



UNIVERSIDADE CATÓLICA PORTUGUESA

The Importance of Guilt in Second-hand Clothing Purchases

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by

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Resumo

Objetivo: A intenção de compra de roupas em segunda-mão é influenciada por um conjunto de fatores que podem funcionar como uma barreira ou facilitador. De acordo com vários estudos esta intenção de compra é influenciada por atitudes face a uma marca, produto ou comportamento. As atitudes são voláteis e podem ser geridas se profissionais de *marketing* tiverem um conhecimento profundo sobre o que define essas atitudes. A culpa, geralmente definida como uma emoção negativa desenvolvidas no início da vida, tem a capacidade de influenciar os comportamentos de consumo dos humanos. Desta forma, a *consumer guilt*, pode surgir de quatro tipos de transgressões: culpa cultural, culpa financeira, culpa de responsabilidade social e culpa de saúde. Sabendo desta influência, muitas empresas promovem estratégias que visam a indução de culpa de forma a aumentar o envolvimento dos consumidores em comprar os seus produtos. Apesar disto, a culpa em mercados de roupa em segunda-mão é menos explorado e as conclusões sobre a eficácia dessas estratégias é escassa. Assim sendo, o objetivo deste estudo pretende perceber se a *consumer guilt* influencia as atitudes face ao consumo de roupa em segunda-mão e dessa forma influência a intenção de compra dessas roupas.

Metodologia: Para cumprir este objetivo foi conduzida uma investigação baseada num questionário e os dados obtidos foram tratados a luz de uma análise de equações estruturais.

Conclusões: Os resultados de uma amostra de 235 participantes sugerem que as atitudes face à compra de roupa em segunda-mão tem influência na intenção de compra dessas mesmas roupas. No entanto parece que a culpa não se representa como um antecedente das atitudes e por isso não influenciam a intenção de compra de roupas em segunda-mão.

Implicações práticas: Este resultado pode ser pertinente para os profissionais de *marketing* no momento de decisão de estratégias de indução de culpa em contextos de roupa em segunda-mão, uma vez que os resultados indicam se o investimento nestas estratégias têm ou não boas perspectivas de retorno.

Originalidade: Num mundo onde a realidade empresarial implica cada vez mais considerações ambientais, este estudo contribui para o corpo de conhecimento sobre o consumo de roupas em segunda-mão e desta forma para a otimização da reciclagem através deste consumo.

Palavras-chave: Roupa em segunda-mão, Intenção de compra, Atitudes face à compra de roupa em segunda-mão, Culpa.

Abstract

Purpose: The intention to purchase second-hand clothes are influenced by a set of factors that can function as a barrier or a facilitator. According to several studies, one person has the intention to purchase something if the attitude towards that brand, product or a certain behavior is positive. Attitudes are volatile and can be managed if marketing professionals have a comprehensive knowledge of what defines these attitudes. Guilt is generally defined as a negative emotion developed in the early years of life with the ability to influence human consumption behavior. Guilt can arise from 4 types of transgressions: cultural guilt, financial guilt, social responsibility guilt, and health guilt. Knowing this, many companies promote guilt appealing strategies to engage people in buying their products. However, guilt in second-hand clothing markets is less explored and conclusions to whether applying these guilt appealing strategies are still scarce. Having this cleared out this research has one goal: Find out if guilt has a role in the attitudes towards second-hand clothes and therefore influence the purchase intention.

Methodology: To verify these goals a survey-based investigation was conducted and the data obtained was treated with structural equation modeling.

Findings: Results from a sample of 235 individuals suggest that attitudes towards second-hand clothes influence purchase intention. However, it seems that guilt it's not an antecedent of these attitudes and therefore doesn't influence the purchase intention of second-hand clothes.

Practical Implications: These results could be pertinent for marketing professionals when it comes to applying guilt appealing strategies in the context of second-hand clothes since the results can indicate whether investing in

strategies that stimulate guilt is or isn't an investment with a good prospect of return.

Originality: In a world where environmental implications are a reality for companies, this study contributes to the body of knowledge surrounding the consumption of second-hand clothes and therefore the optimization of recycling through this consumption.

