpha is Item Deleted
SELF1	3,92	2,394	0,492	0,699
SELF2	3,98	2,519	0,669	0,522
SELF3	3,56	2,222	0,505	0,694

7.12. Affiliation brakes

Item - Total statistics				
	Scale Mean if Item deleted	Scale Variance if item deleted	Corrected Item - Total Correlation	Cronbach's Alpha is Item Deleted
AFF1	3,45	3,078	0,891	0,806
AFF2	3,43	3,089	0,839	0,854
AFF3	3,58	3,838	0,739	0,933

7.13. Security and privacy risk perception

Item - Total statistics				
	Scale Mean if Item deleted	Scale Variance if item deleted	Corrected Item - Total Correlation	Cronbach's Alpha is Item Deleted
PRIV1	2,62	1,197	0,755	.
PRIV2	2,67	1,156	0,755	.

7.14. Time risk perception

Item - Total statistics				
	Scale Mean if Item deleted	Scale Variance if item deleted	Corrected Item - Total Correlation	Cronbach's Alpha is Item Deleted
TIM1	3,18	0,953	0,645	.
TIM2	3,4	1,044	0,645	.

7.15. Product, brand and site risk perception

Item - Total statistics				
	Scale Mean if Item deleted	Scale Variance if item deleted	Corrected Item - Total Correlation	Cronbach's Alpha is Item Deleted
PROD1	9,91	5,215	0,545	0,714
PROD2	10,12	4,517	0,625	0,67
PROD3	9,37	5,262	0,577	0,697
PROD4	9,22	5,819	0,507	0,734

7.16. Price risk perception

Item - Total statistics				
	Scale Mean if Item deleted	Scale Variance if item deleted	Corrected Item - Total Correlation	Cronbach's Alpha is Item Deleted
PRIX1	2,88	0,618	0,243	.
PRIX2	3,08	0,889	0,243	.

8. Summary table: items & Cronbach's Alpha

Variable		# items			Cronbach's Alpha		
Initial	Final	Initial	After Communalities	Final	Initial	After Communalities	Final
Purchase intention regarding second-hand clothes	INT	4	4	4	0,908	0,908	0,908
Online purchase intention regarding second-hand clothes	INTLI	4	4	4	0,932	0,932	0,932
Economic motivation	ECO	5	5	4	0,684	0,684	0,699
Experiential motivation	EXP	5	3	3	0,741	0,748	0,748
Critical motivation	CRI	3	2	1	0,637	0,683	/
Practical motivation	PRA	4	2	2	0,73	0,796	0,796
Emotional motivation	EMO	3	3	1	0,004	0,004	/
Security brake	SECU	4	4	4	0,756	0,756	0,756
Utilitarian brake	UTI	3	2	1	0,555	0,509	/
Hedonistic brake	HEDO	4	4	4	0,748	0,748	0,748
Self-expression brake	SELF	3	3	3	0,723	0,723	0,723
Affiliation brake	AFF	3	3	3	0,909	0,909	0,909
Security and Privacy risk perception	PRIV	2	2	2	0,86	0,86	0,86
Time risk perception	TIM	2	2	2	0,784	0,784	0,784
Product-Brand-Site risk perception	PROD	5	4	4	0,768	0,762	0,762
Price risk perception	PRIX	2	2	1	0,386	0,386	/

9. Summary demographics: quantitative analysis

Features	N	%
GENDER		
<i>Female</i>	121	79,1
<i>Male</i>	32	20,9
AGE GROUP		
<i>15 years or less</i>	0	0
<i>Between 15 and 19 years</i>	19	12,4
<i>Between 20 and 24 years</i>	75	49
<i>Between 25 and 29 years</i>	15	9,8
<i>Between 30 and 34 years</i>	4	2,6
<i>Between 35 and 39 years</i>	1	0,7
<i>Between 40 and 44 years</i>	6	3,9
<i>Between 45 and 49 years</i>	4	2,6
<i>Between 50 and 54 years</i>	12	7,8
<i>Between 55 and 59 years</i>	10	6,5
<i>60 years or more</i>	7	4,6
FREQUENCY		
<i>At least once a week</i>	5	3,3
<i>A few times a month</i>	38	24,8
<i>Once a month</i>	37	24,2
<i>Once every two months</i>	30	19,6
<i>Once every three months</i>	15	9,8
<i>Once every four months</i>	7	4,6
<i>Once every five months</i>	4	2,6
<i>Once every six months</i>	8	5,2
<i>Less than once every six months</i>	9	5,9
SECOND-HAND PURCHASES IN THE LAST 12 MONTHS?		
<i>Yes</i>	110	71,9
<i>No</i>	43	28,1

10. Anova Tests

1. There is no significant difference between the genders when it comes to past second-hand purchases. $P\text{-value}=0,077$ ($>0,05$)

ANOVA						
Have you bought second-hand clothes during the past 12 months?						
		Sum of Squares	df	Mean square	F	Sig.
Gender	Between groups	0,634	1	0,634	3,163	0,077
	Within groups	30,281	151	0,201		
	Total	30,915	152			

2. There are however significant differences between the age groups when it comes to this same question. $P\text{-value}<0,001$ ($<0,05$). The Bonferroni test shows us where this significant difference is exactly. It can be seen that it is between the age groups [20-24 ; 25-30 years old] and [55-59 ; more than or exactly 60 years old] that there is a difference that is statistically significant. The two younger age groups have indeed both a higher proportion of positive answers than the two older groups.

ANOVA						
Have you bought second-hand clothes during the past 12 months?						
		Sum of Squares	df	Mean square	F	Sig.
Age	Between groups	6,685	9	0,743	4,383	<,001
	Within groups	24,231	143	0,169		
	Total	30,915	152			

BONFERRONI Dependent Variable: INT				
(I)	(J)	Mean Diff (I-J)	Std. Error	Sig.
15-19	20-24	-0,27035	0,22113	1
	25-29	-0,22368	0,29737	1
	30-34	-0,22368	0,47363	1
	40-44	0,27632	0,40318	1
	45-49	0,08882	0,47363	1
	50-54	-0,18202	0,31747	1
	55-59	0,62632	0,33636	1
	>=60	1,02632	0,38067	0,283
20-24	15-19	0,27035	0,22113	1
	25-29	0,04667	0,24352	1
	30-34	0,04667	0,44181	1
	40-44	0,54667	0,36528	1
	45-49	0,35917	0,44181	1
	50-54	0,08833	0,26768	1
	55-59	0,89667	0,28984	0,086
	>=60	1,29667*	0,34026	0,007
25-29	15-19	0,22368	0,29737	1
	20-24	-0,04667	0,24352	1
	30-34	0	0,48449	1
	40-44	0,5	0,41588	1
	45-49	0,3125	0,48449	1
	50-54	0,04167	0,33345	1
	55-59	0,85	0,35149	0,607
	>=60	1,25	0,39409	0,067
30-34	15-19	0,22368	0,47363	1
	20-24	-0,04667	0,44181	1
	25-29	0	0,48449	1
	40-44	0,5	0,55575	1
	45-49	0,3125	0,60879	1
	50-54	0,04167	0,49708	1
	55-59	0,85	0,50935	1
	>=60	1,25	0,53964	0,791
40-44	15-19	-0,27632	0,40318	1
	20-24	-0,54667	0,36528	1
	25-29	-0,5	0,41588	1
	30-34	-0,5	0,55575	1
	45-49	-0,1875	0,55575	1
	50-54	-0,45833	0,43048	1
	55-59	0,35	0,4446	1
	>=60	0,75	0,479	1
45-49	15-19	-0,08882	0,47363	1
	20-24	-0,35917	0,44181	1
	25-29	-0,3125	0,48449	1
	30-34	-0,3125	0,60879	1
	40-44	0,1875	0,55575	1
	50-54	-0,27083	0,49708	1
	55-59	0,5375	0,50935	1
	>=60	0,9375	0,53964	1
50-54	15-19	0,18202	0,31747	1
	20-24	-0,08833	0,26768	1
	25-29	-0,04167	0,33345	1
	30-34	-0,04167	0,49708	1
	40-44	0,45833	0,43048	1
	45-49	0,27083	0,49708	1
	55-59	0,80833	0,36864	1
	>=60	1,20833	0,40947	0,133
55-59	15-19	-0,62632	0,33636	1
	20-24	-0,89667	0,28984	0,086
	25-29	-0,85	0,35149	0,607
	30-34	-0,85	0,50935	1
	40-44	-0,35	0,4446	1
	45-49	-0,5375	0,50935	1
	50-54	-0,80833	0,36864	1
	>=60	0,4	0,42429	1
>=60	15-19	-1,02632	0,38067	0,283
	20-24	-1,29667*	0,34026	0,007
	25-29	-1,25	0,39409	0,067
	30-34	-1,25	0,53964	0,791
	40-44	-0,75	0,479	1
	45-49	-0,9375	0,53964	1
	50-54	-1,20833	0,40947	0,133
	55-59	-0,4	0,42429	1

