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BARRIERS OF THE SECOND-HAND CONSUMPTION: CONSUMER ATTITUDE, BEHAVIOR AND THE GREEN GAP

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TABLE OF CONTENTS

LIST OF FIGURES AND TABLES

FIGURES

TABLES

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ABSTRACT:

Environmentalism is a trending subject that causes a growing interest worldwide. However, the number of people engaging in any environmentally-friendly activities is not equivalent to the amount of discussions about them. There is a clear inconsistency between the claimed attitudes and the subsequent behaviors, which can be referred to as the green gap. This thesis aims at determining why such discrepancy occurs, focusing on the case of second-hand consumption. The target is chosen as it proves to be a good example of environmentally-friendly behavior. For the purposes of research, the theoretical basis is compounded of two academic fields: the consumer attitude theories and the environmental studies. Their perspectives on the link between consumer attitudes and behaviors are examined and combined by developing a new framework to be used during the empirical study. The initial theoretical research is followed with five focus group interviews conducted as a way to expand the knowledge on practical barriers consumers face. The results of the study indicate that 1) attitudes are composed of cognitive and emotional reactions, therefore consumer barriers are related to their beliefs, feelings and/or their intentional responses; 2) these barriers can be caused by three factors, such as an individual oneself, a society around, and a surrounding situation. The barriers revealed during the interviews are classified along these categories in order to build a ground for creating practical solutions on how to seal the gap between attitude and behavior in the field of second-hand consumption.

KEY WORDS: Green gap, Environmental attitudes, Consumer behavior, Second-hand shops, Consumerism, Sustainable consumption

1 INTRODUCTION

1.1 Motivations for the study

According to the rather surprising Unilever statistics (Unilever 2018), the biggest threat to the environment comes not from the global manufacturing factories polluting the air and water, but from the normal everyday consumers. The impact emerges from individuals building their personal identities through the products and services they buy. The mentioned consumption patterns have been actualized and encouraged by professional marketing agencies, famous brands and large corporations as a way to ensure the longevity of their profits in the era of fast innovation and transient fashion. As a result, the number of products manufactured and consumed per capita is steadily growing across the developed world.

Natural disasters, forest degradation, agricultural crises, destruction of unrenewable resources and other ecological catastrophes are slowly raising a significant concern for environmental protection. Increasing social awareness has in turn created the eco-friendly consumption called green consumerism (Kim, Oh, Yoon & Shin 2016). It is clear that modern society cannot survive independently from exchanging goods and services for money, however sustainable consumption implies that social responsibility is taken into a decision-making process together with the individual requirements. Therefore, green consumerism refers to the process of satisfying personal purchasing needs and wants in a way that prevents negative influence over the lives of present and future generations (Terlau & Hirsch 2015).

Globally, consumers show increased attention towards the matters of sustainability. Concern about the environment and its pollution is a new trend, especially among the generation of millenniums. According to World Business Council for Sustainable Development (2008), 96% of Europeans state that protecting the environment is important for them personally. Consumers report expanding willingness to learn more and take some action on their ecological concerns.

Due to the compelling power of Internet and social media, the customer is exposed to immeasurable amounts of information on the ecological changes, unlawful labor conditions in the developing countries, and numerous scandals and law suits related to the irresponsible actions of global manufacturers. Each individual can easily find data on the production origins of their favorite products and evaluate their environmental impact. Thus, moral fault and ethical obligations are inspired and stimulated in the consumer's mind. It becomes easier for individuals to observe the direct connection between their purchasing decisions and their health or the well-being of the planet in general. (Terlau & Hirsch 2015; Kim et al. 2016.) According to the Ethical Corporation (Entine 2011), around 70% of American and European consumers take time to recognize the environmental consequences generated by their shopping decisions.

After the sustainability concern has been provoked, the responsible consumer tries to consider equally economic, ecological as well as social aspects across the entire consumption process. It involves understanding the bigger picture of sustainability, respecting the ambient world and setting clear priorities supporting own intelligent life choices. For example, customers all over the world are demonstrating an increasing interest in the purchase of eco-friendly products (Durif, Roy & Boivin 2012). They might include organic crops, locally grown or domestically manufactured goods, non-toxic or reduced packaging, as well as ethical and fair-trade products.

Furthermore, green consumption is not only an interest from a customer's point of view. The initial demand tends to motivate creating the relevant supply from the other side. It means that businesses are currently becoming more aware of the benefits their actions toward sustainability may bring. For instance, green marketing has become a popular topic of social research, as individuals are expected to act on their pro-environmental beliefs at the marketplace (Cornwell & Schwepker 1995). Due to the growing customer morality, green consumption is considered a sustainable way to create a balance between achieving good corporate profits and promoting social responsibility. Businesses are able to attract new customer segments, build reliable supplier chains and satisfy conscientious investors by demonstrating own well-intended practices and routines.

One of the most compelling models of green consumerism is clearly the second-hand business. It has a power to extend product's lifecycle, diminish the concept of waste and decrease the amount of new resources to be utilized. Second-hand consumption has been rapidly growing in the past 20 years in the Western cultures, as well as in developing nations. Nowadays there are multiple forms of such businesses, including thrift shops, charity shops, flea markets, auctions, garage sales, in addition to online reselling web sites. (Guiot & Roux 2010.) Many reasons are assumed to influence the decision-making of modern customers to buy and sell used goods, however one of them is strongly related to the ecological thinking.

Nevertheless, in prevalent number of cases the enthusiasm regarding green consumerism and second-hand shopping in particular does not translate into action. In spite of changes in the degrees of awareness and positive attitudes towards the environmental issues being documented in most of the countries, the WBCSD data confirms that the shifts in the actual behavior and lifestyle choices are not occurring at a similar pace.

The research in several biggest countries of the world demonstrates that 53% of consumers are not ready to act even though they claim to be concerned about the nature and the society. (World Business Council for Sustainable Development 2008.) This effect is called "the green gap". According to Kim et al. (2016), the green gap can be defined as a difference between impulsions to comply with the green living standards and the actual behavior of consumers.

The present thesis research aspires to enhance the understanding of the disparity between attitudes and behaviors of customers in the field of second-hand purchasing. The phenomenon is to be investigated and analyzed for the purposes of getting a clear overview on what and for what reasons happens in reality and how the current situation can be improved in the future.

1.2 Research gap

Green consumerism is a relatively new topic; therefore, it does not comprise much of the previous theoretical research. Most of the studies are done on particular business cases or product categories. In spite of evident interconnection, the second-hand consumption has not been extensively associated with the green consumerism in the professional literature. Cost efficiency and savings are considered the prevalent catalysts for the second-hand shopping. However, academic research in this field follows the goals of finding other positive motivations and possible reasonings leading people to engage in trading and purchasing of previously owned products (Guiot & Roux 2010; Joung & Park-Poaps 2013; Marzella 2015).

Some studies are limited to the luxury and vintage second-hand fashion (Cervellon, Carey & Harms 2012; Turunen & Leipämaa-Leskinen 2015) or symbolic meanings behind buying used goods (Roux & Korchia 2006). A special branch of research focuses on the "possessions as stock" phenomenon, which implies purchasing with a certain intention of reselling in the future (Denegri-Knott & Molesworth 2009; Chu & Liao 2010). However, relatively few researchers examine the negative attitudes towards the consumption of previously owned products. Moreover, the revealed barriers in these studies have not been evaluated from a perspective of the various consumer attitude and behavior theories.

As for the green gap phenomenon, it has been analyzed by numerous academics in multiple industries. Nonetheless, the themes of studies can be divided into several major categories: factors leading to the green gap and ways to bridge it (Kollmuss & Agyeman 2002; Gupta & Ogden 2009; Gleim & Lawson 2014), impacts of environmental concern (Fransson & Garling 1999) or advertising believability (Kim et al. 2016) on the subsequent behavior or lack of it, risks associated with the green behavior (Durif et al. 2012) and analyses of best practice cases (Terlau & Hirsch 2015). The empirical research mostly concerns either green products in general or single industries like food, cosmetics, or household cleaning goods. There is an explicit deficiency in the green gap studies conducted in the field of second-hand business.

To sum up, three major gaps could be spotted in the reviewed literature. Firstly, green consumerism research lacks association with the most fitting example of it: the second-hand shopping. Secondly, refraining from the second-hand consumption has not yet been extensively studied in the light of the consumer attitude and behavior theories. Thirdly, the research on the reasons for attitude-behavior inconsistency has not been implemented in the business field of used products. Therefore, the author notices the niche and focuses this thesis report on contributing to sealing the existing gap.

1.3 Aim and objectives

Identifying the main aim of the research refers to finding a concise and focused way of expressing the center of the study and its desired outcomes (Saunders, Lewis & Thornhill 2007: 30-32). The central aim of the present research can be simply put as follows:

To explore how consumer attitude, consumer behavior and the green gap phenomenon influence the second-hand consumption in a degrading way.

After formulating the goal of the whole work, the task is to establish objectives, namely labeling the major research questions. Providing answers to these questions is believed to be the steps towards achieving the primary ground aim of the research (Saunders et al. 2007: 32-33). For the present thesis, two following fundamental questions need to be addressed:

Research question #1: *How can attitude-behavior inconsistency be explained through consumer attitude theories?*

Research question #2: *What factors in consumer attitude and behavior disrupt the second-hand consumption?*

These questions will be approached in two parts of the research: in the theoretical examination and the empirical analysis. The purpose is to compile an overview on the studied phenomenon from already existing sources and hopefully complement the information through the practical approach. If both research questions are answered, and the central aim is achieved, the thesis work can be considered successful. As a result, a broader picture on the green gap dilemma should be constituted with a goal to be able to provide managerial implications for possible solutions on the issue.

1.4 Delimitations

The theoretical framework is delimitated through the chosen way of relation towards green consumerism and second-hand business. Second-hand consumption is considered to have a positive influence on the environmental challenges due to the consequential extension of product life spans and waste reduction. Nevertheless, factors like electricity use of second-hand stores and CO_2 gas emissions due to the changed transportation routes of products are not taken into account, because otherwise it would require substantial amount of time and effort spent on the calculations of any potential secondary negative effects. These delimitations do not affect the quality of the study, as they are not directly related to the main purpose of the research.

The empirical part of the study has been conducted only in the area of Vaasa city in Finland, which can be considered as a confinement for the interview samples. Moreover, the scope of the research is limited by the emphasis on consumer purchases, rather than sales of the previously used goods. This way is intended to provide more practical implications, which could be potentially valuable for the second-hand business owners and managers.

1.5 Thesis structure

The current thesis has a common structure that helps readers understand both the existing background of the studied phenomenon, as well as the new conclusions provided as a research result. The introduction is followed by the theoretical part of the thesis presented in the chapter 2. It is divided into three primary parts.

Section 2.1 introduces the concept of second-hand consumption as the main focus of the current thesis. Major distinctive characteristics are explained in comparison to a traditional form of consumerism. Moreover, common motives encouraging people to engage in such consumption are discussed. The section is concluded with the justification of connection between second-hand shopping and green living concept.

Section 2.2 focuses on explaining the link between consumer attitude and behavior. It starts with introducing their ways of formation and proceeds with interpreting their relations to one another. For this purpose, three consumer attitude theories developed by different academics are described and discussed. They are chosen specifically in order to obtain various perceptions complementing each other. Moreover, the same phenomenon is observed from the perspective of the environmental studies. Several theoretical models are introduced and analyzed to provide an overview of the barriers between consumer attitude and behavior when it comes to the green consumerism.

When all the essential parts of the theoretical background have been introduced, the author presents a brief summary of the most significant conclusions drawn from the literature analysis, which leads to an illustration and description of the final framework to be used as a basis for the following practical study in the section 2.3.

The empirical part is represented by firstly explaining the methods and strategies of obtaining, analyzing, and evaluating the interview data. Chapter 3 follows the methodologies of the conducted research, namely its philosophy, approach, strategy and sampling techniques. Then it describes the actual case of collecting and interpreting data.

Afterwards, the results of the research are demonstrated in the chapter 4 by supporting the author’s conclusions with the actual quotes from the research participants. The retrieved considerations are then compared with the theoretical findings in order to make final conclusions on achieving the objectives and the main aim of the research. As a final step, the key findings, the accomplished theoretical contributions and managerial implications are suggested in the last chapter 5 together with potential recommendations for the future studies.

2 ATTITUDE BARRIERS TOWARDS SECOND-HAND CONSUMPTION

The focus of the thesis paper is placed on examining consumer attitudes and behaviors towards purchasing previously used goods. The report follows a goal to detect and understand the discrepancy between attitudes and actions, as well as to research possible reasons for such phenomenon. The summary of all studied theoretical information is presented in this chapter. By the end of it, a comprehensive framework is built, which will be used as a basis for the analysis of the empirical research.

The introduced theoretical background has been collected from various reliable academic resources, which can be divided into three fields according to their themes: the second-hand consumption, the consumer attitude and behavior theories, and the environmental studies on the green gap dilemma. An overview of each field will be demonstrated in the following sub-sections.

As a starting point, section 2.1 is dedicated to introducing and disclosing the concept of second-hand consumption. It includes defining and explaining its major differences from a more conventional type of retailing. Moreover, various possible reasons which motivate people to indulge into the consumption of formerly owned and used items are studied across the existing theoretical literature. And in order to explain the direct correlation between the green living concept and the second-hand consumerism, the section is concluded with a description of environmental benefits this particular type of consumption brings.

Composing a sufficient answer related to the consumer barriers requires firstly examining how consumer attitude influences the customer’s decision to engage in a particular consumption activity, otherwise known as consumer behavior. Academics and practitioners have devoted extensive research towards explaining the connection between consumer attitude and behavior, which will be demonstrated in the section 2.2. The research has revealed a considerate diversity in the perspectives on attitude formation, evolvement, and its influence over the decision-making process.

In the beginning, the sub-section 2.2.1 defines the term of attitude according to the prevalent debate: making distinctions between functional and constructive viewpoints.

Next, the sub-sections 2.2.2, 2.2.3 and 2.2.4 respectively introduce three theories established by different scholars: the cognitive-affect behavior theory (CAB), the theory of reasoned action (TRA), and the value-belief-norm theory (VBN). These particular theories have been chosen specifically, as they complement each other on the matter of attitude formation and can positively contribute to the subsequent discussion on the attitude-behavior inconsistency in the second-hand consumerism via providing asymmetrical opinions and ideas.

In order to complement the existing theoretical background and align it with the green consumerism, the next step involves examining the same phenomenon from the perspective of the environmental studies. For the same purposes, the focus is placed on the negative cases when the correlation between attitude and behavior does not happen. It emphasizes the problems of misalignment between the claimed ecological concerns and the lack of subsequent intentions to act. Therefore, the sub-section 2.2.5 introduces several different models displaying the challenges and potential barriers disrupting the pro-environmental behavior. It includes three major theories: formulated by James Blake (1999), Anja Kollmuss and Julian Agyeman (2002), and Wiltrud Terlau and Darya Hirsch (2015).

The sub-section 2.2.6 serves as the summary of the whole theoretical analysis, helping to create the thorough understanding of the studied phenomenon of consumer attitude and behavior being incoherent. That overview leads to building a new framework as the basis for the following empirical study.

The developed model for the thesis research is demonstrated and substantially explained in the section 2.3.

2.1 Distinctive features of second-hand consumption

Throughout several generations, the phenomenon of consumption has been strongly dominated by a view that suggests buying exclusively new products. According to this perspective, consumption only relates to obtaining goods that are individually packaged by respected retailers who make sure to demonstrate their stocks on well-lit shelves of their stores. Therefore, the add-on quality of the product is composed of a brand, packaging designs, as well as its novelty and spectacularity. (Marzella 2015.) These conditions do not allow used products to present themselves and compete in the market, which leaves second-hand consumption to become a marginal practice for lower income households. In fact, only particular groups of products used to be acceptable as reused, for example automobiles, real estate, or vintage collectibles (Marzella 2015).

The contemporary society has changed its perceptions and adopted a positive orientation towards reselling and reusing of products, as second-hand market became a new trend in the United States of America and all over the European continent (Guiot & Roux 2010). Nowadays buying used goods is considered to work as an essential part of a cycle between producing a new product and shredding it after it has lost the requisite value (Marzella 2015). Second-hand exchange implies that economic values of an item can be collected several times if the product is re-activated, or namely resold (Denegri-Knott & Molesworth 2009). For instance, items such as furniture, tableware, household appliances and electronics, childhood essentials, clothes, shoes, accessories, sport equipment, books, films and other products of cultural knowledge are commonly reused by multiple consumers.

There are two ways of recognizing the second-hand consumption: disposing of own possessions through reselling and obtaining used goods (Turunen & Leipämaa-Leskinen 2015). They are certainly interconnected and cannot exist without one another. However, this report will focus strictly on acquiring the second-hand products in pursuance of answering the main research question stated in the beginning. Therefore, the suitable definition for the second-hand consumption will be formulated as follows:

“The acquisition of second-hand objects through methods and places of exchange that are generally distinct from those for new products” (Guiot & Roux 2010).

What can be derived from the above-mentioned definition, Guiot and Roux (2010) have described as the competition between second-hand channels and the traditional retail outlets. If there exists such system as second-hand shopping, it indicates that there are some needs, wishes and expectations that cannot be fully satisfied by the prevalent conventional merchants. Variety of second-hand shops spread across countries lead to the assumption that there is an extensive group of individuals who prefer second-hand consumption to the usual one. The most important question for both groups of retailers is to understand why customers might be attracted towards searching for and obtaining something that was used by another person or even multiple people in the past. A more detailed depiction of their popular reasonings follows.