Keywords: Second-hand clothes, Purchase Intention, Attitudes towards second-hand clothes, Guilt.

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Introduction

Second-hand clothing (SHC) markets started in the XIV century (Herjanto, Scheller-Sampson & Erickson, 2016) and occurs due to what it's called SHC disposal behavior and it happens when the original owner doesn't intend to keep his/her clothes anymore and is available to trade, donate, recycle or throw them away (Brookshire & Hodges, 2009). Second-hand markets can be Consumer-to-Consumer (C2C) (Chu, 2013) or Business-to-Consumer (B2C) with the existence of second-hand retail stores. The logic of second-hand markets following a C2C model, according to Chu (2013), can have an online format, such as eBay, or physical stores, such as second-hand shops, informal markets, like flea markets and garage sales. Due to economic recessions, political instability, the rise of the conscious consumption and generational development SHC markets have conquered appreciation among consumers (Rucker *et al.*, 1995; ThredUP, 2019). Along with these factors, Clarke (2016) states the growth of certain sites, such as eBay, as a potentiator of the development of SHC markets. In 2017, Kestenbaum estimated that the global SHC market would be worth approximately 18 billion dollars. The author also previewed a market growth rate of 11% and that in 2021 this market can be worth 33 billion dollars (Kestenbaum, 2017). With these projection numbers, it is a question of time for major apparel companies to jump in the SHC market with strategies, for example, that promote the devolution of unwanted clothes in exchange of special prices (similar to what vehicles brands do with their cars, for example, Peugeot offers money when one person returns their older Peugeot in exchange for a new Peugeot¹).

¹ Peugeot is a French automotive manufacturer.

Theoretical investigation has been trying to understand how SHC consumption functions according to two groups of variables: (1) Internal variables, including economic, social, psychological, demographic and cultural variables; (2) External variables, including distribution channels, governmental factors and recycling facilities (Herjanto *et al.*, 2016).

However, before the effective SHC consumption, there is the purchase intention. According to Spears and Singh (2004), purchase intention reflects an individual and conscious plan to put effort into a purchase, with this construct being influenced by a large variety of variables and situations.

One of the variables that can influence purchase intention is the attitude towards a behavior. Attitudes have been considered a central construct in understanding consumer behavior since researchers believe that attitudes have a strong predictive power (Dodd & Gustafson, 1997). According to Grewal, Mehta and Kardes (2004), attitudes facilitate decision making, communication, and social interaction.

One other variable that could have the ability to influence the intention to buy is guilt. Due to guilt psychological natures, this emotion fits in the internal group of variables previously highlighted, and according to several studies has a fundamental role in human behavior (Burnett & Lunsford, 1994), including consumer behavior (Lascu, 1991). Over the years research regarding guilt has a clear focus in first-hand shopping with conclusions pointing out the influence of consumer guilt in purchasing (Silva & Martins, 2017).

Following this brief introduction, it can be said that the relevance of this study is threefold: (1) Guilt in a context of second-hand purchases, contrary to first-hand shopping, which to the best of our knowledge, lacks research; (2) With SHC markets constantly gaining economic visibility it is important to provide marketing professionals with the best tools and strategies to promote the engagement of individuals in SHC purchases; (3) Nowadays, organizations are constantly under scrutiny to promote eco-friendly practices and SHC

consumption qualifies as sustainable consumption. Having this in mind, this present research aims to answer the following goal:

To understand if there is an influence of guilt in attitudes towards second-hand clothes, resulting in a positive influence in the purchase intention of these second-hand clothes.

Chapter 1

Second-hand Clothes Consumption

The consumption decision or purchase intention is a conscious plan to engage in a purchase representing an individual motivation to carry out a behavior (Spears & Singh, 2004). Just like the consumption of SHC is highly influenced by a set of factors, the decision of consumption, which happens before the effective consumption, is also influenced by a set of factors. These factors can prevent consumption, functioning as a consumption barrier, or lead to the effective consumption, having a role of consumption facilitator.