3. There are also significant differences between the age groups when it comes to the second-hand purchase intention. $P\text{-value} < 0,005$ ($< 0,05$). The Bonferroni test shows that it is between the age group 20-24 years old and more than or exactly 60 years old that there is a difference that is statistically significant. The age group 20-24 has indeed a higher purchase intention than the more than or exactly 60 years old.

ANOVA						
Second-hand purchase intention						
		Sum of Squares	df	Mean square	F	Sig.
Age	Between groups	18,587	9	2,065	2,786	0,005
	Within groups	106	143	0,741		
	Total	124,587	152			

BONFERRONI (Bought second-hand clothes during the past 12 months?)									
(I)	(J)	Mean Diff (I-J)	Std. Error	Sig.					
15-19	20-24	0,156	0,106	1	45-49	15-19	-0,066	0,226	1
	25-29	0,249	0,142	1		20-24	0,09	0,211	1
	30-34	-0,184	0,226	1		25-29	0,183	0,232	1
	40-44	-0,018	0,193	1		30-34	-0,25	0,291	1
	45-49	0,066	0,226	1		40-44	-0,083	0,266	1
	50-54	-0,184	0,152	1		50-54	-0,25	0,238	1
	55-59	-0,484	0,161	0,111		55-59	-0,55	0,244	0,915
	>=60	-0,398	0,182	1		>=60	-0,464	0,258	1
20-24	15-19	-0,156	0,106	1	50-54	15-19	0,184	0,152	1
	25-29	0,093	0,116	1		20-24	0,34	0,128	0,316
	30-34	-0,34	0,211	1		25-29	0,433	0,159	0,266
	40-44	-0,173	0,175	1		30-34	0	0,238	1
	45-49	-0,09	0,211	1		40-44	0,167	0,206	1
	50-54	-0,34	0,128	0,316		45-49	0,25	0,238	1
	55-59	-,640*	0,139	<,001		55-59	-0,3	0,176	1
	>=60	-,554*	0,163	0,031		>=60	-0,214	0,196	1
25-29	15-19	-0,249	0,142	1	55-59	15-19	0,484	0,161	0,111
	20-24	-0,093	0,116	1		20-24	,640*	0,139	<,001
	30-34	-0,433	0,232	1		25-29	,733*	0,168	<,001
	40-44	-0,267	0,199	1		30-34	0,3	0,244	1
	45-49	-0,183	0,232	1		40-44	0,467	0,213	1
	50-54	-0,433	0,159	0,266		45-49	0,55	0,244	0,915
	55-59	-,733*	0,168	<,001		50-54	0,3	0,176	1
	>=60	-,648*	0,188	0,028		>=60	0,086	0,203	1
30-34	15-19	0,184	0,226	1	>=60	15-19	0,398	0,182	1
	20-24	0,34	0,211	1		20-24	,554*	0,163	0,031
	25-29	0,433	0,232	1		25-29	,648*	0,188	0,028
	40-44	0,167	0,266	1		30-34	0,214	0,258	1
	45-49	0,25	0,291	1		40-44	0,381	0,229	1
	50-54	0	0,238	1		45-49	0,464	0,258	1
	55-59	-0,3	0,244	1		50-54	0,214	0,196	1
	>=60	-0,214	0,258	1		55-59	-0,086	0,203	1
40-44	15-19	0,018	0,193	1					
	20-24	0,173	0,175	1					
	25-29	0,267	0,199	1					
	30-34	-0,167	0,266	1					
	45-49	0,083	0,266	1					
	50-54	-0,167	0,206	1					
	55-59	-0,467	0,213	1					
	>=60	-0,381	0,229	1					

4. There is no significant difference between the age when it comes to online second-hand purchase intention. P-value=0,128 (>0,05)

ANOVA						
Online second-hand purchase intention						
		Sum of Squares	df	Mean square	F	Sig.
Age	Between groups	16,878	9	1,875	1,576	0,128
	Within groups	170,15	143	1,19		
	Total	187,028	152			

11. Hypothesis testing: Simple Linear Regressions

H1: Independent variable ECO – Dependent variable INT

Coefficients

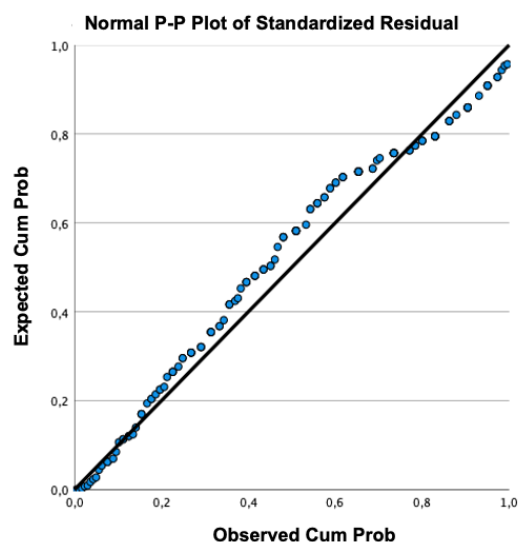
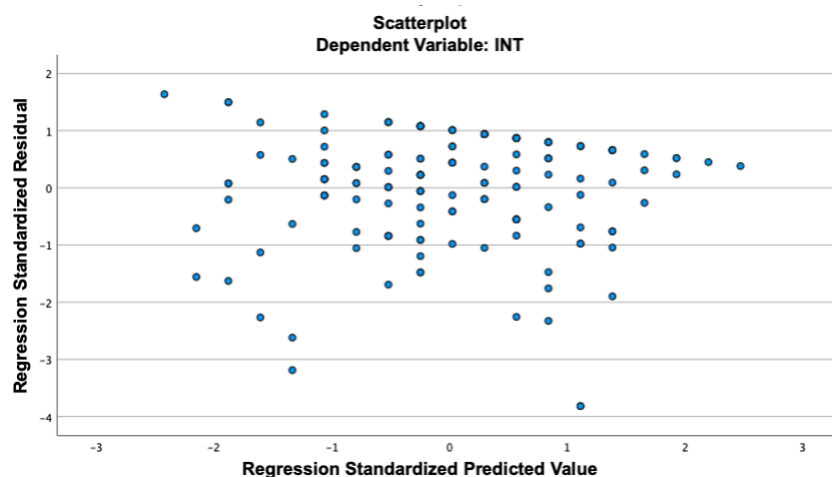
		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
Model		B	Std. Error	Bêta	t	Sig.	Tolerance	VIF
1	(Constant)	2,318	0,454		5,11	<,001		
	ECO	0,438	0,11	0,309	3,99	<,001	1	1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0,309	0,095	0,089	0,86394	1,897