2.1.1 Consumer motivations

According to the previously conducted research (Roux & Korchia 2006; Guiot & Roux 2010; Turunen & Leipämaa-Leskinen 2015), there are many various factors affecting the willingness of consumers to buy used goods. A common assumption suggests that the most influential motivation is the decrease in household consumption costs. And in reality, price consciousness can play a certain role in determining a buying intention, but there is another concept that is less explored, but proves to be more significant for the second-hand consumption: that is frugality. It is defined as value consciousness, meaning that a customer tends to make more careful rational choices when it comes to the money spending. (Cervellon et al. 2012.) In this case, fashion does not hold any worth for the consumer, the emphasis is put upon reflecting on the long-term aims and the balance between value and price, in which used items can become a smart decision.

Another interesting motive related to the economic reasons of the second-hand consumption would be the availability of chances to resell a product in the future. Chu and Liao (2010) have concluded that customer's purchase intentions are not only influenced by product's characteristics, but by awareness and expectations of the potential outcomes obtained by selling the previously-used good again after handling it for own benefit.

Nevertheless, price is not the single motivation for second-hand consumption. For example, Cervellon et al. (2012) in their research focusing on second-hand clothes have not found any correlation between lower income and the purchase intentions. It signifies that more profitable households also indulge in used-goods consumption, while having different motives, rather than simple money saving.

Second-hand objects may cause a purchasing interest because of their unusual character or historical origins (Giout & Roux 2010). There is a growing fashion on vintage pieces, and some second-hand stores even change their name to "vintage" in order to attract more categories of consumers (Cervellon et al. 2012). Due to the uniqueness of vintage pieces, the price of them can sometimes be higher than that of a luxury modern good. It proves that price consciousness can be a motivation, but not the most important one for second-hand consumption.

Second-hand items can contain an element of nostalgia for people. This generally positive feeling can encourage either to remember their own past that has already been idealized in their minds, or to revive the times they have not had a possibility to experience themselves. (Cervellon et al. 2012.) Furthermore, second-hand products can be considered exclusive and unconventional. Consumers may cherish own personal style and improve self-image by avoiding common distribution channels, resisting dominant fashion tendencies, pursuing something different, and creating individual meanings (Roux & Korchia 2006). That way second-hand items help to stand out in the society and more successfully represent oneself.

There is a big category of motivations related to the recreational theme, which refers to a customer having more emotional than functional experience while buying used items (Cervellon et al. 2012). Consumers feel a strong thrill of treasure hunting when searching through second-hand pieces (Turunen & Leipämaa-Leskinen 2015). Second-hand experiences involve more adventure, as there is no prior image or knowledge of what the person can expect to acquire from there. Moreover, second-hand locations represent a definite dissemblance with the usual shopping places. There might be more social interaction through conversations with sellers or even in a process of bargaining (Guiot & Roux 2010).

However, the most significant for the current study motivation concerns ethical and ecological thinking. Sustainable lifestyle implies consumers to be involved in second-hand exchanges. The benefits of such behavior comprise prolonging the lifespan of a product by having more than one end-customer to use it. (Cervellon et al. 2012.) The second buyer creates additional value and meaning to the, otherwise, unwanted goods (Denegri-Knott & Molesworth 2009). Moreover, engaging in second-hand consumption can be seen as a form of rebellion against the waste behaviors of the modern consumerism society. A second-hand customer shares own socially conscious position by endorsing a voluntary simplicity with a goal to impede the production of unnecessary products that already exist. (Roux & Korchia 2006; Cervellon et al. 2012.)

2.1.2 Environmental benefits

As it has been discussed in the previous sub-sections, the perceptions on the environmental protection and the second-hand consumption have been developed, improved and more widely accepted in the recent years. New generations of consumers are denouncing the concept of waste because there is no place on the planet where the trash can be thrown away to (Sherry 1990). Second-hand stores provide a service of disposing extra clothing and household goods for the sellers and a service of getting relatively cheap products that might be unique and unusual for the buyers, and all in one place. From the environmental point of view, there are several benefits that second-hand consumption brings.

Firstly, due to multiple owners, products result in having an expanded lifetime which is called "the power of circling longer" according to Murray, Skene and Haynes (2017). One of the second-hand consumption motivations implies that a product no longer needed by its current owner can be of much higher value for another person (Joung & Park-Poaps 2013). Therefore, one good can satisfy the same or even several different needs of more than one consumer. In addition, the product might have components which are useful on their own, or for the creation of a completely new output. The significance of reuse especially concerns the items that have imposed the highest impacts on the environment at the raw material extraction and production phases, for example various machinery, automobiles, or wooden furniture (Gullstrand Edbring, Lehner & Mont 2016).

The second benefit comes from creating value through “the power of cascading use” (Murray et al. 2017). It means that as the products are satisfying people’s needs for a longer period of time, it results in decreasing the amount of unnecessary waste being discharged to the environment. Nowadays ecologists emphasize that there is no actual “throw-away place” on the planet, because all the waste must be disposed of using highly complex processes which involve large energy and effort consumptions (Ellen MacArthur Foundation 2013).

In addition to promoting reusing, second-hand objects can be a way of protest against excessive consumerism (Roux & Korchia 2006) that is seen as an illness of modern society in the developed countries. It is also a form of rebellion towards traditional shopping channels because second-hand consumption presumably reduces the production and sales of new goods. Consumers demonstrate they accept simplicity and simultaneously express their consciousness regarding the social and environmental issues. (Roux & Korchia 2006; Cervellon et al. 2012.)

To sum up, the second-hand consumption can be considered a successful example of an environmentally-friendly business model. It has been advancing and expanding in the recent years by virtue of increased ecological awareness. Nevertheless, despite people claiming their compliance, this retailing form still does not qualify as a prevalent consumer choice. It means that beliefs and practices of customers are not aligned. In order to understand why the alignment does not happen, the next section aims to explain how it should work and what transitional factors might impede.

2.2 Connection between consumer attitude and behavior

As a starting point to understanding the link, it is worthwhile to introduce both concepts. While from a consumption point of view, behavior clearly stands for a process of purchasing a product, an attitude should be defined. It is a widely used term that exists both in popular culture and in academic world. In brief, an attitude refers to the general assessment of any given objects, people, thoughts, ideas, and philosophies. Although the definition seems clear and precise, from the theoretical point of view attitude, and consumer attitude in particular, has a more complicated meaning.

2.2.1 The concept of attitude

Throughout the marketing literature, numerous definitions of the term are provided. However, there is a significant issue based on which all of them can be broadly categorized: the perception of timing and means of attitude formation. According to these parameters, there are two central theories describing the meaning of attitude from two perspectives. Functional theory suggests that attitudes are retrieved from the memory, while constructive theory advocates for attitudes being formulated on the spot (Argyriou & Melewar 2011).

According to the functional theory:

"An attitude is a learned predisposition to respond to an object in a consistently favorable or unfavorable way" (Fishbein & Ajzen 1975: 6).

"An attitude is an association stored in memory between a given object and one's evaluation of this object" (Argyriou & Melewar 2011).

As it can be seen from the two definitions, functional theory has two models of information processing. The classical approach, otherwise known as a deliberate one, supposes an attitude to be collected in the explicit memory in a form of cognitive beliefs on an object or issue. As for the spontaneous model, an attitude is impulsively induced through associations primarily linked to emotions. (Argyriou & Melewar 2011.) Despite the differences, both approaches assign much power to the memory, which makes the attitude relatively stable and unchanged.

The functional theory believes that an individual builds own attitudes to satisfy four purposes. Firstly, the knowledge function: forming an attitude helps arrange, summarize and later on interpret large bodies of information, which makes the environment around the person orderly and less chaotic. Secondly, the value-expressive function means that attitudes individual holds represent his or her own principles, clarify self-perceptions and establish the desired position around other people simplifying interpersonal interactions. The third function of forming an attitude is called ego-defensive and it is based on protecting self-image from both the undesirable impulses coming from within a person, as well as the negative reactions or expectations received externally. The fourth function is an adjustive, otherwise known as a utilitarian one. People strive for maximizing own gains by forming a favorable attitude and minimizing the punishments or penalties related to the object with an unfavorable attitude. (Katz 1960; Argyriou & Melewar 2011.)

The constructive theory argues that instead of retrieving any information from the memory, an individual can assess the object of an attitude at the exact time when it is necessary. Their definition is presented as:

"An attitude refers to the evaluative judgements constructed via a contextual process, at the time of a question, or a decision problem" (Argyriou & Melewar 2011).

In contrast with the functional stability, the attitudes are viewed as temporary evaluations related to the momentary perceptions, rather than cognitions. Constructivists emphasize that limited capacity of working memory encourages people to avoid any additional cognitive efforts, therefore they prefer engaging in heuristic processing. (Feldman & Lynch 1988.) While not having functions, the constructive theory claims several goals of formulating attitudes. They include facilitating the easiness, ensuring the accuracy and limiting negative emotions of the decision-making process, as well as simplifying the potential trade-offs. (Bettman, Luce & Payne 1998.)

Despite the extensive research on the topic, the debate between functional and constructive viewpoints has not yet been resolved. They have clear distinctions, but also some similarities. For example, both theories agree on the need of attitudes as means of avoiding unnecessary cognitive efforts (Argyriou & Melewar 2011). As a result, practitioners supporting the functional theory focus on influencing the purchase decisions on the spot, while those who approve the constructive viewpoint emphasize the long-term strategy of influencing the memory.

In line with the current thesis research, it can be assumed that people form their attitude towards environmentalism and green consumption according to the functional theory, meaning that their attitude is based on the values or knowledge they hold, and stored in the long-term memory. At the same time, the attitude towards a particular object at the second-hand store is formulated on spot, as there usually are no means to get the information on the product in advance. The next sub-section will explain how these consumer attitudes subsequently create or affect a decision to buy the good.

2.2.2 Cognitive-affect behavior theory

The first consumer attitude theory that will be introduced is a three-component theory, otherwise known as the cognitive-affect behavior (later in the text referred to as CAB) theory. It is accepted as a basis for the concept of attitude by most academics. According to CAB, the attitude is composed of three interconnected elements: a cognitive component, an affective component, and a behavioral component (Figure 1). All of them tend to be consistent, as changes in one creates a related change in others. (Liu, Segev & Villar 2017.)

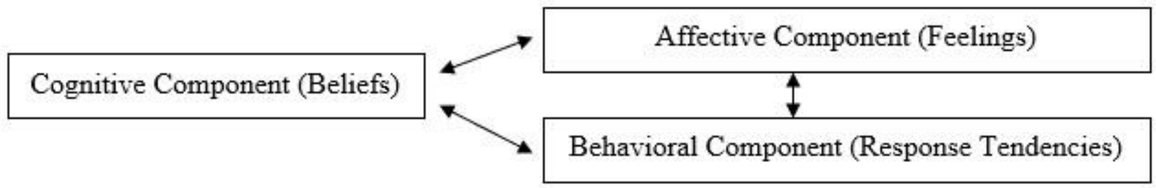

Figure 1. Attitude components consistency. Hawkins, Best & Coney 1998.

Cognitive component refers to the perceptions, thoughts and beliefs a consumer has regarding a given object or an issue. It can include knowledge that has been acquired through direct experience or through studying secondary information related to the object of an attitude. (Solomon, Bamossy, Askegaard & Hogg 2016: 285-286.)

Affective component can be summarized as emotions and feelings individual experiences towards the object or its individual attributes. This element has the evaluative nature, which means that the object is judged to be either favorable or unfavorable. This reaction upon the same product is unique for each person, because it is based on past experiences, personalities, and current emotional states. (Solomon et al. 2016: 285-286, 291-292; Liu et al. 2017.)

Behavioral component comprises a tendency to respond upon assessing an object or an issue. It can include potential intentions or the actual deeds, such as consumption. It usually performs as the last element of the chain, concluding the whole attitude formation process. Nevertheless, these components can be organized in various sequences depending on the type of consumer decision. (Solomon et al. 2016: 285-286; Liu et al. 2017.)

Cognitive-affect behavior theory implies that all elements are interrelated and do not follow a strict sequence of building beliefs, formulating feelings, and conducting appropriate behavior one after another. These components can be organized in various sequences depending on the type of consumer decision. Three most common ways of arranging these factors are described below.

Think – Feel – Do: The standard learning hierarchy is the most typical way of building an attitude (Figure 2). A consumer considers decision-making as a problem-solving process. The first step is then to acquire relevant information on the object or its specific attributes and shape own thoughts. Afterwards, these thoughts or beliefs are causing emotional reaction, which is affect. Finally, a customer engages in the behavior appropriate to the case: composing intentions or actually buying the product or service. (Solomon et al. 2016: 285-289; Liu et al. 2017.)

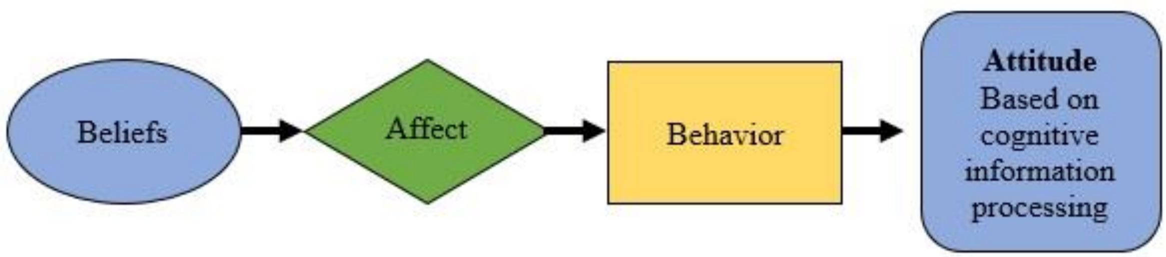

Figure 2. The standard learning hierarchy. Solomon et al. 2016: 286.

Do – Feel – Think: The low-involvement sequence occurs from a lack of or a limited amount of knowledge on the object and its attributes (Figure 3). The assessment happens only following the real actions. This type of decision-making is usual for consumers not particularly interested in a product and not having enough time for conducting a research. For instance, it might be a relatively cheap good, so trying it will not have consequences of losing large sums of money. (Argyriou & Melewar 2011; Solomon et al. 2016: 285-289.)

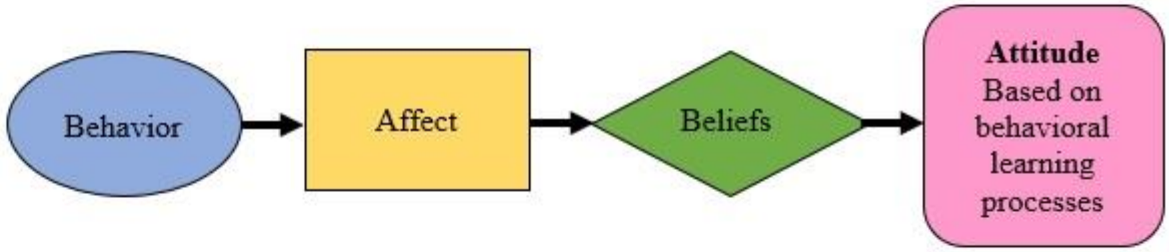

Figure 3. The low-involvement hierarchy. Solomon et al. 2016: 286.

Feel – Do – Think: The experiential sequence has an emotional response as the most significant factor when making a decision, although cognition and behavior also play a certain role (Figure 4). The feelings can be stimulated by an attractive design of package, by a convincing marketing message, or by the pleasant personality of a salesperson. It is important to notice that this structure implies that beliefs are formed as the last step, by registering important information related to the purchase. (Solomon et al. 2016: 285-289.)

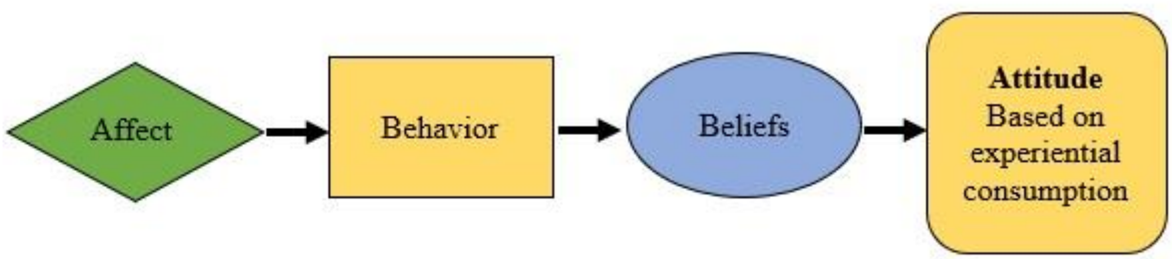

Figure 4. The experiential hierarchy. Solomon et al. 2016: 286.

2.2.3 Theory of reasoned action

The second consumer attitude theory that will be introduced has been originally constructed by the honored researchers Icek Ajzen and Martin Fishbein in their publications Fishbein and Ajzen (1975), Ajzen and Fishbein (1980). The main premise of the theory of reasoned action can be speculated from its name: the theory implies that decisions are not made spontaneously, but as a result of a rational cognitive process. People systematically utilize all available information in order to formulate their outcome. (Belleau, Summers, Xu & Pinel 2007.)

The theory follows a logical and relatively simple hierarchy of values, attitudes, intentions, and behavior (Figure 5). Each single behavior is determined by the intention of performing such an action. The intention, however, is grounded on salient beliefs regarding the particular outcomes this behavior will bring. The beliefs are divided into two sets of determinants. The first one represents a personal attitude towards implementing the behavior in question, whereas the second one is a subjective norm allowing or prohibiting to execute the behavior imposed by social pressures. Therefore, salient beliefs are influencing the intentions and the successive actual behavior either through attitudes, through subjective norms, or both at the same time. (Madden, Ellen & Ajzen 1992.)