In general, the purchase intention is influenced by several variables such as perceived price, advertisement, perceived quality, perceived risk, perceived value, store image, trust in the product, perceived economic condition, and familiarity (Jaafar, Lalp & Mohamed, 2012). In term of consumer personal traits in the context of SHC markets, purchase intentions seem to be positively influenced by frugality, price sensitivity and eco-consciousness (Cervellon, Carey & Harms, 2012). On the other hand, purchase intentions appear to be negatively influenced by need for status (Cervellon, Carey & Harms, 2012). The impact of these factors on a product purchase intention is mediated by the attitude towards that specific behavior.

Attitudes consist of an assessment made by a person to engage in a certain behavior, with positive or negative attitudes toward a certain behavior indicating a higher or lower probability of engaging in the behavior (Lang & Armstrong, 2018).

According to Ajzen (1991), in the theory of planned behavior (TPB), the attitudes towards a certain behavior influences the intention to engage in the behavior and therefore has an indirect effect on the actual behavior taken. This assumption was further confirmed by Ajzen (1991) in his study and has received a lot of support from other investigations. For example, having based their study on TPB, Spears and Singh (2004), found out a positive relationship between attitude toward advertisements and purchase intention and between attitude toward the brand and purchase intention. Another example is the research of Kim and Karpova (2010) with the specific goal to understand how TPB applied to fashion counterfeit goods and what motivations are behind these attitudes. The results indicated a positive influence of attitudes towards counterfeit goods on the purchase intention of those products. These conclusions are similar to the ones of Yoo and Lee's (2009) study, with the main difference being that this second study it's specific to luxury counterfeit. Having this in mind, Yoo and Lee, (2009) concluded that positive attitudes towards luxury counterfeits by economic and hedonic benefits have a high impact on purchase intention. In the context of footwear, favorable attitudes towards shoe fashion seem to be related to purchase intention (Wang, 2014). All these findings are pertinent for three reasons: (1) they were based in TPB, a well-supported theory (2) all the findings supported TPB and more importantly support that attitudes towards a certain consumption behavior influences the purchase intention for those products; (3) In a simpler way, if a person has a positive assessment towards SHC (attitude), then it is more likely to engage in their purchase:

H1: The higher the positive attitudes towards second-hand clothes the higher the purchase intention of those products.

In the next section, it will be presented additional consumption barriers and facilitators to the purchase decision. Then it will be introduced guilt as an emotional state capable to influence human behavior and consumer guilt.

Finally, a conceptual model will be presented, identifying if consumer guilt can be a consumption barrier or facilitator.

1.1. Consumption Barriers

Just like said in the introduction, SHC markets are exponentially growing and the investigation in second-hand markets has a major focus on the consumer perspective and several studies have been developed in order to identify what variables may or may not lead to SHC purchases.

Regarding the variables that hinder SHC or barriers, Xu, Chen, Burman and Zhao (2014) have concluded that cultural values have a significant impact on consumers' intention to make SHC purchases and that favorable social standards facilitate SHC purchases. Connell (2009) also concluded family members' negative attitudes and judgment from friends are barriers to engagement in SHC. In line with these studies, one study developed by Kim and Karpova (2010) found out attitudes towards counterfeit clothes and respective purchase intentions are negatively influenced by an individual's community. All these findings seem to indicate that the engagement on second-hand purchases can be highly influenced negatively by cultural values. This is because a person's culture and community (friends and family) seem to have the ability to facilitate the development of negative attitudes towards SHC. Steinbring and Rucker (2003) also identified some barriers such as doubts surrounding clothing cleanliness, lack of size information, minimum size range, unfashionable clothes, and bad store organization. One other study from Connell (2009) also identified the following barriers: (1) attitudinal barriers, like hygienic concerns, family members negative attitudes and friends judgments, economic factors (in a way that SHC markets are for low-income people); (2) contextual barriers, such as poor store organization, condition of second-hand clothes (unfashionable, poor condition and limited size range), price, with some second-hand stores implementing prices as high as new clothes with discounts, and location, due to lack of second-

hand stores nearby (Connell, 2009). These barriers were in line with the findings of Vokounova and Kopaničová (2013) in a Slovakian sample. This study found out that students didn't engage in second-hand purchases because of product quality, product appearance, and health and safety concerns.