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11,882	1	11,882	15,92	<,001
	Residual	112,704	151	0,746		
	Total	124,587	152			



H2: Independent variable EXP – Dependent variable INT

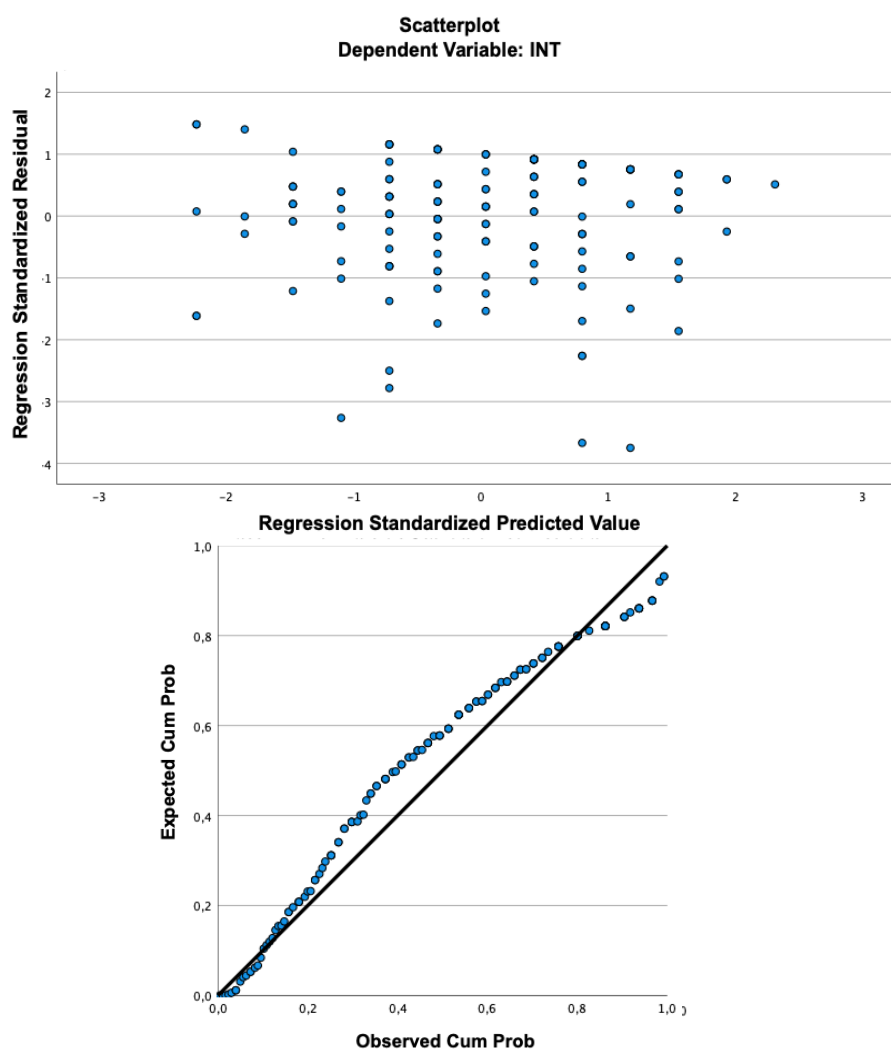
Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Bêta	t	Sig.	Tolerance	VIF
1	(Constant)	3,467	0,253		13,687	<,001		
	EXP	0,215	0,082	0,209	2,632	0,009	1	1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0,209	0,044	0,038	0,88819	1,948

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,465	1	5,465	6,927	0,009
	Residual	119,122	151	0,789		
	Total	124,587	152			



H3: Independent variable CRI – Dependent variable INT

Coefficients

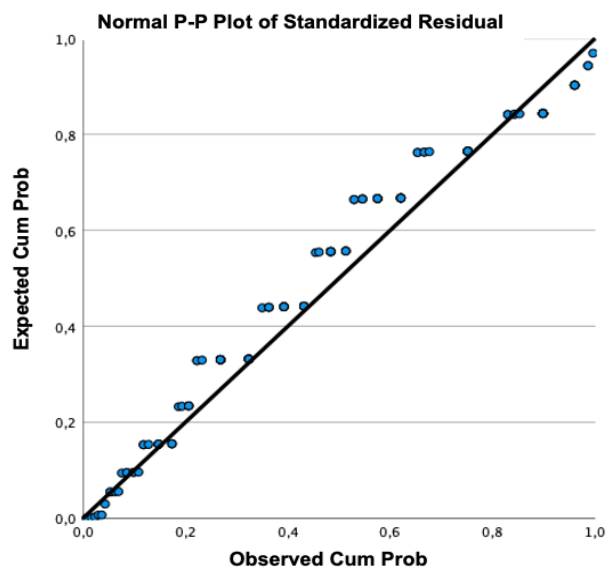
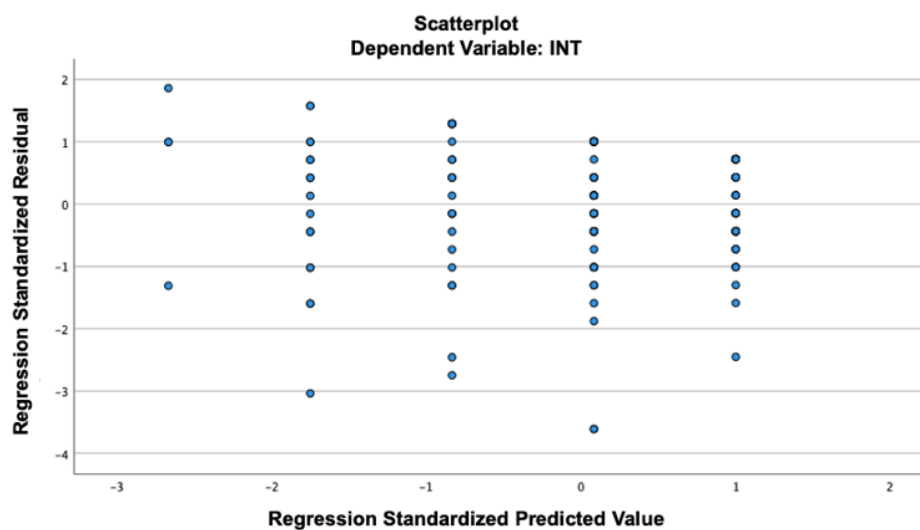
Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
		B	Std. Error	Bêta	t	Sig.	VIF
1	(Constant)	3,139	0,262		11,996	<,001	
	CRI	0,248	0,064	0,298	3,838	<,001	1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0,298	0,089	0,083	0,86703	1,897

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11,075	1	11,075	14,732	<,001
	Residual	113,512	151	0,752		
	Total	124,587	152			



H4: Independent variable PRA – Dependent variable INTLI

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
		B	Std. Error	Bêta				Tolerance	VIF
1	(Constant)	2,811	0,285			9,862	<,001		
	PRA	0,237	0,086	0,218		2,748	0,007	1	1