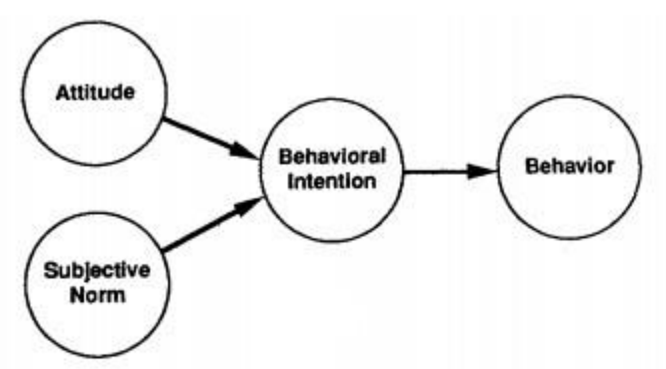

Figure 5. Path model for the theory of reasoned action. Madden et al. 1992.

As it has been mentioned before, personal attitudes are beliefs about what engaging in a certain behavior will involve and how it will result (Liu et al. 2017.) Hence, attitudes are initially based on values. According to Schwartz and Bilsky (1987), values are more broad and abstract concepts that are used to make decisions and resolve inner conflicts. They are considered standards or evaluative criteria, while attitudes utilize them as referrals to compose a belief concerning a specific object (Follows & Jobber 2000).

Subjective norm is defined as a perceived social pressure with respect to performing the behavior. It represents *"perceptions of specific significant others' preferences about whether one should or should not engage in the behavior"* (Conner & Armitage 1998). People are social creatures, and as a result are highly dependent on commendation and appreciation displayed by the society. If an individual has a reason to believe that his actions will be accepted and approved by other person or group of people, the motivation to engage in such behavior steadily increases. (Follows & Jobber 2000; Liu et al. 2017.)

Performance of a particular behavior is determined by the intention to act on it. Intentions can be described as *"a person's motivation in the sense of her or his conscious plan or decision to exert effort to enact the behavior"* (Conner & Armitage 1998). The degree of intention's role in the relation between attitudes and behavior depends mostly on the effort that needs to be contributed. The more effort is required, the more rational process becomes, which leads to the formation of intentions. (Belleau et al. 2007.)

2.2.4 Value-belief-norm theory

The previously described theories have appeared as the theoretical paradigms in the fields of marketing, consumer behavior, as well as social psychology. However, the value-belief-norm (VBN) theory has been specifically developed by Paul Stern and his colleagues to explain the environmentally significant behavior (Stern, Dietz, Abel, Guagnano & Kalof 1999). It incorporates several previously existing theories, such as the theory of personal values, the moral norm-activation theory by Schwartz (1973) and the New Environmental Paradigm.

(Phipps, Ozanne, Luchs, Subrahmanyan, Kapitan, Catlin, Gau, Naylor, Rose, Simpson & Weaver 2013.)

The VBN theory represents a sequential chain of five variables, which essentially lead to the conducting of behavior in question (Figure 6). The main hypothesis of this theory states that each variable has a direct influence on the next sector of the chain, in addition to a potential indirect influence over the rest of the sequence. (Phipps et al. 2013.) As it can be seen from the name of the theory, values come at first, followed by beliefs, which are antecedents of norms that consequently transform into behavior.

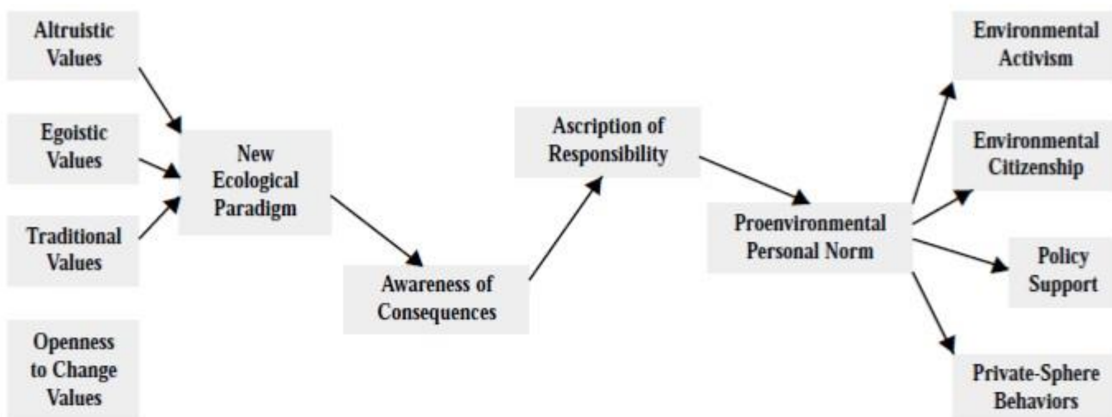

Figure 6. Variables in the value-belief-norm theory. Stern et al. 1999.

The order starts with the personal values. They are composed of biospheric, altruistic and egoistic bases. Altruism has two options of direction: either towards other humans, or towards different species in general. (Stern et al. 1999.) As environmental friendliness is considered a public good, the biospheric and altruistic individual values have a definite positive effect on forming pro-ecological beliefs, whereas egoism tends to act as an antidote leading to the neglection of concerns over the environment (Stern 2000).

Positively impacting values activate the development of pro-environmental beliefs. They include three interdependent variables: new ecological paradigm (NEP), awareness of adverse consequences (AC) and ascription of responsibility to self (AR). (Stern 2000.) NEP suggests an undoubtful correlation between the fragility of our ecosystem and the human activity. It represents a broad worldview that inclines people to easily accept more focused beliefs of adverse consequences. (Stern et al. 1999.) AC refers to believing in the threats to other people, other species, or largely the biosphere that might be encountered as an outcome of certain environmental conditions. The last belief variable, that is AR means an individual assumes that his or her own actions can prevent those negative consequences from happening. (Oreg & Katz-Gerro 2006.)

Pro-environmental beliefs consequently formulate individual moral norms, which perform as intentions. After activating own values and formulating appropriate beliefs, a person feels obliged to take environmental actions in order to help solve the problem. These feelings of responsibility and commitment typically lead to direct behavior related to the ecological thinking. (Oreg & Katz-Gerro 2006.)

The sequence appears to be logical, and therefore a reliable predictor of the individual environmental behavior. Nevertheless, there might appear certain behavior-specific personal norms and other social-psychological factors that prevent potential consumers from embracing environmentally-friendly behavior. Stern (2000) divides all the causes into four categories.

The first one has been described in the context of the VBN theory. It represents attitudinal factors, which include personal norms and values (e.g. personal commitment to the environment) and behavior-specific beliefs. The second type is contextual forces, otherwise known as external factors. They might cover interpersonal influences, social persuasion, community expectations, and governmental regulations. The third group of causal variables refers to personal capabilities, which means a person must have available time, money, general literacy and some knowledge or skills related to partaking in environmental behavior.

Finally, the last category suggests that environmentalism often involves breaking old habits, establishing new routines, and following them subsequently. (Stern 2000.)

2.2.5 Environmental approaches

For the purposes of this research, it is worthwhile to examine the theoretical stance of the environmental literature on the correlation and the lack of it between attitude and behavior of modern consumers. Analyzing the same potential green gap phenomenon from two various perspectives is beneficial for the purposes of developing own framework to ground the subsequent empirical research on.

The increasing environmental protection interest and the growing customer morality fashion illustrate a highly positive picture of the multinational reflection on the sustainability issues. Numerous statistics indicate how enthusiastic and engaged the prevalent number of people in the Western societies are about taking an active stance in the sustainability implementation by making effective changes in their purchasing routines and daily activities (World Business Council for Sustainable Development 2008). Does this affirmative mindset represent the reality of the world or is it an exaggerated and overly simplified overview of a more complicated problem?

According to Gleim and Lawson (2014), an overwhelming majority of people currently expresses concern about the state of the environment, however, only a few apply their good intentions into the actual green purchases. Subsequently, a green gap term has emerged. The green gap refers to the discrepancy between pro-environmental attitudes and green consumption behavior. It can be described as a gap between stated intentions and realistic actions. (Gleim & Lawson 2014; Kim et al. 2016.)

Kollmuss and Agyeman (2002) discuss the difference between obtaining environmental knowledge or even education and displaying pro-environmental behavior. Customers are subject to the diverse influences imposed by multiple factors, including individual, social and situational ones. These elements can either stimulate specific actions or discourage any potential good deeds. Thus, inconsistency occurs as a result of the interplay in the minds of a consumer.

Attitudes are believed to have a mediating role between the initial curiosity and the behavioral intentions of buyers (Terlau & Hirsch 2015). Even though consumer attitude theories analyzed in the previous sub-sections suggest a certain possibility to foresee consequent actions of the customer, they acknowledge how additional circumstances can certainly fluctuate the decision-making process (Gupta & Ogden 2009). The most significant determinants to pay attention to are the unpredictable nature of human emotions, uncontrollable forces of the societal judgement and the degree of individual willingness to surrender and comply with the external pressures.

Numerous researchers have focused on examining more particular reasons for the disconnect between ethical consumption enthusiasm and the actual daily purchasing behavior of individuals. According to their findings (Durif et al. 2012; Kim et al. 2016), people tend to remain skeptical in two different aspects: firstly, the likelihood of bringing any positive changes in the world; secondly, the credibility of corporate claims regarding their righteousness. It means that citizens do not see the direct link between their own day-to-day consuming patterns and the state of the environment. Educational programs and spokespeople as role models could solve this deficiency. As for the lack of confidence and belief in the goodness of products and companies, transparent corporate behavior together with truthful marketing messages could be effective in facilitating the transition of noncommitted customers.

Gleim and Lawson (2014) also assert the significance of examining the motives behind the green consumerism as a way to investigate possible barriers. They emphasize the need to integrate more factors than simply price, time and effort requirements into consideration. The costs of engaging in green consumption is also altered by perceived quality, potential added effectiveness or other specific customer value, advertising trust, social norms and willingness to comply with the latter, and even personal inertia. According to their estimations, habit and routine could be the biggest challenges for the customer to overcome when making an environmentally-friendly purchasing decision.

Furthermore, Durif et al. (2012) evaluated all perceived risks encountered as a result of green product consumption in accordance to the widely spread classification into five categories. Functional risks concern product’s ineffectiveness, volatility and bigger effort required to complete the job. Financial risks are self-explanatory, customers are worried to spend more money than the value they receive in the end. Temporal risk refers to a customer losing time while looking for a product, for instance the problem of low availability. These three groups of risks are very relevant in the green consumption behavior due to commonly higher costs, lack of information, scarcity of assortment and uncertainty of the end results. The next two categories of risks are physical and psychological ones. Physical risks are associated with chances to harm health or get an injury for oneself or other people around when utilizing a product. Psychological risks mean negative impacts on the status, ego, and relationships with respect to the society and the surrounding people. According to Durif et al. (2012), these risks are generally avoided in the eyes of consumer when it comes to the green product purchases.

Blake (1999) has summarized the risks in a simple framework, which demonstrates three major barriers preventing the action: individuality, responsibility, and practicality (Figure 7). Individuality refers to temperament and cognition. Personal characteristics, such as laziness, interfere with the pro-environmental intentions when moral concerns do not get prioritized. Responsibility means that people prefer to place the burden of pro-environmental behavior on someone else, whom they view as having more authority or accountability for the problems in the world. In addition, these individuals might be suspicious of the corporations, communities, and governments not being completely trustworthy. The last barrier deals with practical issues interfering with the behavior despite a person having strong beliefs, attitudes and even intentions of being more sustainable in the daily activities. One example can be lack of recycling facilities in the area. (Blake 1999; Kollmuss & Agyeman 2002.)

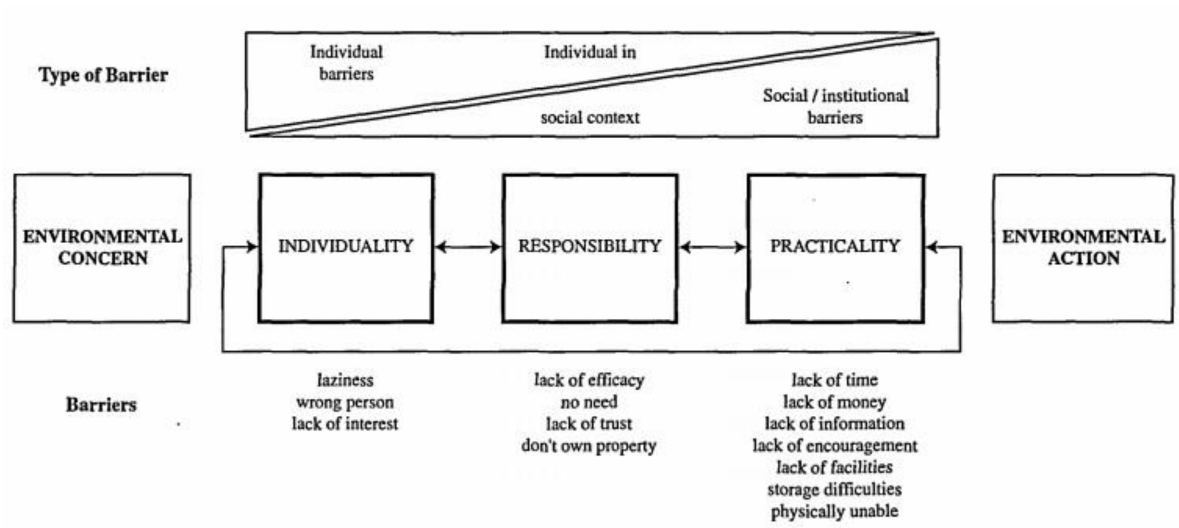

Figure 7. Barriers between environmental concern and action. Blake 1999.

Examining these categories of factors shows that there are two major ways to recognize motivations for the green consumerism. They are either connected to the personal qualities and norms, or they are based on the individual cost-benefit analysis. It means that a customer can be attracted to the environmental consciousness because of their love for the nature and because of the high level of control over themselves. The second approach also involves a person individually measuring the promised benefits in regard to the effort, time and potential inconveniences they have to encounter. Hartmann and Ibanez (2006) determine that the perceived value of green behavior is not confined only by the awaited environmental improvements, but includes more personal benefits, such as direct cost savings or, more importantly, positive emotional experience due to consumer's enjoyment of own altruistic deeds.

Subsequently, Kollmuss and Agyeman (2002) have introduced their model of pro-environmental behavior, which is based on the existing Blake's research, the theory of reasoned action, and other selected frameworks analyzed. Figure 8 displays their results. According to the authors, the incorporated diagram is not practically feasible due to the immensity of all the factors, however, it can be used as a visual aid to get an overview of the interconnections affecting the green product customer. The core of the model is the pro-environmental consciousness, which is ingrained with the broader personal values, traits and external influences. Pursuant to the framework, the most positive outcomes for the pro-environmental behavior emerge from the synergy between internal and external determinants. (Kollmuss & Agyeman 2002.)

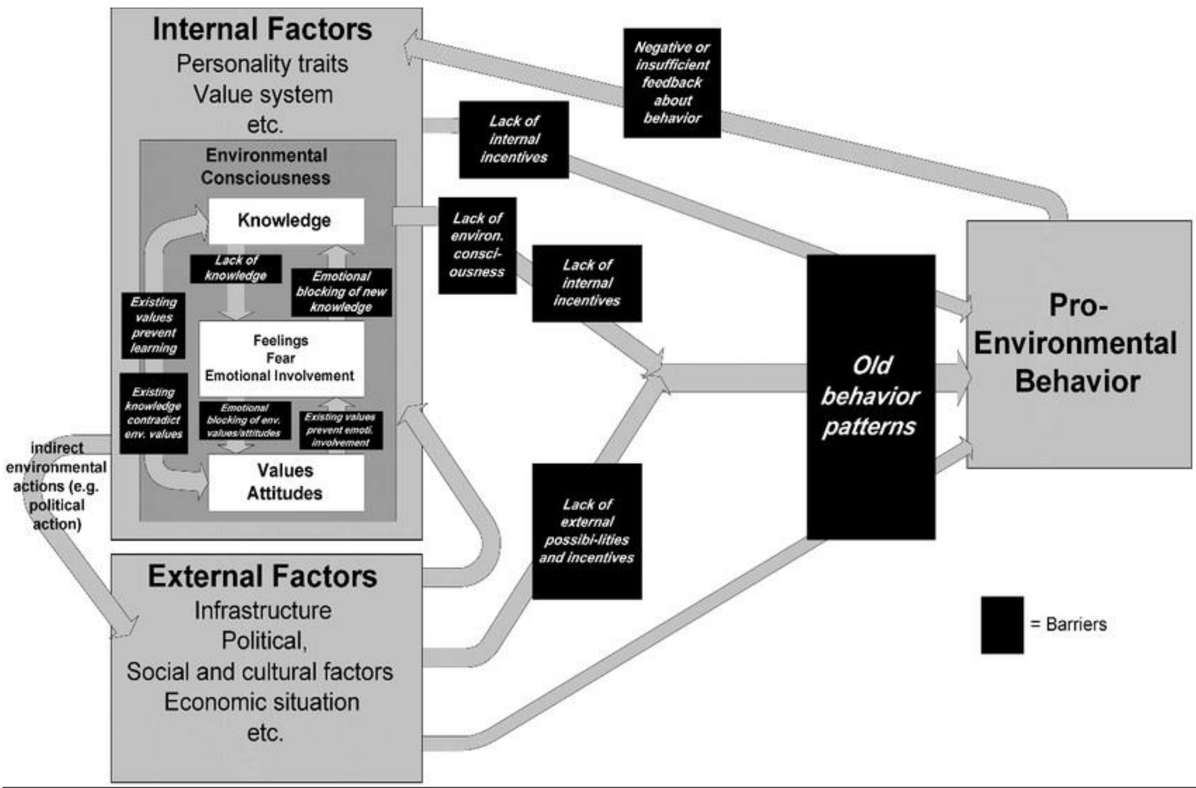

Figure 8. Model of pro-environmental behavior. Kollmuss & Agyeman 2002.

In order to simplify and improve understanding of the issue, Terlau and Hirsch (2015) have composed a framework, which integrates various factors affecting a customer when making a decision regarding an environmentally-friendly purchase. They have incorporated the studies based on multiple fields, therefore this model can be considered as an integration of consumer attitude, consumer behavior and environmentalism. Determinants are divided into three categories: related to an individual, to the surrounding society and culture, as well as to the particular circumstances of potential behavior. In this way it is quite similar to the Blake's barriers (1999). The framework is especially useful for raising understanding of how to effectively manage and motivate green consumer behavior. Figure 9 demonstrates the model.

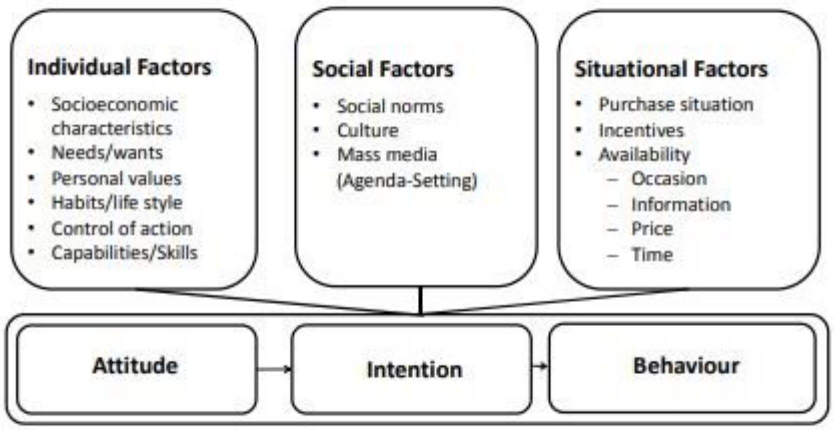

Figure 9. Decision-making model of sustainable consumption. Terlau & Hirsch 2015.

To sum up, consumers experience different barriers on the way to the green consumption, emerging both internally and externally. The general attitude of the society on the environmental conscientiousness is becoming increasingly appealing, thus encouraging the social dilemma to pressure noncommitted individuals. Moreover, in order to motivate and smooth their conversion, there should be more information available with a purpose of educating people on the choices, benefits and potentials associated with making their daily activities more sustainable. In addition, honest, trustworthy and believable marketing campaigns should focus on the emotional dimension, emphasizing morality, altruism, and overall prestige of even the smallest behavioral changes.

2.2.6 Summarizing the phenomenon of attitude-behavior inconsistency

The goal of this section is to combine the obtained knowledge and briefly summarize all major conclusions and connections revealed during the theoretical search and study. According to the announced purposes of the present research, the investigation should be emphasized on exploring the phenomenon of the second-hand consumption being disrupted by a negative customer attitude, an irresponsible customer behavior and the lack of alignment between the two aforementioned matters.

In order to clarify the occurrence of green gap phenomenon, it is required to explore how the usual sequence of attitude and behavior is developed. Understanding how it is supposed to work helps notice any possible shortcomings and points of flaws. For this reason, the theoretical part of the thesis starts with opening on the term of consumer attitude. While it is rather self-explanatory what consumer behavior stands for, the attitude can refer to multiple different things. Several definitions have been researched to discover that an attitude involves both the stored memories, values and cognitive beliefs about an item, as well as the momentary reactions and feelings towards it.

According to the researched literature, the attitude of a consumer is composed of a variety of factors, which can be both objective and subjective. These elements can be based on hard data such as price, quality, distance and time required, ratings of a shop etc. However, the attitude also includes soft facts that appear to be more complicated to measure, for example, previous customer experience, memories, associations, niceness of the personnel at a shopping place, own old habits and traditions, encouragement of friends and approval of strangers, as well as self-appraisal and a pleasant feeling of doing good for the world.

All of the aforementioned determinants can influence individual’s attitude, willingness to buy a product and subsequently their actual behavior. Therefore, these factors need to be taken into consideration when researching the existing green gap in the field of second-hand consumption. Nevertheless, the examined attitude theories demonstrate different viewpoints on what the attitude and behavior depend the most.

Taking the functional theory's definition, an attitude refers to a stored predisposition that creates order and clarifies person's principles. It means that a person might not know enough about the cause or even they might believe in the green consumption in general, but not in the effect of single individual actions.

According to the constructive theory, an attitude is formulated spontaneously through emotions at the time of a purchase. If an individual has strong beliefs on the importance of environmental protection and theoretically understands the good of second-hand consumption, but avoids indulging in it, there might be some negative on-spot issues that disappoint him or her. For instance, a long and difficult commute to a shop or something insignificant like a particular smell inside.

Consequent to ascertaining how an attitude is formulated, it is worthwhile to look at the connection leading from a formed attitude towards an actual behavior. During the theoretical research, numerous theories have been studied, however the final thesis work discloses three of them. They have been chosen as the leading ones in the field. While being different, they are able to contradict and complement one another, which is beneficial for the purposes of the current report.

The cognitive-affect behavior theory determines three interrelated components that have a power to influence over one another and over the final outcome of the decision-making process. These elements are respectively beliefs, feelings, and responses. Each one of them can be affected by a negative trigger, resulting in the contradictions faced by a potential consumer.

Feelings of a person are unique temporary reactions and might be difficult to predict when it comes to the consumer behavior. For instance, Blake (1999) mentions being the wrong person as a potential negative driver for a certain consumer behavior. It means that personal characteristics and even emotional state at the time of engaging in the behavior might disrupt it and destroy positive intentions. Nevertheless, Liu et al. (2017) advocate for the importance of past experiences as a type of prediction. For example, a person might have previously tried a product, a service, or a shopping place. Even the smallest negative emotions during that attempt can consequently become the biggest and almost irreversible barriers.

Another kind of barriers is related to the beliefs developed by a person. Stern (2000) pays attention to the values that an individual cultivates. According to his research in the field of environmentalism, positive influences can be related to altruistic and biospheric values, while egoism works as a definite barrier to such behavior. However, personal beliefs do not only consist of values, but also of individual cognitions. For instance, Kim et al. (2016) signify another behavioral challenge in a form of skepticism towards the likelihood of being able to bring any positive changes into the world. The same concern is denounced by Stern et al. (1999) when they claim that people tend to avoid ascribing responsibility to themselves.

While beliefs and feelings are considered to be parts of the constructed attitude of a customer, consumer responses are more complicated to recognize, as they do not refer to behavior itself, but only an intention of it. Nonetheless, Belleau et al. (2007) assign great importance to the intentional side. They believe that making this transitional stage smooth and effortless strongly increases the chances of a customer actually making the purchase. Kollmuss and Agyeman (2002) entrust the emphasis to the large determinants, such as political state, economic situation, and infrastructure. At the same time, both studies by Blake (1999) and Terlau and Hirsch (2015) propose smaller and more particular reasons that might serve as barriers for a consumer. For instance, they mention such factors as the lack of time, money, information, facilities and incentives. All these barriers are also declared in the research of Durif et al. (2012) as different types of risks influencing the consumer behavior. These categories are named respectively temporal, financial, functional, and physical. The last group of risks mentioned by Durif et al. (2012) is the psychological ones. Due to their inner character, they are mostly related to the feelings experienced by a consumer.

The interesting observation has been claimed by Solomon et al. (2016: 285-289); it states the possibility of arranging the chain in different sequences. It means that each of the three variables can be affected separately, and this would stimulate consequent changes in all of them. The cognitive-affect behavior theory has been acknowledged as the prevalent concept in the field of consumer studies. For this reason, it will be utilized in the current thesis report as one of the central approaches for categorizing and representing the results of the conducted empirical research.

The theory of reasoned action by Ajzen and Fishbein (1975) acknowledges the purchasing decision-making process as being made directly on-place. However, it believes that these decisions are not concluded randomly, but they are made according to the previous cognitive efforts. The theory advocates for the behavior being under full control of individual's intentions. It has a strict order and structure.

Nevertheless, the theory introduces another concept that is useful for the understanding of how behavior is initiated. It is the subjective norm, or the need for the behavior to be approved by the society around an individual. Conner and Armitage (1998) define it as the degree to which significant others accept or reject particular behavior in question. While the described CAB theory assigns all the decision-making responsibility to an individual, the TRA pays attention to the expectations and pressures emanating from the people around. In the framework demonstrated by Madden et al. (1992) the behavioral intention is simultaneously affected by the personal consumer attitude and the subjective norm. A person is supposed to evaluate any benchmarks imposed by the society against own hierarchy of values beforehand. It might not be done fully consciously; nevertheless, it still involves reasoning and comprehension of the mind.

People are certainly social creatures, therefore their motivations along with the negative drivers can be imposed by the expectations and reactions of their friends, family, neighbors and even mass media. For instance, Follows and Jobber (2000) consider social approval and praise as strong motivators of consumer behavior, while lack of them can logically become a barrier. Terlau and Hirsch (2015) also acknowledge the significance of cultural awareness and acceptance of a proposed behavior. Another interesting aspect of social influence on the decision-making process is mentioned by Solomon et al. (2016: 285-289) as the importance of secondary information. In the era of social media, secondary sources represent subjective opinions, therefore even a part of building own beliefs cannot be separated from the society around. This theory opens great opportunities for the area of green consumerism, as the general public's opinion has been slowly but steadily turning towards accepting the significance of environmentalism.

Value-belief-norm theory has been introduced by Stern et al. (1999) and follows an understanding that a sequential chain of variables leads to the environmentally-friendly behavior. It demonstrates interconnections and abilities to affect not only succeeding, but preceding sectors of the chain. Furthermore, it in more details discusses the influence of the society and significant others over the individual decision-making process. The theory describes both positive and negative effects of the surroundings. All in all, it emphasizes building values according to own emotions, influences of the people around, as well as degree of openness to change. Not only an individual is expected to believe in the benefit of environmental cause, but also to take responsibility over their input in even the smallest daily actions.

To sum up, consumer attitude has a definite effect on behavior, and there are numerous ways to illustrate that. Different theories suggest various dependencies, however none of those theories lack confidence in the fact that such correlation exists. The theories imply that the matters of attitude and behavior might be in a strict chained sequence or in an interrelated circle of influence. Purchasing decisions can be planned in advance or made spontaneously on place. They can be highly individual or affected by the surrounding people. The most important conclusion is that attention needs to be paid to all elements that have power to influence the end result, namely a person complying to make a purchase. These elements include and are not limited to the individual emotions, the cognitive efforts and the intentional actions of a consumer.

These theories provide various ideas on how the consumer attitude is connected to the consumer behavior in the perfect case of one consistently following another. However, the studies on environmentalism and green living demonstrate that the link is often interrupted. Due to the tight interconnection between variables, when one of the elements of the decision-making process is negatively affected, the phenomenon of green gap occurs. An action does not always follow even perfectly aligned values.

Environmentalists have devoted numerous research papers to determining the exact barriers preventing individuals from taking responsibility and acting across various aspect of consumer behavior. The present thesis paper has described several viewpoints on the potential barriers and has demonstrated three significant frameworks by different authors respected in the field.

One of the most holistic models has been constructed by Kollmuss and Agyeman (2002). It integrates a great number of negative drivers that might have an effect on the consumer intentions and subsequent purchasing desires. These barriers are presented as internal and external, confirming the conclusions stated by Ajzen and Fishbein (1975) on the influences of a subjective norm. Kollmuss and Agyeman (2002) introduce new factors as well, such as negative feedback received as a result of conducted behavior. For instance, being judged by the surrounding people after indulging in second-hand consumption will disrupt the willingness to do it again. This barrier can also mean that if an individual does not receive enough acknowledgment after their environmentally-friendly behavior, they might not be as motivated to conduct it again. Another interesting aspect of this framework is how much importance the researchers assign to the old habits of a consumer. These factors appear to be one of the largest barriers on the way to the positive behavior. Despite providing valuable insights on the potential disparity, Kollmuss and Agyeman’s framework is too extensive to be successfully utilized. For this reason, two other theories are discussed in the thesis.

Blake (1999) has developed a model of discrepancy between environmental concern and action, in which the barriers have been divided into three categories: individual, social and situational. This framework has been considered a prevalent one among researchers in spite of its respectable age. Nevertheless, it has been later on adapted and advanced by Terlau and Hirsch (2015). There is a clear alignment between the two presented works, however the latter one provides even more examples and explanations of negative factors affecting environmentally-friendly behavior of consumers. Being the most recent and most widely accepted ecological behavior theories, it will be utilized as a central part of the framework built for the empirical thesis research.

2.3 Theoretical framework

Before proceeding to the actual practical research, it is worthwhile to use the summarized theoretical background as the basis to formulate a new framework that will guide and simplify the process of completing an empirical part of the thesis. It will be used for the purposes of clearly analyzing and demonstrating the conclusions made as a result of the data collection. This section is aimed at justifying the choices and presenting the final result of the developed model.

To begin with, the theoretical analysis has revealed that second-hand consumption can be considered a great example of the green environmentalism, owing to its objective on reusing any previously owned products, prolonging their lifespan, and thus helping to reduce the redundant utilization of non-renewable resources and eliminate the concept of waste.

There has been some research on the motivations of those participating in second-hand consumption, the results claim the most significant factors to be monetary considerations, uniqueness and original style of products, feeling of nostalgia, shopping as recreational activity and treasure hunting, as well as environmentalism and green consumerism thinking. In spite of all positive incentives, the second-hand consumption occupies only a minor part of modern business. The majority of population still feels uncertain or even hostile towards buying a product that is not new. The created green gap and its reasons serve as a focus for the empirical research.

In order to study the phenomenon, it is valuable to pay attention that second-hand purchasing can be examined from two different perspectives. It is both a business model of consuming products and a way of indulging in the environmentally-friendly behavior. For this reason, it seems feasible to combine the obtained observations from the two theoretical fields when building the current research framework.

After analyzing different consumer attitude-behavior theories, the segmentation of barriers according to the cognitive-affect behavior theory is taken into the framework. As it has been disclosed, the attitude is composed of two components: cognitive and emotional. Cognitive refers to any mental predisposition acquired through experience and stored in the long-term memory; while emotional materializes right there at a time and a place through immediate and fugitive reactions provoked by context. Otherwise, these elements of the attitude are known as beliefs and feelings regarding an item or a product. If one of them faces unpleasant trigger causing rejection, the whole link is disturbed. At the same time, various negative factors can also affect the behavioral intentions and actual deeds of a consumer. Therefore, when it comes to the possible barriers, they should be examined as to which part of the consistency they alter: beliefs, feelings or responses.

After summarizing the research in the field of environmentalism, the classification of barriers by Terlau and Hirsch (2015) is accepted as the prevalent model to be included in the developed framework. Researching the deeper reasonings behind the green gap allows to believe that the negative drivers can be produced as a result of individuality, responsibility or practicality. Individuality refers to the personal characteristics, habits and thoughts. Responsibility is a reaction based on the surrounding people, organizations and the society in general, their opinions, judgments and appraisals. Practicality means certain factors related to the particular situation, place, time, convenience or associated difficulties. Accordingly, all the barriers are divided into individual, social, and situational ones.

Summing up both of the research fields, the author is allowed to assume that the green gap appears when one segment of the attitude-behavior link happens to be influenced by a developed negative driver. The link consists of beliefs, emotions, and responses, while the barriers can be classified as individual, social, and situational. As it has been mentioned before, beliefs are cognitive predispositions, feelings are momentary emotions, and responses are behavioral intentions of potential consumers, while individual refers to factors imposed by a person oneself, social refers to those conveyed by the surrounding people, and situational barriers are those related to the circumstances of purchase. Figure 10 demonstrates the formulated framework of the subsequent empirical research.

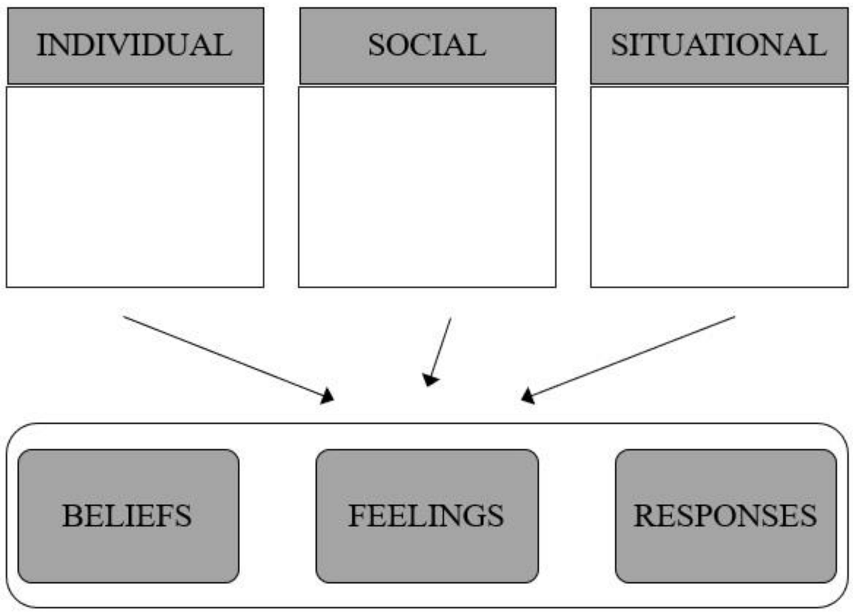

Figure 10. Empirical framework: barriers of the second-hand consumption.