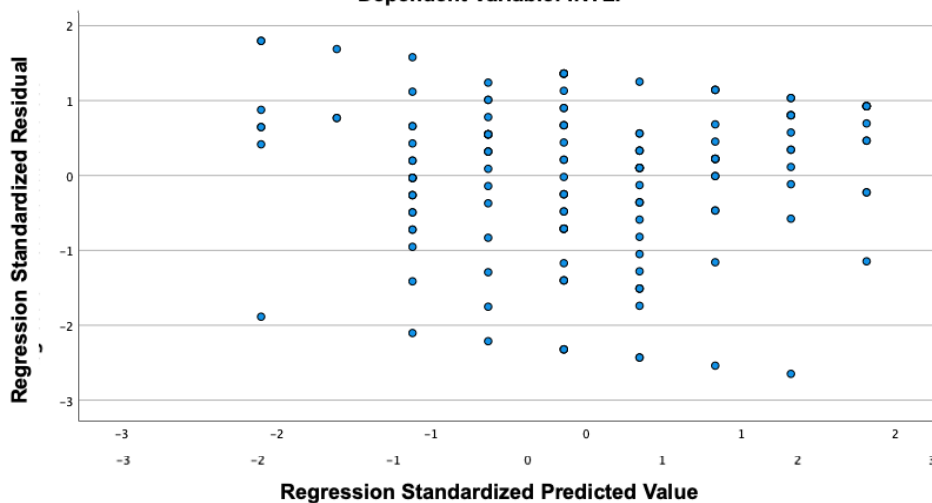
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0,218	0,048	0,041	1,0861	1,929

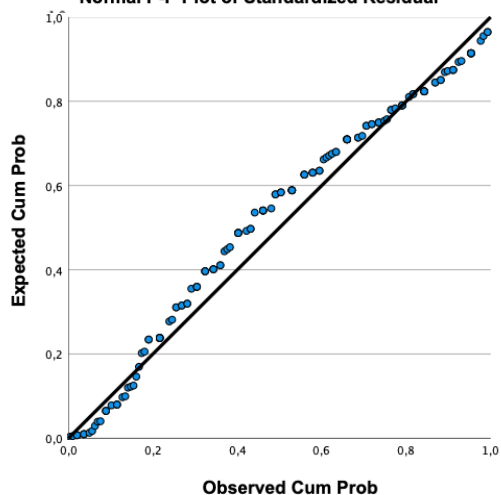
ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,907	1	8,907	7,551	0,007
	Residual	178,121	151	1,18		
	Total	187,028	152			

Scatterplot
Dependent Variable: INTLI



Normal P-P Plot of Standardized Residual

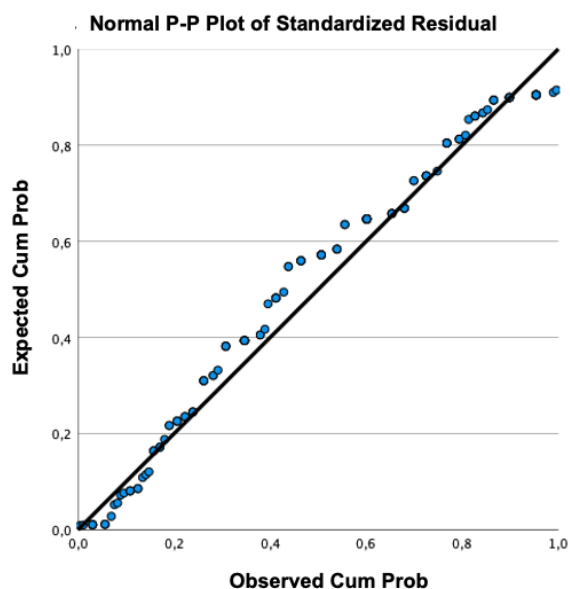
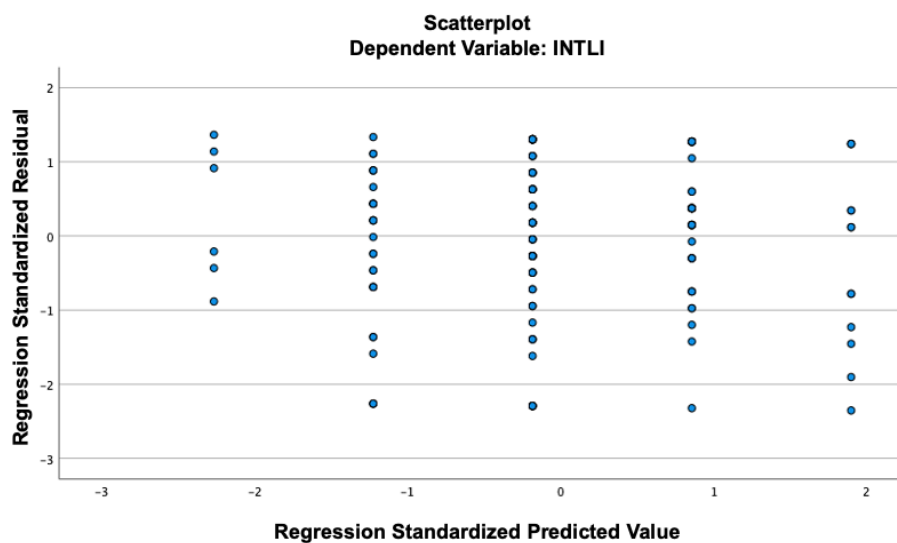


H5: Independent variable EMO – Dependent variable INTLI

Coefficients								
Model	Unstandardized Coefficients			Standardized Coefficients			Collinearity Statistics	
	B	Std. Error		Bêta	t	Sig.	Tolerance	VIF
1 (Constant)	3,651	0,28			13,037	<,001		
EMO	-0,034	0,094		-0,029	-0,361	0,719	1	1

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0,029	0,001	-0,006	1,11244	1,98

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	0,161	1	0,161	0,13	0,719
	Residual	186,867	151	1,238		
	Total	187,028	152			



H6: Independent variable SECU – Dependent variable INT**Coefficients**

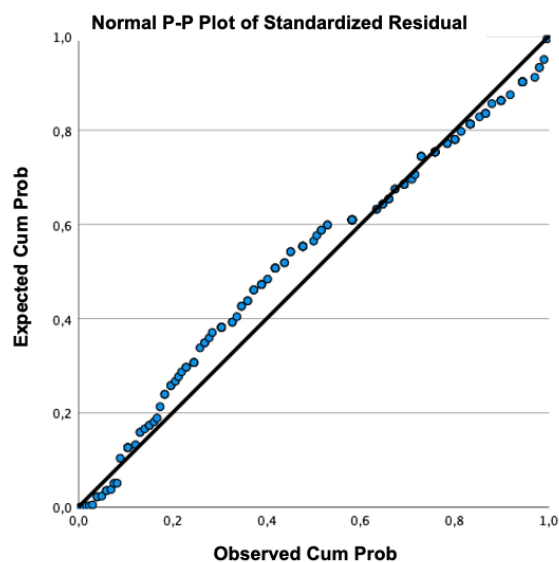
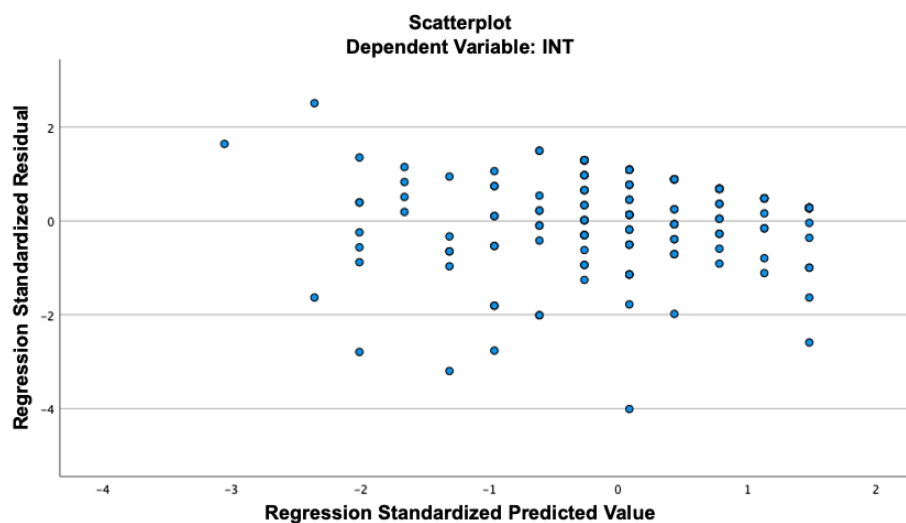
Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Bêta	t	Sig.	Tolerance	VIF
1	(Constant)	5,418	0,194		27,969	<,001		
	SECU	-0,637	0,089	-0,504	-7,168	<,001	1	1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0,504	0,254	0,249	0,78461	1,754