The following chapters will introduce the process and results of the empirical research conducted by an author as a method of understanding what particular examples of consumer attitudes discourage people from engaging in the second-hand consumption and how that consequently aggravates the green gap dilemma.

3 RESEARCH AND METHODOLOGIES

In order to obtain a practical perspective on the attitude-behavior inconsistency phenomenon in the second-hand consumption, the empirical research has been conducted as a part of the thesis process. This chapter explains major methodological selections and describes research processes. Firstly, it introduces the philosophical context and the purpose of the planned research. Secondly, the chapter explains the reasonings behind choices of research strategy, approach and methods utilized. Thirdly, it follows the consecutive processes of data collection and data analysis. And finally, the conducted research is evaluated on the quality and credibility of its proceedings and conclusions.

3.1 Research philosophy

Empirical research is a significant part of the thesis work, representing a process of collecting, interpreting and analyzing information with an aim to increase the understanding of the stated problem. A research philosophy refers to the way in which data should be gathered and used. (Saunders et al. 2007: 101-103.) Two major research philosophies have been identified: positivism and interpretivism. This sub-section describes the differences between two philosophies with a goal to provide a justified choice for the current research.

Positivist philosophy is otherwise known as scientific. It is based on the need to acquire an objective viewpoint to observe and describe the stable reality. Positivism believes that observations and conclusions should be repeatable, meaning that successive replications need to lead the research to identical results. This philosophy is usually associated with the natural and physical sciences, while its appropriateness for the field of social and business studies has been continuously questioned by academics and practitioners. (Saunders et al. 2007: 103-104.)

Interpretivism represents a contrasting view on the philosophy of research. It stands for having a subjective perception on the analyzed phenomenon. The goal of a researcher is then not to interfere with the natural course of the reality, while making observations. Supporters of this philosophy admit the existence of multiple interpretations of the same subject and emphasize those different judgements as the main interest they pursue. (Saunders et al. 2007: 106-107.)

The research conducted as a part of the current thesis work undeniably belongs to the area of social and business studies. The examined phenomena cannot be isolated or separated from the ongoing course of life to be observed under the ideal circumstances. The focus of the study falls on the individual perceptions and their subjective comprehension. Therefore, interpretivism should be chosen as the main philosophical principle for the present study.

3.2 Research approach

Two main research approaches can be identified, namely deduction and induction. The difference between them appears in the direction of the research: using data to test already existing theory or developing theory as a result of conducted data analysis (Saunders et al. 2007: 117).

Deduction can be considered a top-down approach, as it involves working from the more general to the more specific. It starts with choosing a theory and narrowing it down to a certain hypothesis. After establishing a topic of interest, the research is designed as a way to test if the stated hypothesis is true or false. Number of observations are collected and analyzed in a clear linear sequence. Theory is consequently confirmed or dismissed as a final outcome of the research. Deduction usually enables measuring facts quantitively, therefore it suits the hard science and leans towards positivist philosophy. (Saunders et al. 2007: 117-118.)

Induction, however, is driven in an opposite direction, in other words it represents a bottom up approach. Inductive reasoning starts from obtaining specific observations or measures and proceeds with exploring these findings with a purpose of noticing repeated patterns. Based on those, generalizations are made, and theory can be developed as an outcome of the research. It respectively can be followed by creating a hypothesis, which may be tested through applying a deductive approach. Owing to an exploratory nature of induction, it allows alternative explanations, as well as a stronger understanding of the reasonings behind causes, therefore it is naturally associated more with interpretivist philosophy. (Saunders et al. 2007: 118-119.)

For the current research, deduction appears to be the suitable approach due to the strong theoretical background established before proceeding to the processes of collecting and analyzing the empirical data. The existing observations of academics in the appropriate fields are firstly accumulated in order to construct the basis to relate to. It is followed by developing the research framework through the combination of various theoretical models. The author then chooses a small sample to examine and strives to collect the practical information which will allow either to support, or to reject the aggregated theory.

3.3 Research strategy

Once the approach and purpose have been delimited, the research needs to follow a certain strategy. The main aim and objectives of the research can be achieved through diverse strategies, such as ethnographic research, action research, focus groups, discourse analysis, or case study among others.

Methodological considerations suppose that accomplishing the main research aim requires conducting a qualitative analysis. There are several arguments supporting the choice of qualitative research against quantitative one. First of all, this topic requires more detailed information as it seeks richness and meaning. Secondly, qualitative analysis helps to understand human behavior and social interactions better. And thirdly, while the goal of quantitative research is usually to test already existing predictions and stated hypothesis as if to support the theory in question, qualitative research focuses on creating the idea of theory after collecting and interpreting the received results of study. (Saunders et al. 2007: 145.) All these reasons validate that the current research needs to be conducted in the qualitative approach.

The next question that arises is connected to the methods of conducting qualitative research. There are many various data collection approaches to choose from, including individual or group interviews, observations, intensive case studies or company visits, censuses etc. They can be conducted both remotely and in person. (Clippinger 2018: 38.)

The selected data collection method is the focus group interview, which is developed in a semi-structured way. The interview is the most appropriate approach when the goal is to collect broad range of information, including individual perceptions, thoughts, feelings and underlying reasonings. Moreover, a person can easily explain their behavioral patterns and analyze own mind processes. (Saunders et al. 2007: 312.)

In the case of this study, face-to-face meetings are the preferred method of gathering information. They allow receiving more reliable answers because of the presence of the facilitator who can pay attention not only to the verbal communication, but to body language and facial expressions as well (Clippinger 2018: 42).

The focus group approach has been chosen as it initiates discussion between the participants, which can lead to creating new ideas and providing deeper meanings. Furthermore, a group approach gives a chance to agree or disagree with each other, which consequently results in better argumentations for the replies. Another reason stands for the lack of extensive interviewing experience of the researcher, which could operate as a disadvantage in case of the individual interviews. (Clippinger 2018: 43-44.) For the same reason the interviews are to be conducted in a semi-structured way, which means that initial questions should be carefully planned in advance, however leaving space for the follow-up and narrower questions.

3.4 Sampling technique

After deciding on the focus group interviews, the task is to identify the best sampling approach. Due to the time, money and possibility constraints, only a relatively small representative group of people should be chosen as research participants. There are various methods of how to find and assess the best candidates, such as probability, non-probability or self-selection sampling techniques.

Probability sampling is the most suitable approach for a bigger sample size due to the high non-response rate (Saunders et al. 2007: 208-209). The current study is planned as a small personal research, therefore cannot be pressured with the potential deficiency of answers.

Non-probability sampling is a good alternative allowing to select a sample based on the subjective judgement. In this case a group is not random but chosen for a particular purpose according to specific parameters. (Saunders et al. 2007: 226-227.) However, in the case of present research the richer discussions require having participants interested in the topic. Inviting individuals strictly according to their demographics or professions might not be complementing for the results.

The third technique, namely the self-selection, appears to be the most viable option for the present research. It refers to individuals claiming their desire to participate in the study after interviewer's initial contact to them (Saunders et al. 2007: 233-234). Interest, passion and enthusiasm play a significant role in initiating the focus group discussions, therefore this sampling method happens to be the most beneficial for the current thesis work.

All of the relevant research considerations and choices have been made resulting in a philosophically interpretivist, deductive in nature, qualitative research conducted through a number of semi-structured focus group interviews, participants for which are to be chosen using the self-selection sampling technique. The next sub-sections will explain the process of collecting, interpreting, analyzing and evaluating the data that has been done as a part of the present empirical study.

3.5 Data collection

For the purposes of this research, five focus group interviews were conducted over the course of four weeks in March and May 2018. Three focus groups consisted of four members and two focus groups had three members, giving a total of 18 interviewees. The brief demographics of the participants are demonstrated in the Tables 1, 2, 3, 4, and 5 down below.

Gender	Age group	Marital status	Number of children	Current occupation
Male	21-30	Married	1	Part-time worker
Female	21-30	Married	0	Part-time worker
Female	21-30	Single	0	Student
Female	41-50	Married	2	Full-time worker

Table 1. Focus group interview sample 1.

Gender	Age group	Marital status	Number of children	Current occupation
Female	31-40	Single	1	Full-time worker
Female	41-50	Married	2	Full-time worker
Female	21-30	Single	0	Full-time worker

Table 2. Focus group interview sample 2.

Gender	Age group	Marital status	Number of children	Current occupation
Male	51-60	Married	2	Full-time worker
Female	51-60	Married	2	Full-time worker
Female	31-40	Married	1	Full-time worker
Male	21-30	Single	0	Student

Table 3. Focus group interview sample 3.

Gender	Age group	Marital status	Number of children	Current occupation
Male	31-40	Married	2	Full-time worker
Male	31-40	Married	1	Full-time worker
Female	31-40	Married	2	Unemployed
Female	41-50	Single	0	Full-time worker

Table 4. Focus group interview sample 4.

Gender	Age group	Marital status	Number of children	Current occupation
Male	21-30	Single	0	Part-time worker
Female	21-30	Single	0	Student
Female	31-40	Married	0	Student

Table 5. Focus group interview sample 5.

Four focus group interviews were organized face-to-face, while one was done over a conference call using Skype software. The online focus group interview did not give a chance to recognize body language in a form of hand gestures and face expressions, however all the other ones were arranged so that a researcher had an opportunity to observe the participants and to try reading their emotions.

Table 6 down below demonstrates a full overview of all the focus group participants. All in all, there were eighteen people interviewed in a form of collective discussions. As self-selection sampling has been used, the participants were arranged into groups based not on their similarities or differences, but rather on the individual convenience of members. Some of the participants were former acquaintances, while others met one another for the first time. According to the interviewer's observations, the factor of previous relations did not play an important role during the course of discussions. All participants were encouraged to share their opinions and disagree with each other on equal ground with the only limitation of being respectful.

As it can be seen from the Table 6, in the categories of gender, marital status and occupation the majority of focus group attendees are represented as women, married people and working full-time, while the age groups have more random distribution, showing only slight prevalence of younger generation.

Demographics	Overall sample count	Overall sample percentage
Gender		
Male	6	33%
Female	12	67%
Age group		
21-30	7	39%
31-40	6	33%
41-50	3	17%
51-60	2	11%
Marital status		
Single	7	39%
Married	11	61%
Current occupation		
Student	4	22%
Unemployed	1	5.5%
Part-time worker	3	17%
Full-time worker	10	55.5%

Table 6. Focus group interview sample demographics.

Each focus group was audio recorded to be available for transcription in the data analysis stage. To comply with the legal standards, each participant was asked to put their signature on the audio recording and transcription consent form. The form stated that the audio tapes and transcriptions would be used only for the purposes of the current research, giving the interviewer a right to reproduce the transcripts in part or in whole in the written thesis report without stating the name or any other identifying information of the participants.

At the beginning of each focus group interview, participants were presented with a short form to fill in. The questionnaire included seven multiple-choice questions regarding the gender, age, marital status, children, occupation and shopping habits in reference to eco and organic products, as well as the second-hand products. The purpose of collecting this data was to improve the research by obtaining demographics information useful for the classification during data analysis process. The questionnaire form is attached as the first appendice of the thesis report.

Owing to the semi-structured way of conducting the study, the author only had a preliminary list of questions to initiate and manage the beginning of conversations, while the discussions among participants were encouraged to take the course. A list is attached as the second appendice, however additional questions appearing during the focus group interviews are not included.

3.6 Data analysis

In order to ensure receiving transparent and honest results by the end of the study, the data analysis process requires to be conducted in a coherent systematic manner. A clear sequence of actions and procedures has been planned and successfully implemented, which will be briefly described later in this sub-section.

As it has been previously mentioned, all five of the focus group interviews were audio recorded after a consensual agreement of the participants. Owing to the group discussion methods of interviews chosen, the author had an opportunity not only to ask questions, but to observe and make notes on the behavior, emotions and non-verbal language of participants after starting and encouraging the free flow conversations. Therefore, the data collected as a result comprised of the audio recordings and the written characteristic notes of the interviewer.

The first step of the data analysis was to listen to the audio recordings and prepare a word by word transcript. Then this transcript was combined with any possible non-verbal expressions, emotions and other notes of the interviewer to develop a bigger picture of the discussion. In order to ensure careful data depiction, these transcripts were made immediately after the end of each focus group interview. This way the memories were recent, and any specific details did not get lost in time.

The second step was the coding process. It included clustering the raw data into compilations of related pieces of information. Again, for the purposes of clarity and relevance, the coding was firstly done individually after each separate focus group interview. However, due to repetitions and common core the coding process was later done for the second time, as soon as the data from all five focus groups was available.

As the research was conducted according to the developed theoretical framework, the codes utilized were directly related to the two parameters stated in the model, each one consisting of three fractions. Therefore, the information had to go through two rounds of the coding process. Firstly, it was divided into belonging to either individual, social or situational factors. And secondly, the same piece of information was allocated into either beliefs, feelings, or responses of an individual. Thus, by the end of this step the topics and the different examples were determined, assessed and combined into a cross-sectional table.

The third phase included identifying any recurrent themes, building logical sequences and developing causalities as an answer to the main research questions. These series of actions required significant amount of time and effort due to the importance of preserving all information valuable and precise throughout the whole examination. The main challenge was to see the details and understand the different accents inside the similar answers of participants.

The end result of the data analysis process should be presented as common patterns and conclusions with a logical basis on the gathered empirical insights and personal opinions.

These results will be consequently demonstrated, discussed, and supported with examples of focus group interview quotes in the next section of the thesis, namely the findings.

3.7 Quality and credibility

While reliability and validity belong to the notion of constructivism and are widely utilized in quantitative research, there is a need to find a different evaluation criterion for the qualitative research. Being interpretivist in nature it cannot be assessed through the usual principles of carefully representing the whole population, of being consistent over time, and being easily reproducible. (Golafshani 2003.) According to Creswell and Miller (2000), the triangulation can be a useful tool for the qualitative studies to demonstrate own credibility. It refers to proceeding by finding common themes and regularities among numerous different sources, thus relying on multiple pieces of evidence in order to establish valid affirmations and subsequently make applicable conclusions.

Despite the interpretivist nature of this research, the goal is to reach the maximum objectivity by providing clear explanations, examples and depictions of the collected and analyzed information. The empirical research of the present thesis has been conducted strictly in accordance with the framework developed as a result of thorough theoretical examination. The utilized scientific references give grounds to the newly created model as being reasonable and fair. Moreover, providing sources makes the process of following the illustrated theoretical and empirical contexture easy and unconstrained.

There is a definite attendance of subjectivity and individual biases in any intellectual work, nevertheless acknowledging own shortcomings is the way to success. All findings of this research are presented unambiguously, and any conclusions are carefully evaluated and justified with existing evidence. The language of work tends to be precise and clear in order to avoid any misconceptions or confusions of those reading.

4 FINDINGS

This section contains the empirical part of the thesis work. During the preceding theoretical examination, two major conclusions have been. The first one states that consumer behavior is comprised of three co-dependent variables: beliefs, feelings and responses. Therefore, influencing any element of the chain by a negative factor results in consumer attitude-behavior inconsistency. While the second theoretical outcome suggests that the barriers against any environmentally-friendly behavior can be categorized into three major grouping according to their sources: individual, social, and situational. As a part of the current thesis work, these two models have been combined in one framework that demonstrates which individual, social, and situational factors can separately affect beliefs, feelings, and responses of an individual. The developed model has been introduced before in the Figure 10.

The analysis of interview data has allowed to identify linkages and connections, necessary for categorizing the ideas. As a result. the current research has collected various examples of barriers against the second-hand consumption. During the analysis phase, these negative factors have been allocated across the intersection of two models creating three tables, which will be demonstrated below (Table 7, Table 8, Table 9). This way the examples of barriers against the second-hand consumption are classified and clearly structured. Each category will be reviewed, explained and illustrated with the direct quotes from the interviews in the sub-sections 4.1, 4.2, and 4.3.

The discussion sub-section 4.4 focuses on interpreting the received results and combining them with the theoretical background presented and described in detail in the beginning of the paper. This step is completed with a purpose to formulate clear answers to the stated research questions, thus achieving the central aim of the whole thesis work. In order to prove the reliability of conclusions and demonstrate them in a clear way, all assumptions are supported with the direct quotes that are highlighted in cursive throughout the text.

4.1 Individual factors

The first grouping to be divided between those related to beliefs, emotions and responses is individual factors. They refer to the barriers directly linked to a person, their socioeconomic, psychological, and intellectual characteristics, as well as emotions and mental predispositions. They can include negative perceptions, personal avoidance of actions and lack of intentions for the green consumption.

Starting with them is justified, as they may be considered the most significant ones due to the fact that they are very difficult to challenge. Everything related to the personal choices is problematic to change. For example, it is not easy to affect an abstract feeling of superstition, laziness of a human, or their habitual routine. A person is entitled to own opinions and in many cases is not interested in switching them, even if presented with strong evidence and arguments.

Table 7 demonstrates a subjective classification of the individual barriers against second-hand consumption made by the author according to the interviews. These groupings of factors are explained below the table using direct quotations.

	BELIEFS	**FEELINGS**	**RESPONSES**
INDIVIDUAL	Insignificance of actions; Lack of knowledge; The feeling of doing enough;	Feelings of pessimism or frustration; Fear; Internal stigmas;	Unwillingness to take responsibility; Personal inertia; Old habits;

	Generic view or lack of belief in the personal responsibility; Lack of concern for the future; Superior financial position; Lack of need.	Emotional value of products; Superstitions; Pleasant feeling of a new purchase.	Unbreakable routine; Laziness; Unwillingness to contribute.

Table 7. Individual barriers against second-hand consumption.