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31,628	1	31,628	51,376	<,001
	Residual	92,958	151	0,616		
	Total	124,587	152			



H7: Independent variable UTI – Dependent variable INT

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Bêta	t	Sig.	Tolerance	VIF
1	(Constant)	4,684	0,233		20,084	<,001		
	UTI	-0,192	0,074	-0,207	-2,603	0,01	1	1

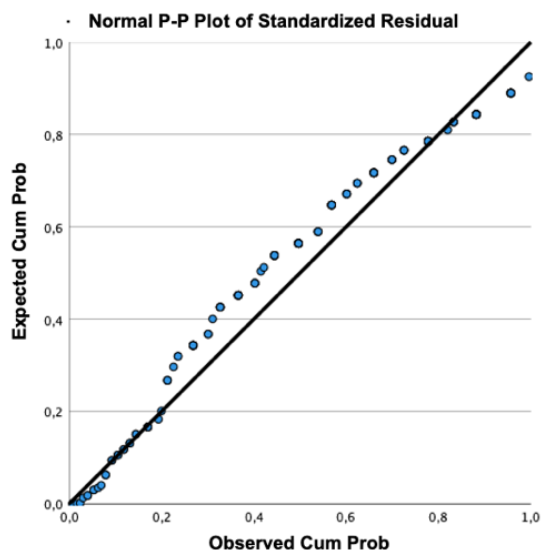
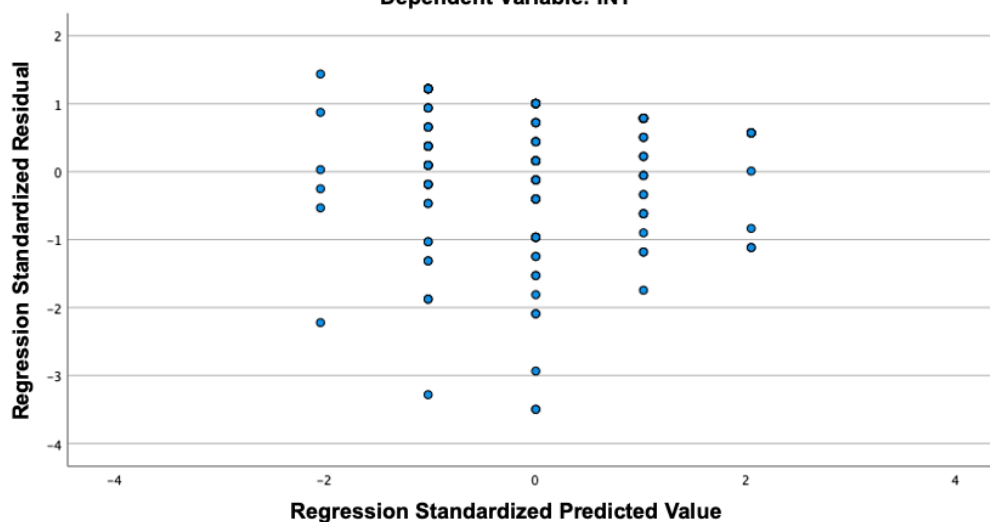
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0,207	0,043	0,037	0,88861	1,911

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,352	1	5,352	6,777	0,01
	Residual	119,235	151	0,79		
	Total	124,587	152			

Scatterplot
Dependent Variable: INT

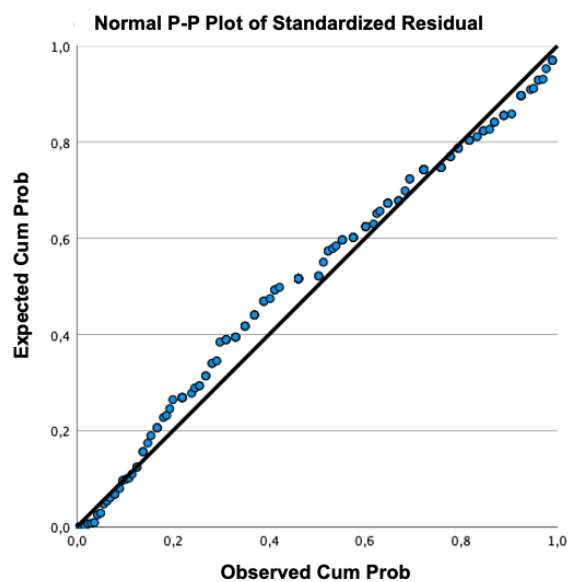
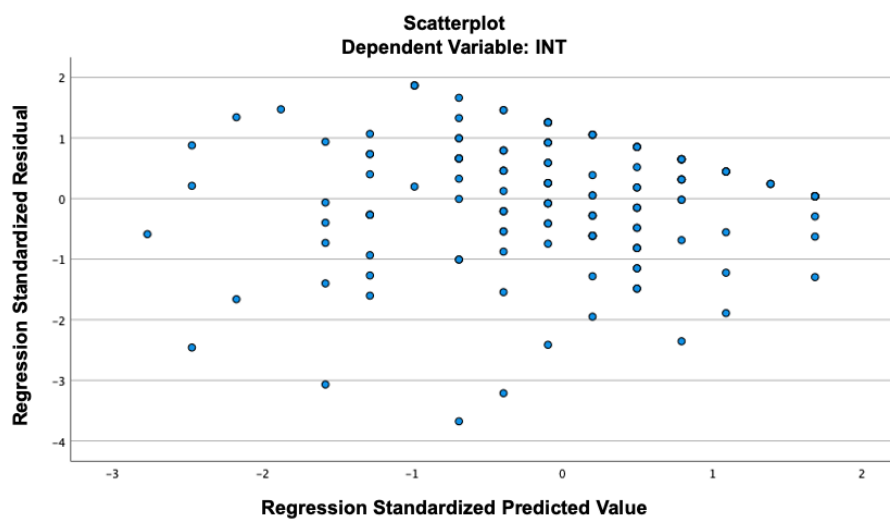


H8: Independent variable HEDO – Dependent variable INT

Coefficients							
		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
Model		B	Std. Error	Bêta	t	Sig.	Tolerance
1	(Constant)	5,578	0,185		30,191	<,001	
	HEDO	-0,608	0,072	-0,566	-8,431	<,001	1

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0,566	0,32	0,316	0,749	1,902

ANOVA							
Model		Sum of Squares	df	Mean Square	F		Sig.
1	Regression	39,876	1	39,876	71,082		<,001
	Residual	84,71	151	0,561			
	Total	124,587	152				