Even those people who claim to support policies for preventing any additional damage to the planet are not always interested in limiting their purchasing choices or adapting their own lifestyle habits. It can be assumed that only a small segment of the population is aware of any ecological and social problems of the world. However, being aware does not necessarily signify people's readiness to act. There are those people who understand the troubles of the world but feel rather pessimistic about possibilities to influence the downright spiral. They do not trust the power of decreasing the damage, while strongly feeling the insignificance of own actions. There are not that many of the respondents who have declared such views, but their voices are still negatively affecting motivations of using second-hand products.

"We are stuck with what we have. The planet has been damaged, it doesn't matter anymore if you buy everything new or everything used, it is all the same."

"I think my own actions are so small in comparison to some factory releasing CO2 in the atmosphere."

Related to those doubting a chance to change anything in the world for the better by indulging in second-hand purchasing, there is another group of people who have claimed getting so angry and frustrated with the truthful information that they would rather avoid it all in all.

"I honestly try to ignore all the information about catastrophes in the world, because I feel so sad and angry that I want to give up completely."

Some participants have admitted during the interviews that they have never connected second-hand shopping with anything else rather than a way of buying things cheap. Even though the link to green living appears to be rather direct for those immersed in the topic, it still might look too vague for a general consumer. Many respondents have supposed that it would be beneficial for the cities, the municipal governments, the mass media and any kind of activism organizations to promote this idea and explain the relation to the public.

"I have never thought of second-hand shops as a way to help the environment, to be honest. I have always assumed it to just be a way to save money for those who need it."

Simultaneously, another problem has materialized in the discussion: namely, not seeing opportunities for being more environmentally-friendly. Some people have declared their wishes to do more, however lacking information on what needs to be done prevents them from real actions. In general, the scarcity of knowledge has been one of the most frequently emerging topics during all the discussions. Many respondents have stated their wish to know more about possible changes locally, however the city does not provide enough information according to them.

"Second-hand shops have always been there, but I've never thought of them as a way to protect the environment. Maybe if I learned that from some Vaasa city website or the news on TV, I would have been more active."

At the same time there has appeared to be a segment of people who believe they are already doing enough for the society around and the environment in general. The second-hand consumption appears to look as an extensive lifestyle change for them. The interviewees have multiple times alleged their pride regarding the green country they get to live in, mentioning how Finland is internationally known for taking care of own nature, resources and waste. According to the respondents, there are many regions around the world where the case is much worse, while the populations of those countries appear to be less concerned about what damage they are bringing to the world.

"Finland is one of the greenest countries, if not the greenest one. We have clear water, we sort garbage. There are other places in the world that should be more worried. We are doing great in that matter".

"I think that I am already doing my best with environmental things."

These opinions have inspired a big discussion on what should be considered enough when it comes to the green living. A viewpoint shared the most among the participants has been that sorting garbage is a necessity, however wearing second-hand clothes is only for those who are extremely submerged into the topic. It is an unfortunately usual thing for people in general to assume that there is always somebody else in the world or in the country or in the neighborhood who can do more, while the person themselves does not need to go to such extends. Avoiding personal contribution can be otherwise characterized as a generic view. It is a big barrier, because people do not want to take responsibility for own actions, own lifestyle change, no matter if they care for the cause or not.

"Now being vegan, eco-friendly and all of that is so trendy, that there are definitely enough people doing it already. I can live my life normally."

That leads to the most common reasonings which has been determined among the participants. It can be characterized as the personal inertia. This barrier is directly related to the individual laziness, the difficulty of breaking old tendencies and establishing new routines. People tend to be the creatures of habit, which means that they prefer to choose the simplest routes to fulfilling own needs and wants. Switching to the second-hand consumerism can certainly be considered as an extra effort linked with bringing unnecessary complications into their life.

"To be completely honest, sometimes I am even lazy to separate my garbage and recycle, so I don't even think about second-hand shops."

"For me second-hand shop is a place for those crazy hippies who do not care how they look or what they own at all. I am not one of them."

Personal inertia is a highly significant factor, nevertheless the appreciation for novelty and innovation can also stand in the way of second-hand consumers.

"I don't believe in this at all. I think we are humans, we are constantly progressing, so we need to use everything new. Why would I step back and use a product of somebody else?"

Another issue is related to the established routine which cannot be broken, no matter the desires of the person. It can definitely be considered a part of the laziness reasoning, but it appears to comprise more elements. Sometimes a person is reluctant to any change simply because the routines have been settled a long time ago and by now they involve a number of people or events, so that any alternatives would bring undesired chaos and disorder.

"I go to the supermarket once a week, and to the clothes stores around once a month, I don't have time and energy to go shopping more often."

"Almost every weekend I meet up with friends and we go to the shopping mall. Just to go around, maybe have a coffee. Maybe going to a second-hand store could be an alternative, but I haven't considered it before."

In the case of second-hand shopping, stigma plays even greater role than the laziness. The most surprising fact has been that some respondents have not been able to explain their barriers with words, while demonstrating just a grimace or a gesture of discontent. It can be assumed that the stigmas around second-hand consumption have been in the minds for such a long time, that they cannot be reasonably measured and described anymore.

According to the most prevalent view, second-hand stores are places for poor people to be able to afford any of their needs. Therefore, those having better financial situation have presented it as their main barrier. It can be grouped together with those who have stated they do not possess a need to engage in the second-hand consumerism. Lack of need signifies the boundaries inside human minds to accept used goods as normal purchases, while treating them as something special that can be used only in cases of emergency or inadequacy of other shopping places.

“Now that I am working full time, I have enough money not to go to the second-hand shops anymore. When I was a student though, they were helpful.”

“I have two kids who are growing so fast. Second-hand is a savior, because I can save up money and also resell their clothes once they are too small. But for myself I don’t see any need.”

“If we are talking about clothes, I rarely buy them, but when I do, I buy expensive and certainly new ones. Why would I go to the second-hand if I am planning to wear them for the next 15 years?”

Internal negative stigmas can also be associated with a number of opinions that have been mentioned less frequently, such as an emotional involvement and a superstitious feeling. The interviews have revealed that some people tend to build a strong attachment to any goods they possess. Due to the emotional human nature, people tend to transfer additional meanings to the things they are surrounded with. Subsequently, it appears impossible for them to be able to let go of such a substantial product. When people have such characteristics in their own minds, they can easily reassign the same sensitivities to the others as well. Therefore, purchasing something that has previously belonged to another person can appear problematic.

“I usually treat my things almost like friends, they are something personal to me. I wouldn’t want to buy something that has been personal for another person.”

“Who knows, what if that thing I buy used to belong to a person who is dead now?”

Furthermore, there is an issue of superstitions. It refers to believing in the soul of people being transferred into the things they possess. For this reason, buying something at the second-hand store needs to include a troublesome amount of thinking about the previous owners, their feelings, habits and ways of life. The fact that the owner wants to sell a good might give an impression that either it has meant too little or too much to the person, which is not good for those struggling with superstitions.

“I might be superstitious, but what if a thing has some attachment to the previous owner? It scares me.”

Probably the most straightforward personal reason that has been mentioned is that someone just enjoys the process of buying new product, of getting it wrapped or put in a bag, of bringing it home and observing the pristine newness of it.

“I love the feeling of touching something new that I have bought, like when it still smells of the shop.”

As it can be seen from the Table 7, the majority of negative drivers have been placed into the cognitive category. It means that the awareness of potential values and benefits of the second-hand consumption is somehow lost. To put simply, people are less concerned about the state of the environment and do not understand the significance of their input when it comes to second-hand purchases. As it has been discussed during the interviews, people require more information coming from the municipalities, businesses and non-profit organizations to learn about the problems and solutions of the ecological state, in addition to the benefits that reusing produces.

When it comes to feelings, there are certainly some internal stigmas preventing people from coming to second-hand stores. Nevertheless, these reasons are less general and more specific for groups of people that might be not so appropriate for including in the pool of second-hand consumers. There is no business model that is able to please all, therefore sacrifices should be made. For instance, those having emotional attachment to things they possess may not be the kind of potential second-hand consumers.

As for the behavioral responses, the majority of problems in this category are related to the personal apathy and inertia. Promoting new values might be beneficial for solving these challenges as well. Furthermore, making second-hand shopping as simple and uncomplicated as possible should be an objective of businesses in the field.

4.2 Social factors

The second group of analyzed barriers is connected to the external pressure on or around a potential consumer. Social factors are determinants which are created through the influence of other people and the surroundings on the person's decisions. They might be expressed vocally or imperceptibly, and the power of their effect depends on individual circumstances, for example on conscientiousness and nervosity of a person in question. Table 8 presents a summary of social factors, which will be described in more detail below.

	BELIEFS	**FEELINGS**	**RESPONSES**
SOCIAL	Negative connotations of a	Fear of being judged as impoverished;	Getting recognized at a second-hand shop

	second-hand consumer's image; Reputation as "shops for poor people"; Concern of indecent social status; Lack of trust for the second-hand stores; Lack of reliability; Lack of information.	Shame and embarrassment; Fear of being perceived as different.	(public embarrassment); Having to admit (or lie) about owning a second-hand product; Harm for the personal or professional reputation.

Table 8. Social barriers against second-hand consumption.

As it has been mentioned in the previous sub-section, during the discussions some of the most disagreeing participants have not even been able to elaborate what it is exactly that discourages them from second-hand shopping. Their hand gestures and facial expressions can be only interpreted as despise or even disgust. There might be two possible reasons for their silence. Firstly, the interviews have been conducted in a group format, therefore people already somehow involved into the second-hand consumption have been mixed together with those still being a little reluctant of it. Therefore, not giving reasons for such despise might be considered as a form of politeness. In order to avoid sounding rude, some participants might have held on to their honest opinions. Secondly, the true reasons might be hidden very deep in their minds and unclear for the people themselves, as they have not examined their stigmas before. In this case it is difficult to say if their perceptions are built based on individual choices or inspired by the society around them.

As the research suggests, social stigma against the second-hand consumption still plays a big role in determining customer behavior. It is an unfortunate fact that the shops have a reputation for being a service directed for people who are of low social status and poor financial position. The second-hand consumption is strongly linked with not being able to fulfill own shopping wishes or even needs, as well to sustain profitable household. Naturally, those who do not want to associate themselves with these groups of population try to avoid going to the used-goods stores at all costs. Somehow people tend to believe they have to explain or even defend their second-hand purchasing habits to others around them.

"I don't want to explain to every person I see that I buy second-hand because of my beliefs and not my financial status."

Another interesting aspect has been revealed in the conversations about the stigmas: it is the fear of being recognized at the second-hand store. Even those people who understand and find it useful for own purposes to engage in the used goods sprees tend to believe that others might happen to be more judgmental. Therefore, getting seen at the shop or getting recognized as wearing something not new is considered shameful. Some have claimed they would prefer to lie about obtaining something from a second-hand shop, because otherwise it might affect their social status or do harm to their reputation among colleagues or other acquaintances. Curiously, respondents have used such strong words as fear and dread when describing their feelings of public embarrassment.

"I am scared of meeting somebody I know when going to a second-hand store."

"I am dreading that anybody at work asks me where I got the jacket from, because I would never admit that I have bought something from the second-hand store, that's horrible."

During the interviews, second-hand consumption has been many times referred to as something different and out of the ordinary. It consequently leads to the next barrier which is that people do not want to dissent from the natural way of doing things. Living in harmony with the others around us is an essential desire of any individual, which in the end might overpower the willingness to do good.

"I don't want to be seen as a posh person who pretends to care about the environment and acts differently than normal people."

One of the troubles of excessive consumerism is that people often define themselves through products they own: clothes, electronics, furniture etc. Some individuals become so loyal to a brand, they never consider any benefits of buying a particular good as long as it is designed and manufactured by the same company. Buying a product is a method of telling the world a person supports a certain brand. The brand in turn is a demonstration of having a particular lifestyle, social and financial position, or even belonging to a closed circle of connoisseurs. Nowadays products have grown into being just another way of communicating with the society around us.

Despite promoting opposite values, green consumerism is no different in this respect. It also has fans and followers who would buy anything, as long as the product cover states eco, fair or second-hand. Therefore, there exists a certain stereotype about customers who choose green living and green consumerism. This image is based on their appearance, values, and behaviors. And unfortunately, these patterns can be perceived in a negative way, which works as a rejection driver for people who are concerned to be associated with the stereotypical view of a second-hand consumer.

"I think it goes two ways. If you buy clothes from a second-hand shop and you are ashamed of it, it means you are most likely poor and need to spend money wisely. If you shop there and you are proudly talking about it, you are some sort of hippie with dreadlocks, wooden toys for children and so on."

"When you go to a second-hand store, you can see quite many weird people in there. You know, unusual ones. I don't want to be counted as one of them."

Furthermore, the participants have discussed an issue of not trusting the shops enough to believe they are actually bringing any good to the world. The majority of examples mentioned during the interview conversations concern the products labeled as eco-friendly, fair trade or healthy choice. These answers are not relevant to the focus of the current research, for this reason the quotes are not included in the thesis. However, the second-hand consumption has also been taken into consideration during these disputes. People are skeptical about the reliability and values of some stores and organizations related to the used goods.

"Who knows where these shops are getting the products from? Especially, some red cross organizations. Maybe, they are all donations and should have been delivered to the struggling nations, rather than sold at a profit in their second-hand outlets."

All in all, questions of status, reputation, image, social embarrassment and shame, as well as lack of trust have been acknowledged as the central barriers imposed on an individual by the society. As it can be seen from the Table 8, in this category the beliefs associated with the type of consumption play the most significant role. It is rather common to build own beliefs according to the ones popular with people around. Unfortunately, this results in lack of trust and poor image of a second-hand consumer.

It means that it is not enough to make shops more attractive and convenient, but the whole perception of the second-hand consumption is not yet on the sufficient level. The widely-spread belief about the poor financial position of those involved in this type of shopping damages the reputation and prevents new customers from coming. Once again, building the overall awareness, inspiring knowledge and allowing people to learn the reasons why reusing is nowadays important might be effective.

At the same time, barriers belonging to the categories of feelings and responses are both directly related to the beliefs. Thus, changing the values will have a positive influence over potential consumers, making the second-hand shopping less associated with a feeling of embarrassment, but more with being helpful for the society and the future generations.

4.3 Situational factors

This sub-section summarizes the mentioned barriers that are related to a particular purchase occasion and circumstances, its simplicity, availability and practicality. It might be slightly more complicated to determine common reasonings according to this classification, because they are usually relevant for a specific shopping place. For example, arguments such as unsuitable working hours, long commutes from own accommodation and lack of convenient parking spots are highly individual, nevertheless they should be taken into consideration as well. The barriers described below in this sub-section are more universal, not bond to any particular second-hand store (Table 9).

	BELIEFS	**FEELINGS**	**RESPONSES**
SITUATIONAL	Lack of trust in productivity of previously owned goods; Lack of trust for the individual sellers; Lack of guarantee to find anything; Lack of warranty; Lack of efficiency.	Hygienic matters (psychological barrier); Lack of attractive packaging; Control over momentary desires; Waste of time; Lack of tasteful design, available space and overall	Unsuitable working hours; Inconvenient location; Lack of parking places nearby; Hygienic matters (cleanliness of goods); Allergies;

		tidiness, as well as lack of additional features such as music.	Planned shopping; Poor store arrangements.

Table 9. Situational barriers against second-hand consumption.

The most frequently discussed factor has been ascribed to the hygienic matters of previously used goods. These concerns are a clear disadvantage of second-hand shopping. Some participants believe this to be the biggest reason for them to avoid such purchases. The hygienic concerns can be classified into two characteristics: firstly, related to the actual cleanliness of a product and secondly, the psychological boundary of touching and owning something old.

The first type of problems can be solved with ensuring strict sanitary requirements established in market places. These high standards need to be meticulously managed and controlled, while shops should have opportunities for disinfecting and sterilizing products prior to sales. The biggest challenge is clothes, shoes and linen, while this usually does not concern purchases of furniture, electronic appliances and literature.

"I am worried to buy something that is not in the right condition. I have allergies and not knowing where this product has come from is a big threat for me. What if they had a dog and I buy this piece of furniture or a piece of clothing?"

"I am scared of all the pests or bacteria that might live in those things."

"I don't like the smells of previously used clothes."

At the same time, the second kind of hygienic concerns cannot be surmounted. If there is a psychological barrier towards having something old, it is mostly likely to stay with a person in spite of any reasonings.

"Somebody owning it in the past is the reason itself not to buy the product."

"I am honestly grossed out by second-hand products when I think about other people touching them, using them, wearing them. How would I know what kind of person that was?"

Another popular barrier related to second-hand products is the lack of attractive packaging. These products do not provide a buyer with a feeling of something new and fresh. It seems that packaging plays a highly significant role in the decision-making process of a modern consumer. It is well-known that appealing, handy and unusual design can influence people into buying a good they have not initially needed or planned to obtain. Second-hand shopping does not possess such an advantage due to the products being in their used states.

"Packaging or even a nice shape is quite decisive".

Moreover, stores themselves play a role in stimulating the buying desires. For example, they might make shopping encounter as simple as possible for a customer by providing a map of the departments or having personal assistants available for help. Additionally, they may create a positive atmosphere inside through appealing design and decorations, as well as pleasant music, light and smell in the background. This way a second-hand store creates an enticing experience for its customers inviting them to return again.

"I don't like those second-hand stores that are messy and full of old stuff which will never be sold. I want to see nicely decorated space, in which I can pleasantly spend time alone or with a friend. Something in pastel colors with soft music and lots of free space to walk around and check out everything on the shelves."

Nevertheless, the problems are not comprised solely of mental struggles and atmosphere inside, but they include more serious matters, such as lack of warranties. For instance, when considering a purchase of electronics at a second-hand shop, it is usually not possible to check the functionality of the product right there. It is an undesirable experience for a consumer to buy something and realize it is broken without having any chances to exchange or return it and get their money back. This builds on the lack of trust in productivity and effectiveness of products at second-hand stores. The situation might be improved if the shops begin providing after-sale services or at least in-place physical verifications and money-back guarantees. This way it eliminates the chances of having untrustworthy individuals trying to sell something that does not work.

"Sometimes I buy headphones and phone chargers there [at a second-hand store] because they are very cheap, in fact suspiciously cheap. Many times they don't work. But at least I didn't spend much on them. It would be much worse if I bought something of value. I think I wouldn't risk it."

Furthermore, the interviews have revealed that a big segment of people actually prefer making lists before going shopping. They know exactly what, how much and where from they are planning to buy. The reasons supporting the lists include time-saving, efficiency, easiness and control over momentary desires and emotions. However, this way of shopping eliminates second-hand stores as unreliable, because consumers cannot know in advance what is sold at the shop exactly today.

"I have been going to the same supermarket for ages now, so I know my shopping list almost by heart, I rarely change things that I buy."

"I really hate going to the shops, so I make a complete list of what I need in advance, and I even arrange it the same way as things are located in the shop, so that shopping takes as little time as possible".

"I love buying spontaneously, but my wife does not like it, so she makes a list of everything, even of clothes that we need, and I usually have to follow. She gets annoyed that I anyways end up buying much more than we need".

This leads to a big barrier which is a perception that second-hand consumption is a waste of time. In fact, going to a second-hand store is not appreciated by customers who have speed and efficiency as their central values. It is usually a time-consuming activity providing entertainment and communication benefits. Some interviewees have mentioned loving the hunting rush, the uncertainty of actually finding something interesting and useful for them. It is a pleasant way of spending time for those who appreciate doing shopping in a slow and relaxed manner.

"You don't know what you are going to buy from a second-hand shop and even if you are going to find anything at all".

"You never know what you are going to get. And that's a plus for me."

"I will be so disappointed when I can't find anything I want to buy, that I would rather not go there at all".

"I hate shopping in general, so second-hand shops are the last place for me to go".

The last rejection driver evolves from the efficiency concerns but expands further to the inconvenience side. Even those participants who engage in second-hand shopping have stated this as an obstacle for them. It is a problem of poor and disturbing arrangement of stores. In many cases the shops are overflown with products for sale, thus making it impossible to find, examine, check and compare the goods.

"If I could check online before coming if there is the product I want, I would gladly go to the second-hand shops".

During one of the interviews there has been an active discussion on the ways to make the case better which has led to three major suggestions. Firstly, it might be useful to create specialized shops or at least divide their internal departments according to the product categories. Secondly, those second-hand companies that have internet presence might be interested in requiring sellers to add in online lists of what they demonstrate on the shelves. Thirdly, these lists could be available at the stores in a form of guiding maps. In spite of these proposals being different in how complicated it is to implement them in practice, all of them deserve a right to be assessed and discussed.

To summarize, the situational barriers are spread rather equally across the categories (Table 9). Some people are stopped already at the stage of building beliefs, because they suppose second-hand markets to be messy, unorganized and untrustworthy. However, the bigger part of constraints is built directly on place, referring to momentary emotions that consumers might get. Feelings are certainly more complicated to perceive and effectively influence due to their individual and unique nature. While affecting beliefs and feelings about the situational barriers might appear a difficult and long-lasting task, the easiest things to change are related to the behavioral responses. It is justified with the maximum amount of power and opportunity that is placed on the decisions of second-hand store management. Market places have a chance to encourage positive purchasing intentions by researching and listening to the opinions of their existing customers. For example, issues like working hours, parking spots and store arrangements are simple to adjust according to the consumer needs, as long as the business management is eager to spend time and effort required.

4.4 Discussion

The discussion section concentrates on the obligation to finalize, clarify, disclose, and declare the results of the completed effort according to the fundamental aspiration set in advance: namely to explore how exactly the consumer attitude and behavior inconsistency emerges in the field of second-hand consumption.

In an attempt to find more particular examples of barriers that consumers face when it comes to the second-hand consumption, a set of focus group interviews was conducted. The detailed answers have been classified, demonstrated and explained in the previous sub-sections. As a form of summary, the developed framework has been filled in with the most frequent answers shared by the research participants. They have been categorized by causes, namely created by a person themselves, caused by the social pressures, and related to the purchase situation. Figure 11 down below demonstrates them.

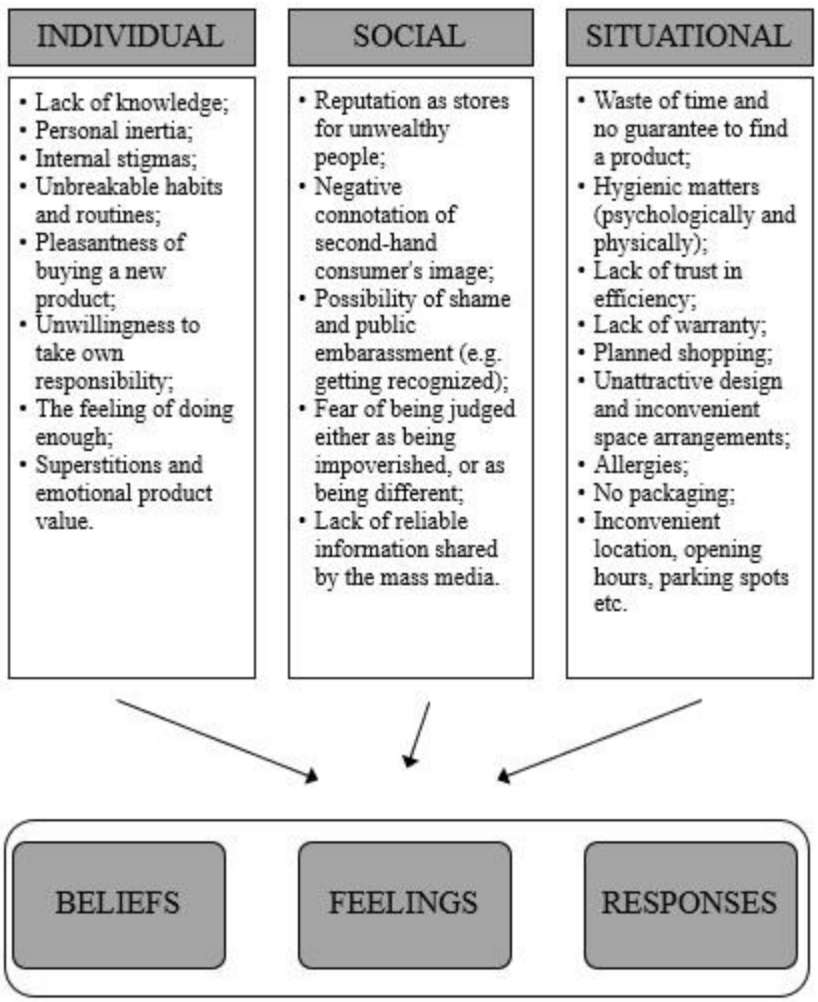

Figure 11. Barriers of the second-hand consumption based on the conducted research.

The model of dividing barriers into individual, social and situational categories has been adopted from the study of Terlau and Hirsch (2015), therefore it seems viable to compare the obtained results with the ones they give in the original framework, as well as with the other studied theoretical papers presenting the barriers. The main difference that distinguishes the present research is that the barriers are more precise and specific, because they directly refer to the second-hand consumption. The objective has been to find detailed examples of what interferes between the acceptance of behavior and the actual doing of it.

Starting with the individual barriers, Terlau and Hirsch (2015) provide collective examples such as socioeconomic characteristics, personal values, needs, wants, habits, and capabilities. Some of the reasons specific to the second-hand consumption are related to the aforementioned factors but are described in more details. The most common answer in this category is lack of knowledge. It refers mostly to the cases when people do not seem to connect second-hand shopping with the environmentalism in general. However, it also means that people are not much aware of the culture of buying used things. Internal stigmas, being another popular reasoning, influence the subconscious minds of consumers and make them identify through goods they buy, especially this tendency concerns clothes, shoes and jewelry. Another related barrier, namely the factor of enjoyment during the purchase of a new product has been mentioned multiple times. All of these reasonings can be merged together as the variation between consumer needs and wants declared by Terlau and Hirsch (2015) as an example of individual barriers.

As for another proclaimed factor, the personal values, in the present research they are disclosed into the personal inertia, unwillingness to accept individual responsibility, and the feeling of doing enough for the environment. The passivity and laziness of potential customers has been acknowledged and proclaimed as a barrier by multiple researchers. For instance, Blake (1999), Belleau et al. (2007), as well as Gleim and Lawson (2014) have described this factor, while the present thesis obviously confirms their conclusions, as it is one of the most frequently named barriers.

Another reason connected to the values is the careless considerations of proclaiming any environmental problems to be someone else's responsibility and concern. It is connected to the lack of beliefs in own capabilities recognized in both works of Stern et al. (1999) and Kim et al. (2016). It is interesting that, according to Stern et al. (1999), the barrier of irresponsibility and the barrier of knowledge deficiency are correlated, as they directly affect one another. They prove that if a person is aware of the holistic structure of the planet, the interdependencies of species, and the dangers originating from the ecological damage, that individual is far more likely to ascribe the social responsibility to oneself. Obtaining knowledge works as the first step in building altruistic values, which in succession leads to developing norms and intentions to act.

Nevertheless, in addition to the existing and expanded ones, a new barrier has been revealed in this research, namely the feeling of being sufficiently environmentally-friendly, while living in the green country in Scandinavia. Another previously undetermined factor is the superstitions associated with the products owned in the past. Surprisingly, it works as a defining reason for some people, together with assigning emotional value to various inanimate goods.

The last individual barrier to be described is the habits, lifestyles and unbreakable routines of consumers preventing them from indulging in second-hand purchasing. According to Kollmuss and Agyeman (2002), changing old behavior patterns becomes one of the most powerful barriers on the way to environmental consumption. It has been stated by Terlau and Hirsch (2015) too, and the current thesis confirms their assumptions. Accustomed tendencies can be damaged only if new behavior promises better gains and emotions, which can be achieved through elaborate marketing and promotions of second-hand consumerism.

When it comes to the social barriers, the original framework by Terlau and Hirsch (2015) demonstrates the influences of culture, mass media and norms. The topic of cultural differences has not been raised during the interviews due to the common land of living for all participants. All focus group members permanently live in Finland and in prevalent cases originally come from Finland, so the question of culture has not appeared, as it might be complicated to evaluate own culture from within. The only exception was a person who mentioned having the increased interest in second-hand purchases only after moving to Finland from another part of the earth.

As for the norms mentioned by Terlau and Hirsch (2015), in the case of second-hand consumption people tend to feel the pressure from two points. This type of purchases is considered shameful due to the negative associations either with low income or with the peculiarity of personal character. It basically refers to the concerns of being judged as poor or different from others, otherwise weird. The choices are not mutually exclusive, and their influence depends on the fears of a particular consumer. These reputational barriers can be associated with the psychological risks described by Durif et al. (2012). Public embarrassment and negative feedback potentially received by other people is a reason sufficient enough to be one of the strongest barriers on the way to the second-hand consumption.

Supporting the research by Terlau and Hirsch (2015), Kim et al. (2016) question the credibility of claims by corporate firms and mass media. The participants of the current thesis also endorse the concern of having little to no reliable information about the usefulness of the second-hand consumption, as well as no promotion and affirmation of such behavior from the media sources. This knowledge deficiency also serves as a barrier.

Nowadays the social factors are mostly considered as boundaries in the area of second-hand consumption, however the positive changes might come to this view in the future, as there appears to be more and more people promoting sustainable behavior to the masses. For instance, modern bloggers develop a powerful source of information and influence. Their impact can bring definite advancement, as long as they expand awareness of the subject and support building values beneficial for the society and the planet in general. The overall acceptance could lead to an increased motivation to indulge in the behavior, according to Follows and Jobber (2000).

The situational factors described by Terlau and Hirsch (2015) include purchase situation, incentives, price, time, availability etc. It is rather difficult to discuss factors like these due to their direct linkage to a particular shopping occasion. For example, the broader factors disclosed by Kollmuss and Agyeman (2002), namely the infrastructure, appear in the interview answers in a form of unsatisfactory location, parking spots and directions to a second-hand store in question. While the Blake's facility difficulties (1999) can be related to the unattractive design and inconvenient space arrangements inside the shop. Moreover, storage difficulties in this case might be caused by the lack of packaging, as the majority of products at second-hand stores are opened and used before.

Nevertheless, the second-hand consumption in this case has some rather distinct barriers caused by the specifics of the business model. The most frequently named one is the lack of guarantee to find a product customer needs or likes. Second-hand shopping takes time and requires certain effort. These characteristics might work as an additional value to one group of customers, while being a serious shortcoming for time-restricted people who do not appreciate a possibility to waste their time without making the necessary purchase. In the classification by Durif et al. (2012) this barrier can be included in the temporal risks.

There is another group of barriers that can be considered the most popular ones among potential second-hand consumers. They are hygienic concerns and can be induced both by psychological and physical considerations. The first sub-grouping relates to the negative emotions of having something that has previously belonged to another person, while the second one is caused by actual dirt, messiness or untidiness of a product on sale. These issues have stimulated the most heated discussions among the interview participants, therefore they might be regarded as prevalent concerns.

Coming back to the categorization developed by Durif et al. (2012), two other risk types have been discussed during the interviews, specifically functional and financial. They play an important role in the second-hand consumption due to a common lack of chances to test purchased products in advance and check their productivity and efficiency. Moreover, having no warranty can become a barrier for consumers if they consider buying something relatively expensive from a second-hand store.

A rather surprising barrier has been revealed in the interviews. It is the prevalence of planned shopping, meaning that a person prefers to make lists or do purchases according to a personally-created schedule. For example, they might visit clothes stores once a month and never go there randomly. This barrier is also related to the lack of guarantee to find the right thing. But besides that, it signifies the power of controlling immediate feelings during shopping. Despite being a certain second-hand consumption barrier, it is a good tendency if people are learning to limit their consumerism desires, as it might eventually lead to less unnecessary purchases and the decreasing amount of waste on the planet.

The last factor to be mentioned is allergies. For instance, having an allergy for pets can be a definite barrier for the second-hand consumption, as there is only little chance to know if the previous owner has had a pet in the house. Superstitions and allergies can be combined into one category as something that cannot be dealt with, otherwise all the other barriers can be potentially overcome if taken seriously and meticulously.

To sum up, while the first research question has been addressed in the theoretical summary and the developed framework of the thesis work, the answer for the second research question can be represented in a form of Figure 11 demonstrating the most prevalent examples of the barriers related directly to the second-hand consumption after examining the existing theoretical literature together with the replies of the participants of the conducted focus group interviews. Being aware of these factors can certainly lead to developing better marketing practices for second-hand stores.

5 CONCLUSION

This final chapter aims to summarize the results of the thesis research, including their theoretical implications and their managerial usefulness. Then, the limitations placed on this study are determined and described. The chapter finishes with suggesting the outlines for the future research on the topic.

5.1 Key findings

In the beginning of this thesis work the central aim of it has been formulated as following:

To explore how consumer attitude, consumer behavior and the green gap phenomenon influence the second-hand consumption in a degrading way.

It has been established that achieving the main aim requires answering two research questions. The current section focuses on providing coherent and precise answers to both of them successively. These responds involve the interpretations and their justifications obtained through examining the theoretical literature, analyzing the empirical data collected during the focus group interviews, as well as comparing and integrating all observations together to present the final conclusions.

Research question #1: *How can attitude-behavior inconsistency be explained through consumer attitude theories?*

In order to provide the clear answer for the first research question, the author has compared three different consumer attitude and behavior theories. The cognitive-affect-behavior theory builds of the functional and constructive definitions and sets the ground on what primary elements the attitude is typically composed of. The theory of reasoned action enhances the understanding by supplementing an additional factor of social influences, namely the subjective norm. The value-belief-norm framework refines the comprehension by paying attention to the interconnections of all preceding and succeeding components of the chain and mentioning the importance of ascribing self-responsibility. As a conclusion, due to the co-dependency of all variables in the consumer attitude and behavior chain, any intermediary negatively triggering one element may potentially lead to ruining the whole consistency, thus becoming a barrier that individuals encounter.

As a way to further develop the understanding and align the obtained consumer attitude and behavior theoretical background with the focus of the present thesis, namely the second-hand consumption, the same phenomenon has been additionally examined through the various environmental studies. Different barriers disrupting the natural connection have been presented: including skepticism, deficiency of enthusiasm, individual routines and old habits, negative external feedback, uncertainty in functionality or credibility, temporal risks, and lack of willingness to comply with social norms (Kollmuss & Agyeman 2002; Durif et al. 2012; Gleim & Lawson 2014; Kim et al. 2016). This variety, however, has been elegantly classified firstly by Blake (1999) and later by Terlau and Hirsch (2015) according to the three major sources of negative factors: individual, social, and situational.

To sum up, the answer for the first research question can be formulated as follows. The inconsistency between consumer attitude and behavior towards second-hand consumption can be explained from the theoretical point of view through the barriers that appear in one of the elements of the normally working chain. They can be related to beliefs, feelings, and responses of a person. At the same time, all of these barriers could also be separated into the categories depending on what exactly causes a constraint: an individual oneself, social influences, or situational challenges linked to the consumption. As a result of these theoretical conclusions, a new framework has been built with a goal to place any practically recognized barriers on the intersections of two classifications. This model has been utilized in the empirical part of the thesis work, which is to be described down below.