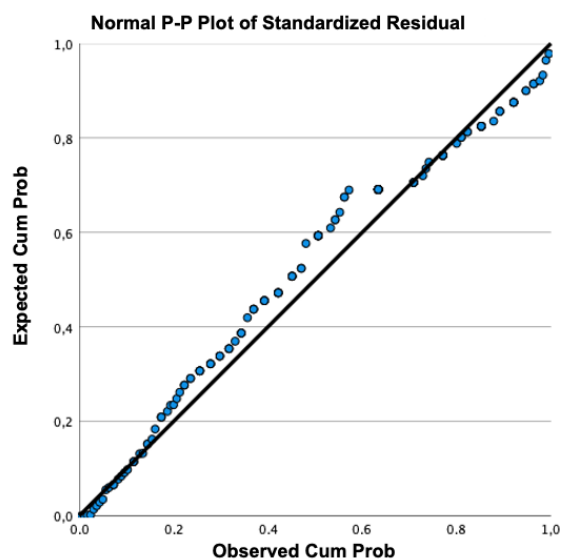
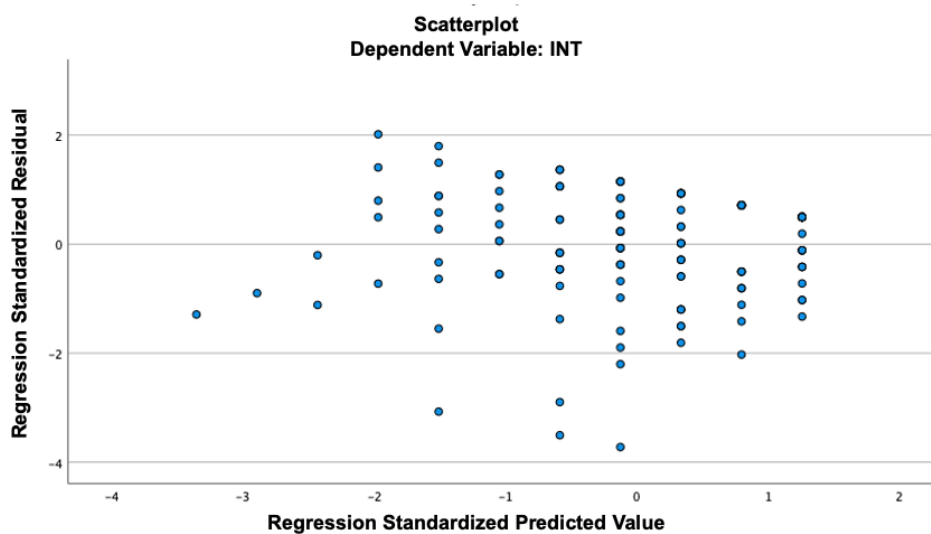


H9: Independent variable SELF – Dependent variable INT

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Bêta	t	Sig.	Tolerance	VIF
1	(Constant)	5,126	0,188		27,255	<,001		
	SELF	-0,534	0,092	-0,427	-5,797	<,001	1	1

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0,427	0,182	0,177	0,82152	1,941

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22,678	1	22,678	33,602	<,001
	Residual	101,909	151	0,675		
	Total	124,587	152			



H10: Independent variable AFF – Dependent variable INT

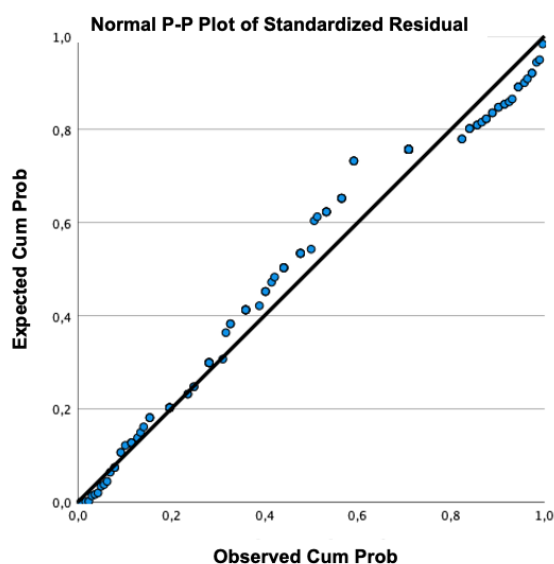
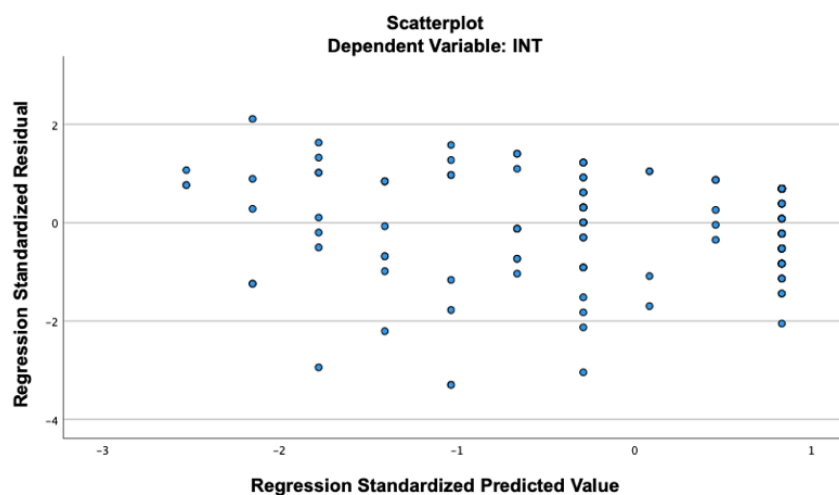
Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients				Collinearity Statistics
		B	Std. Error	Bêta	t	Sig.	Tolerance	VIF
1	(Constant)	4,867	0,146		33,397	<,001		
	AFF	-0,436	0,074	-0,431	-5,861	<,001	1	1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0,431	0,185	0,18	0,81985	2,024

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23,09	1	23,09	34,352	<,001
	Residual	101,496	151	0,672		
	Total	124,587	152			

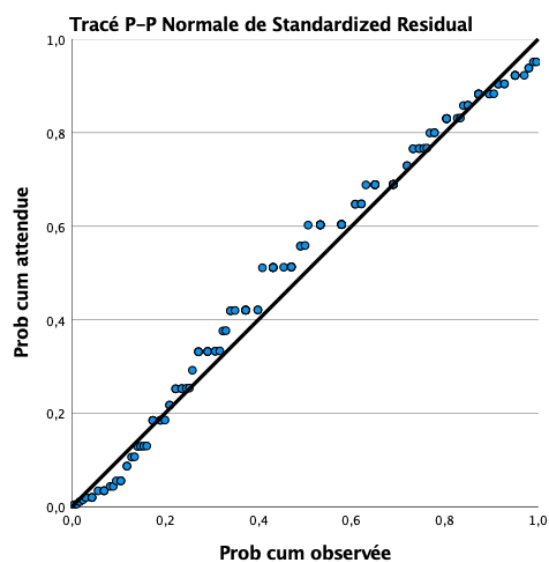
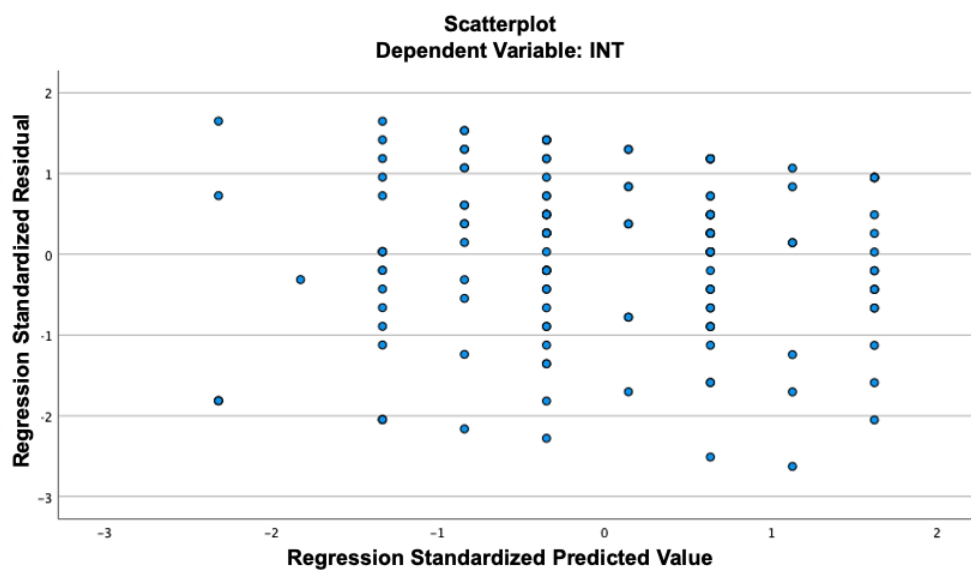