Research question #2: *What factors in consumer attitude and behavior disrupt the second-hand consumption?*

In order to answer the second research question, the empirical data has been collected through conducting five focus group interviews with a total of 18 discussion participants. The obtained information has been analyzed using the newly developed framework, thus putting the practical examples of consumer barriers on the intersections of two segmentation systems. The first one is represented by the potentially affected co-dependent variables of the attitude and behavior chain: beliefs, feelings, and responses. The second one facilitates the division according to the origins of barriers: namely classifying them into individual, social, and situational factors. The thorough overview of all mentioned negative triggers has been introduced in the Tables 7, 8 and 9, while the summary of the most frequent barriers has been demonstrated in the Figure 11. The brief recap of some examples follows.

The factors that are imposed by an individual oneself mostly relate to their cognitive efforts. It means that many people do not associate the second-hand consumption with their general environmental concerns or alternatively they do not believe in the power of individuals to bring any positive changes into the world. Moreover, practicality issues play a big role in disrupting the second-hand purchasing behavior, as customers require having particular diligence to break internal apathy and develop new valuable habits. However, the emotional stigmas, such as superstitions and enjoyment of purchasing something new, appear to be too fundamentally ingrained and almost impossible to challenge when it comes to the second-hand consumption.

As for the barriers originating from the social influences, they are also primarily represented by the accumulated beliefs of people. In this category feelings and responses are directly associated with the negative cognitions of consumers. An individual gets all information from their surroundings, thus builds own values already based on the perceptions of the society and significant others. If the connotation is negative from the very beginning, the person can feel internal pressure to their image and reputation when choosing a second-hand product. To be more precise, the present empirical research has recognized the most significant fears of being judged as impoverished or as odd and obscure.

The biggest situational barriers, on the other hand, are mostly related to the behavioral responses before, during and after the actual second-hand consumption. They are represented by the practical issues that appear relatively simple to fix and adjust. For example, a big concern mentioned during the focus group discussions has been the amount of time spent inside the shops, as there is no precise information available on the assortment of products. Other negative triggers comprise unsuitable locations and parking areas, lack of long-term warranty, unsatisfactory store arrangements, and hygienic matters of sold goods.

To sum up, the major reasoning for the barriers discouraging consumers from indulging in the second-hand purchases refer to the negative beliefs imposed by the lack of reliable information sources and the unfavorable connotations of the second-hand consumer image. Nevertheless, the concerns related to the temporal, functional and emotional risks should not be overlooked too. Besides, they appear to be less complicated to change than the conventional values shared across the society. A range of consumer barriers demonstrated in the Figure 11 can be subsequently utilized for addressing the alterations required in the second-hand business.

5.2 Theoretical contribution

To consider what new knowledge this research has accumulated, it is worthwhile to inspect the initial theoretical gaps and compare them with the final results. The central reasoning for conducting this work on the whole has been explained in the beginning of the thesis report. After examining various sources related to the topics of consumer attitude and behavior in the field of second-hand purchasing, the author has noticed an uncovered niche and decided to take on the task to implement a study with an aim to contribute to sealing the research gaps. During the process of gathering, analyzing and interpreting obtained information, these voids have been acknowledged. The current sub-section intends to describe the conclusions made.

First of all, previous research has not asserted a clear connection between the second-hand consumption and the environmentalism. In this thesis various environmental benefits of such type of purchasing behavior have been discussed leading to a conclusion that second-hand shops can be considered a successfully implemented business model of the circular economy concept. Besides, the present research confirms the second-hand consumption being one of the most prevalent examples of how the idea of no waste can work in the real life. The arguments support the theories by Murray et al. (2017) claiming “the power of cascading use” and “the power of circling longer”, as the second-hand shopping naturally results in prolonging life span of products, bringing value to multiple consumers, thus decreasing the amount of utilized resources, as well as delaying and reducing the problem of waste management. Therefore, second-hand consumption can be definitely aligned with the environmentalism, green consumerism and ecological thinking.

Secondly, consumer attitude and behavior theories have not been previously utilized as an approach to find reasons for abstaining from the second-hand shopping. During the course of this research, multiple hypotheses, models and frameworks have been examined in order to gather information on how attitude towards a product is formulated, how it is supposed to be followed with the positive behavior, and then to compare it with the case when inconsistency occurs. For obtaining more profound results, the theories chosen to be studied observe these issues from rather opposing viewpoints. The three major doctrines include the cognitive-affect-behavior theory (Hawkins et al. 1998), the theory of reasoned action (Fishbein & Ajzen 1975), and the value-belief-norm theory (Stern et al. 1999).

As a summary, an attitude appears to be a complex matter incorporating various factors, such as cognitive beliefs, emotional reactions, and personal intentions. Solomon et al. (2016: 285-289) state that the sequence of them can be built in a number of ways, meaning that it may happen that an actual behavior precedes a formed attitude. However, as the current empirical research suggests, it is more common for a person to follow the usual path of getting the information, contemplating on it, weighting it against own values, then receiving spontaneous feelings about the product based on individual mood, associations and preferences, and only afterwards developing a desire to buy the object if financial, geographical and social positions allow it. Each step of this chain is affected by numerous stimulus difficult to determine which can both encourage and impede the following actions. This explains the prevalence of attitude-behavior inconsistency in such controversial type of consumption as second-hand. The smallest intermediaries have a power to dissuade individuals from engaging in behavior. The specific examples of such barriers have been collected during the empirical study.

Moreover, as a contribution to the theoretical development, the second academic field has been analyzed in regard to their perspective on the phenomenon of attitude and behavior inconsistency of consumers. Bringing the environmental approach to the existing basis of consumer attitude theories has enforced the deeper understanding of what can serve as the negative intermediaries preventing customers from following through with the purchasing behavior. The analyzed theories include the classification of risks perceived during the green product consumption (Durif et al. 2012), the framework of barriers between environmental concern and action (Blake 1999), the model of pro-environmental behavior (Kollmuss & Agyeman 2002), and finally the decision-making model of sustainable consumption (Terlau & Hirsch 2015). Their examination and comparison to the initial ground of consumer theories has enhanced the overview of the factors to take into consideration during the empirical study, as well as has strengthened the framework developed as a result of the literature review.

The third noticed theoretical gap refers to the lack of studies on the reasons of attitude-behavior inconsistency in the second-hand consumption. As it has been mentioned above, the goal of the conducted empirical study has been to determine practical examples of such barriers in order to illustrate the green gap and increase the understanding of associated problems. Even though this information can be considered more useful for practitioners, rather than academics, it still brings new theoretical knowledge on the challenges of second-hand consumption.

The theoretical analysis has resulted in the conclusion that the green gap occurs when one element of the sequence is negatively affected. All components of an attitude can be grouped into cognitive and emotional ones. In addition, there might be factors pertaining to an actual intention that also have influence over the subsequent behavior. Therefore, the collected findings have been categorized into three major clusters: related to the beliefs, feelings, and responses of a consumer.

Furthermore, a deeper understanding of these barriers has required to define them by what initiates them. According to the theoretical studies in the field of environmentalism, they can be caused by a consumer oneself, by the society and peers around, and by a particular case, abilities and opportunities presented. Therefore, the categories have been named as individual, social, and situational barriers.

These two classification approaches have been taken from different theoretical fields, namely the studies on consumer attitude and behavior together with the environmental sciences. Combining these conclusions has enabled the author to develop own new framework for analyzing negative drivers of a second-hand consumer. As a result of the empirical research conducted in five focus groups, the barriers mentioned by interviewees have been categorized among the crossing sections and presented in the Figure 11. Due to the advantages of having deeper discussions among the study participants, the collected examples are rather particular and precise.

When compared to the model by Terlau and Hirsch (2015) that has been utilized as the central reference for the new framework, it is clear that the thesis has managed to enhance their conclusions not only by providing new answers, but also by giving more specific examples of those factors mentioned in the model of the researchers. For example, the practical issues they include, such as lack of time, money and incentives, are extended by adding the elements as small as the inconvenient space arrangements and unsatisfactory store design. Moreover, their cultural barrier can be disclosed in the obtained empirical results as the shame and embarrassment an individual receives when having a previously used product, as the society currently dictates novelty as the main trend. These barriers also support the studies by Kollmuss and Agyeman (2002) where the negative feedback and deficiency of social acknowledgment after conducting the behavior in question are stated as significant discouraging impacts.

While Liu et al. (2017) mention the power of past experiences affecting the present feelings of a consumer, the current empirical research confirms the notion and expands it by adding the factor of social influences. It means that the impeding negative memories can originate from a person oneself, as well as be shared by another individual. In the era of social media, not only the significant others are able to import their opinions to the private decision-making process, but also a stranger on the internet has the same power.

The factor of skepticism declared by Kim et al. (2016) has been somewhat confirmed in the present study, but only to an extent, as the participants of the focus groups all shared the value of concern over the environment in general, therefore they mostly believed in the effectiveness of little measures. Nevertheless, the impact of avoiding personal responsibility stated by Stern et al. (1999) can be visualized in the popular feeling of doing enough for the environment, which acts as a natural barrier against the second-hand consumption.

The current study also supports the findings of Stern et al. (1999) and Stern (2000) by confirming and complementing the sequence of values, beliefs and norms and illustrating them through detailed cases. For instance, egoistic values have been disclosed as rejecting the individual responsibility, while transferring the blame on other people, organizations or even societies.

The developed model has been a valuable and convenient technique to classify and illustrate the barriers collected during the empirical research. Nevertheless, this framework has been constructed based on the studies from two different theoretical fields, and this fact serves as both an advantage and a disadvantage of the model. The benefits come from the newness and uniqueness of the approach, while the weakness lays in a highly subjective reasoning behind the classifications. The division has to be circumstantially explicated, because otherwise without thorough illustration of the categories it might appear confusing for a reader. Therefore, it can be successfully utilized for the purposes of demonstrating the results of the current thesis. Moreover, the author suggests that the framework can be further used in the other research related to the green gap field as long as the explanations and justifications of the sorting arrangements are presented in the same work. The model functions well for building a bigger picture of the phenomenon, as well as emphasizing smaller details. For instance, a future researcher may select one intersection to focus on (e.g. social and beliefs) and study the barriers inside that segment across various environmentally-friendly behaviors or even different industries.

To sum up, the thesis report has successfully addressed each of the theoretical gaps recognized in the very beginning of the study. As a result, second-hand consumption has been analyzed through the prism of consumer attitude and behavior theories leading to the conclusions on what might induce the phenomenon of green gap. The empirical part of the research has determined a number of practical barriers interfering with individual desires to engage in the second-hand purchasing. These reasons have been characterized using direct quotes, explained, and arranged into categories for a better visual demonstration.

5.3 Managerial implications

The present thesis research has been focused on determining the barriers a consumer faces when they consider engaging in the second-hand shopping. In the practical sense naming the barriers certainly does not qualify as enough for solving the attitude-behavior inconsistency. However, knowing what problems there exist, it is easier to analyze and find possible ways to make second-hand consumption more attractive for people.

The second-hand industry is mostly dominated by businesses surviving in the market rather long without implementing any creative changes. The effort of building trust and establishing strong relationships with the customers does not seem viable to many of them. Nevertheless, even though the second-hand model has existed for generations, it is still rather unpopular among the general public. It means such model creates a different kind or simply an insufficient amount of value for a consumer, therefore business development is essentially required.

New business models should be formulated, tested and introduced in order to attract different potential segments of customers, as well as to lock-in the existing ones. It can be based on online sales, efficiency of purchasing process, or new provided warranties for a consumer. The ground for such changes can be determined from the barriers mentioned by current buyers.

To set an example, during the focus group conversations, the troubles of finding the right products have been mentioned multiple times. In this case, managers could make an effort of either separating their departments or developing specialized shops. For instance, second-hand shops selling only various pieces of furniture already exist, however the same places for clothing, shoes and household utensils are still desired. There are also vintage bookshops, but they might appear less attractive for consumers because of their pricing strategies. Having an online list of goods might be a potential improvement as well. However, in this case the added value should be firstly measured against the cost of such incremental changes.

Another big complaint has been stated as the lack of knowledge regarding the usefulness of the second-hand type of consumption. Helping the environment is a definite trend among the population of Western countries, therefore it might work as a clear advantage for second-hand shops. For this reason, it should be wisely utilized in their marketing techniques. Consumers need to be educated on the matter of environmentalism, green living, the concept of reuse and circular economy.

Constructing new values and belief systems in the minds of people could start locally, with a combined encouragement by public administrators and private businesses. Involving modern leaders of opinion, such as such as bloggers, social activists, media influencers, and managers of non-profit organizations might bring increase in the popularity, market shares and overall profits of second-hand stores. Promotion can be based on human emotions, which proves to be a powerful tool in the modern marketing world.

To sum up, a study of consumer barriers against the second-hand consumption can be used as a basis to start working on enhancing the business model with a goal to attract new and to engage existing customer segments. Determining the problems helps emphasize what value consumers lack and require, thus making the process of adapting to it less complicated. Due to the variety of barriers mentioned, the changes can be done on different levels: starting from small but significant alterations and moving until fundamental modifications of the ways the second-hand business model works.

5.4 Limitations of the study

The thesis research has been conducted under certain limitations, concerning the time, abilities, and opportunities of the author.

First of all, the lack of author's experience working as an interviewer might have acted as a shortcoming for the empirical part. The method of focus group has been chosen specifically, as it allows certain drawbacks and forgives any possible insufficiency of skills. Even though the discussions during all interviews have appeared to be active and lively, it could have been naturally beneficial for the interviewer to be more experienced.

Secondly, the conducted empirical study has been restricted into being a rather small research due to the time and money requirements, as well as availability of participants. The final sample appears to be relatively small. In addition, it includes people from different backgrounds, but the same location of living, which might also impose a defect into the overall quality of research. Due to the limited size of the study, the author has been careful and modest in making broader generalizations. At the same time, the subjective nature of the current research allows to produce certain conclusions, as long as the analysis stage has been conducted in a rational and reliable way.

Thirdly, the restrictions of language might have had an effect on the research. All of the focus group interviews have been conducted in English, which is not a native language for all of the participants. This may have brought limitations in a form of more scarce vocabulary and more frugal language expressions. However, the median level of English proficiency has been sufficient, therefore it should not have happened to be a major shortcoming.

5.5 Suggestions for future research

The present research has found own niche in the lack of green gap studies in the particular field of second-hand consumption. This phenomenon has been illuminated in the numerous industries, however there are certainly smaller commercial areas still lacking the data. For example, businesses specialized on producing or growing locally could benefit from the research on why there is a green gap and how to close it.

Moreover, when it comes to the second-hand consumption, the field has not yet been thoroughly studied. The future research could potentially focus on the new approaches to make the industry more attractive, or alternatively on the environmental benefits created through the popularization of individual online sales.

The current research has had its goal to emphasize the purchasing behavior of the second-hand consumers, however the spotlight could be transferred on the trading side of the used goods market. For instance, the perception of the sellers on the environmental bonuses and how to better advertise them for the potential customers.

Not only this research has demonstrated the disparity between the mindsets and real-life actions of the individuals, but also it has shown the difference in consumer attitudes towards the second-hand shopping and the environmentally-friendly lifestyle in general. The reasons for such divergence could be researched in more detail.

Furthermore, the same study could be potentially conducted on a larger scale, with more participants and in various locations. The focus might be switched also to a different model of circular economy or green consumerism.

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APPENDIX 1: Focus group questionnaire

Focus Group Questionnaire

Thank you for agreeing to participate in the focus group interview, conducted as a part of my thesis project. I truly hope that your experience will be a pleasant one.

Please take a moment to fill out the following form for the classification purposes only. Your honest answers will help me improve my research by providing valuable demographics information.

Today's date:

TELL A LITTLE ABOUT YOURSELF

Please select your gender:

☐ Female ☐ Male

Please specify your age:

☐ Under 20 ☐ 21 – 30 ☐ 31 – 40 ☐ 41 – 50 ☐ 51 - 60 ☐ Over 61

Please choose your marital status:

☐ Single ☐ In a partnership ☐ Married ☐ Other

Do you have children under the age of 18?

☐ No ☐ Yes
Please specify number of kids:

Please choose your current occupation:

☐ Student ☐ Unemployed ☐ Part-time worker ☐ Full-time worker ☐ Retired

TELL A LITTLE ABOUT YOUR SHOPPING HABITS

How often do you buy products with a label of eco, organic or fair trade?

☐ Never ☐ Once or twice ever ☐ Yearly: several times per year ☐ Monthly: several times per month ☐ Weekly: every week

How often do you buy second-hand products?

☐ Never ☐ Once or twice ever ☐ Yearly: several times per year ☐ Monthly: several times per month ☐ Weekly: every week

APPENDIX 2: Preliminary list of interview questions

FOCUS GROUP QUESTIONS

1. When shopping, do you usually buy according to the plan or randomly? Do you think you buy more than you need? Have you ever bought something just because you liked the design or packaging?
2. How do you feel about the environmental protection? Is it important or not? Do you consider yourself an environmentally-friendly buyer? Why or why not?
3. Do you notice the labels such as eco / fair trade / organic / luomu? Do you buy these products specifically? Why or why not? (Do you trust eco labels?)
4. If these products were cheaper, would you buy them? Why or why not?
5. Do you go to the second-hand stores? (window-shopping or actual purchasing goal)
    a. If no, why not?
    b. If yes, how did you like the experience? What do you usually buy from there?
6. Would you buy books from second-hand store? Clothes? Shoes? Underwear? Household appliances (e.g. coffeemaker)? Why or why not?
7. Imagine that you bought a jacket or a shirt from the second-hand shop, afterwards your friend or colleague asks where you have bought it from, what would you reply?
8. Do you buy anything online from other people (e.g. tori.fi)? Why or why not?
9. Is there any reason that would make you consider shopping at the second-hand store? (e.g. newborn child, learning about amounts of waste)