H11: Independent variable PRIV – Dependent variable INTLI

Coefficients								
		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
Model		B	Std. Error	Bêta	t	Sig.	Tolerance	VIF
1	(Constant)	4,222	0,245		17,232	<,001		
	PRIV	-0,252	0,086	-0,231	-2,912	0,004	1	1

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0,231	0,053	0,047	1,08294	2,013

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,942	1	9,942	8,477	0,004
	Residual	177,086	151	1,173		
	Total	187,028	152			



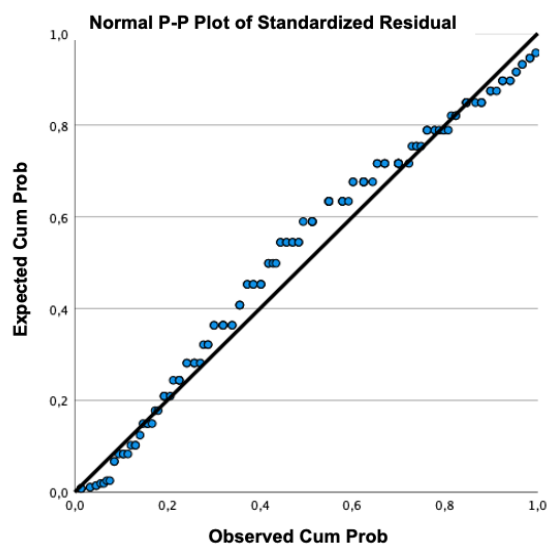
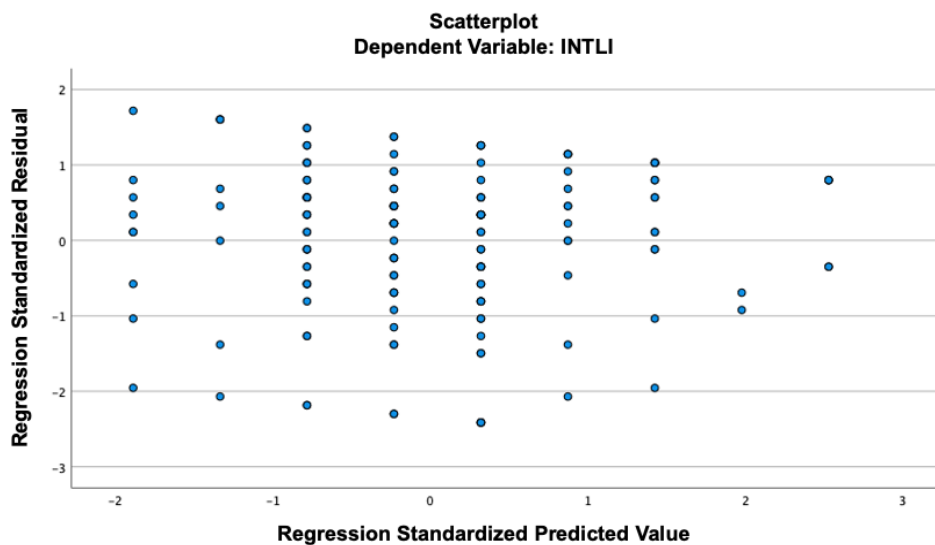
H12: Independent variable TIM – Dependent variable INTLI

Coefficients								
		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
Model		B	Std. Error	Bêta	t	Sig.	Tolerance	VIF
1	(Constant)	4,379	0,333		13,158	<,001		
	TIM	-0,25	0,098	-0,204	-2,565	0,011	1	1

Model Summary					
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Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0,204	0,042	0,035	1,08943	2,028

ANOVA							
Model		Sum of Squares	df	Mean Square	F		Sig.
1	Regression	7,811	1	7,811	6,581		0,011
	Residual	179,217	151	1,187			
	Total	187,028	152				



H13: Independent variable PROD – Dependent variable INTLI

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Bêta	t	Sig.	Tolerance	VIF
1	(Constant)	4,949	0,39		12,684	<,001		
	PROD	-0,433	0,118	-0,286	-3,661	<,001	1	1

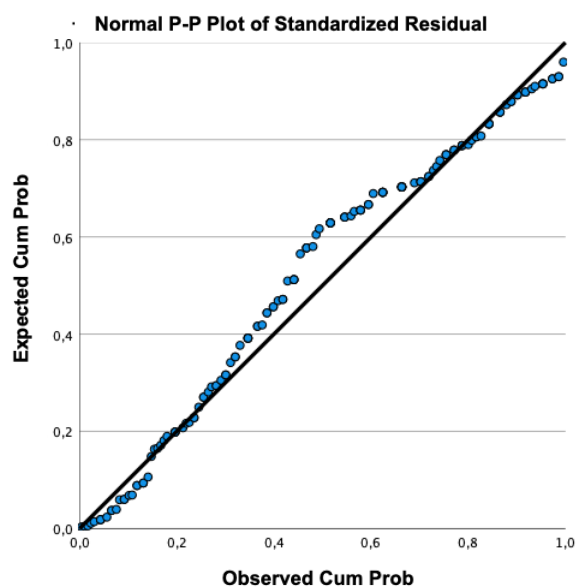
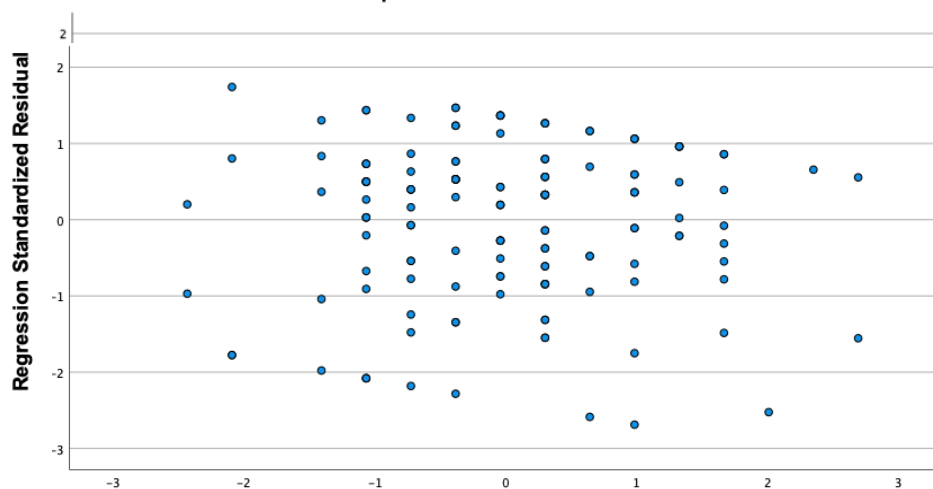
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0,324	0,105	0,099	1,05306	2,024

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15,25	1	15,25	13,405	<,001
	Residual	171,778	151	1,138		
	Total	187,028	152			

Dependent Variable: INTLI

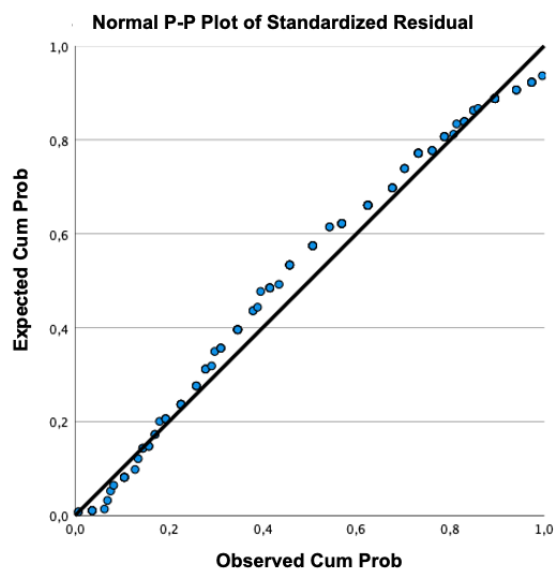
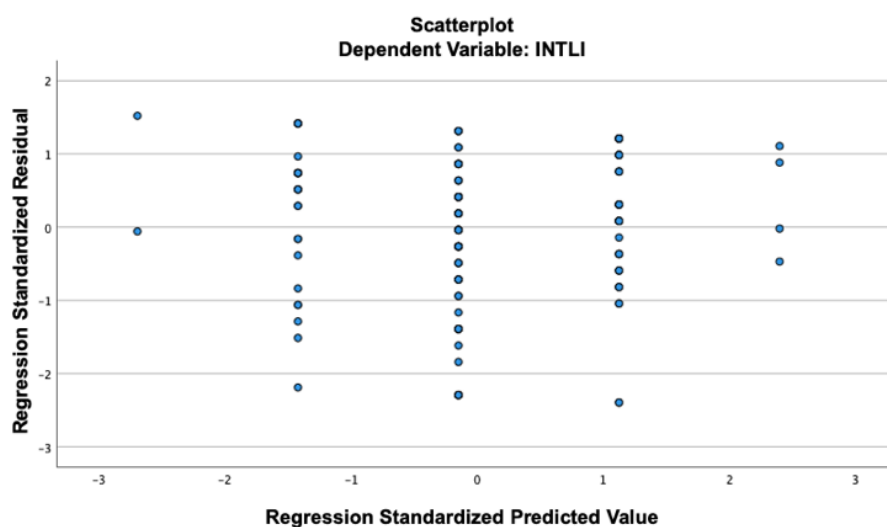


H14: Independent variable PRIX – Dependent variable INTLI

Coefficients							
Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
		B	Std. Error	Bêta	t	Sig.	Tolerance VIF
1	(Constant)	3,886	0,342		11,363	<,001	
	PRIX	-0,115	0,114	-0,081	-1	0,319	1 1

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0,081	0,007	0	1,10925	1,964

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,231	1	1,231		0,319
	Residual	185,797	151	1,23		
	Total	187,028	152			



12. Hypothesis testing: Moderating Effects on the Dependent variables

H15: Moderating effect of Age on the relationship between ECO and INT

Model : 1
 Y : INT
 X : ECO
 W : Age

Sample
 Size: 153

OUTCOME VARIABLE:
 INT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,4556	,2075	,6626	13,0081	3,0000	149,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	4,1280	,7788	5,3006	,0000	2,5891	5,6669
ECO	,1013	,1888	,5367	,5922	-,2717	,4744
Age	-,4188	,1464	-2,8601	,0048	-,7082	-,1295
Int_1	,0793	,0352	2,2511	,0258	,0097	,1489

Product terms key:

Int_1 : ECO x Age

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0270	5,0675	1,0000	149,0000	,0258

 Focal predict: ECO (X)
 Mod var: Age (W)

Conditional effects of the focal predictor at values of the moderator(s):

Age	Effect	se	t	p	LLCI	ULCI
2,0000	,2599	,1355	1,9180	,0570	-,0079	,5277
4,6275	,4683	,1038	4,5130	,0000	,2633	,6734
7,4603	,6930	,1476	4,6965	,0000	,4014	,9845

H16: Moderating effect of Gender on the relationship between ECO and INT

Model : 1
 Y : INT
 X : ECO
 W : Gender

Sample
 Size: 153

 OUTCOME VARIABLE:
 INT

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	,3847	,1480	,7124	8,6262	3,0000	149,0000	,0000

Model		coeff	se	t	p	LLCI	ULCI
constant		5,3813	1,3826	3,8922	,0001	2,6493	8,1133
ECO		-,2007	,3354	-,5983	,5505	-,8633	,4620
Gender		-2,5121	1,0771	-2,3323	,0210	-4,6404	-,3837
Int_1		,5237	,2616	2,0017	,0471	,0067	1,0406

Product terms key:
 Int_1 : ECO x Gender

Test(s) of highest order unconditional interaction(s):					
	R2-chng	F	df1	df2	p
X*W	,0229	4,0068	1,0000	149,0000	,0471

 Focal predict: ECO (X)
 Mod var: Gender (W)

Conditional effects of the focal predictor at values of the moderator(s):

Gender	Effect	se	t	p	LLCI	ULCI
1,0000	,3230	,1211	2,6666	,0085	,0837	,5624
2,0000	,8467	,2319	3,6515	,0004	,3885	1,3049

H17: Moderating effect of Age on the relationship between PRIV and INTLI

Model : 1
 Y : INTLI
 X : PRIV
 W : Age

Sample
 Size: 153

OUTCOME VARIABLE:

INTLI

Model Summary

R	R-sq	MSE	F	df1	df2	p
,3104	,0964	1,1343	5,2961	3,0000	149,0000	,0017

Model

	coeff	se	t	p	LLCI	ULCI
constant	3,4340	,4538	7,5664	,0000	2,5372	4,3308
PRIV	,0883	,1585	,5573	,5782	-,2249	,4016
Age	,1647	,0874	1,8847	,0614	-,0080	,3373
Int_1	-,0686	,0282	-2,4323	,0162	-,1242	-,0129

Product terms key:

Int_1 : PRIV x Age

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0359	5,9162	1,0000	149,0000	,0162

Focal predict: PRIV (X)
 Mod var: Age (W)

Conditional effects of the focal predictor at values of the moderator(s):

Age	Effect	se	t	p	LLCI	ULCI
2,0000	-,0488	,1154	-,4225	,6733	-,2768	,1793
4,6275	-,2289	,0864	-2,6493	,0089	-,3996	-,0582
7,4603	-,4231	,1159	-3,6500	,0004	-,6521	-,1940

H18: Moderating effect of previous second-hand purchases (past 12 months) on the relationship between SECU and INT

Model : 1
 Y : INT
 X : SECU
 W : SH12

Sample
 Size: 153

OUTCOME VARIABLE:

INT

Model Summary

R	R-sq	MSE	F	df1	df2	p
,6885	,4740	,4398	44,7614	3,0000	149,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	5,5850	,5284	10,5689	,0000	4,5408	6,6292
SECU	-,1165	,2410	-,4835	,6295	-,5927	,3597
SH12	-,4917	,3961	-1,2414	,2164	-1,2745	,2910
Int_1	-,2213	,1663	-1,3306	,1854	-,5498	,1073

Product terms key:

Int_1 : SECU x SH12

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0062	1,7705	1,0000	149,0000	,1854

Abstract :

The fashion industry is one of the most polluting in the world. Whether socially or ecologically speaking, every year, many damages are caused by its activities. Long based on a linear system summarized by "Take-make-waste", that eventually led to the rise of fast fashion, the apparel market has been offering in the last years more and more alternatives based on a circular system and belonging to what is called slow fashion. Slow fashion, in opposition to fast fashion, rejects the idea of overconsumption by promoting a model based on quality rather than quantity. Second-hand, one of the most widespread form of slow fashion is a growing market. However, it seems that the Belgian citizens have not fully accepted this option yet and for some, buying those preworn clothes is not part of their clothing purchasing habits. Throughout this master thesis, we will try to understand which elements positively or negatively influence the decision of Belgian consumers to rely on second-hand clothing. The literature will help us to understand the elements that can influence the intention to buy second-hand clothing. However, there is no certainty that what we will find in the literature also applies to the Belgian population. Therefore, by means of qualitative research, based on interviews with Belgian consumers, and quantitative research, based on the results of a survey of the Belgian population, we will make different conclusions and recommendations regarding the motivations and brakes that Belgian consumers might have when deciding to buy second-hand clothing.

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