1.2. Consumption Facilitators

On the other hand, there are also variables that may lead to SHC purchases, functioning as facilitators. On this matter, the motivations to buy in second-hand can be differentiated between (1) Utilitarian, this means factors related with cost and efficiency (Batra & Ahtola, 1991); or (2) Hedonics, in other words, factors related with satisfaction of affective needs, social interaction and entertainment (Arnold & Reynolds, 2003).

Regarding the economic motivations, they can be internal, such as low-income (either personal income or collective household income) (Grasso, McEnally, Widdows & Herr (2000), or external facilitators, such as lower price and price gratification (Grasso *et al.*, 2000); Guiot & Roux, 2010). Roux & Guiot (2008) also found out that frugality plays a facilitating role in SHC purchases. Curiously, the economical properties of SHC consumption can function as a facilitator by itself, but also can induce other factors that ultimately function as motivation to buy SHC, such as materialism, since people can buy more products (Roux & Guiot, 2008). However, Guiot & Roux in 2010 claimed that second-hand purchases satisfied buyers beyond economic advantages with recreational benefits arising as a motivational dimension for buyers, such as nostalgia needs. Also the economic motivation it is not cross-cultural since, in a country like China, where prices from SHC and first-hand clothes (FHC) aren't much different, the economical motivation has less impact (Xu *et al.*, 2014).

The hedonic values represent the thrill of shopping at low cost with the possibility to find something with great value and unique items (Roux & Guiot). Other motivations according to Grasso *et al.*, (2000), for SHC purchases is the re-

utilization behavior associated to it. In a time where environmental concerns are practically central to everything, this re-utilization capability inherent to SHC purchases can function as a facilitator. This is further supported by the fact that people are ready to decrease their environmental impact (Niinimäki, 2010) by reducing their purchases of FHC and therefore reducing the number of new products produced (Reiley & DeLong, 2011). Other aspect that facilitates SHC consumption is positive social norms regarding SHC (Xu *et al.*, 2014). Similarly, Jägel, Keeling, Reppel & Gruber (2012) found out that environmental concerns, economical and altruism values (Altruism values is a dimension from Stern, Dietz and Kalof (1993) value framework and represent concerns for others welfare and social justice) are also facilitators of SHC consumption. Dickson (2000), similarly, indicates that socially responsible business affects consumption intentions.

1.3. Guilt

Guilt is a psychological construct and has been studied since the beginning of the XX century, so it is natural that following the paradigm shifts in the XX century (from psychoanalysis to behaviorism to constructivism and so on) a variety of definitions have emerged. For instance, Freud, following a psychoanalytical approach, considered guilt as an emotion that arises from a conflict between superego and id, since the superego reflects an adaptation to social standards (De Hooze, Nelissen, Breugelmans & Zeelenberg, 2011). According to Baumeister, Stillwell and Heatherton (1994), guilt refers to an unpleasant emotional state coming from objections to certain actions, inactions, circumstances or intentions. Besides being generally considered a negative emotional state, according to De Hooze and colleagues (2011), guilt is a positive emotion because it guides human beings towards pro-social behavior. Along with other emotions, such as pride, shame, and embarrassment, guilt consists of a Self-Conscious Evaluative Emotion (SCE) (Lewis, 2007). Also, some studies

carried by Moral Psychology refer to guilt as a moral state that indicates a more complex emotional and self-conscious state that isn't immediately visible through non-verbal behavior (Ellemers, van der Toorne, Paunov & van Leeuwen, 2019). What it's possible to infer from the evolution of guilt definition is the fact that transgression of social and moral standards are cornerstones to this construct.

Before continuing it is important to differentiate between guilt and shame since many times these two concepts are mistaken. Tangney, Miller, Flicker and Barlow (1996) indicate that guilt is a negative evaluation of a specific behavior while shame refers to a negative evaluation of the self, indicating that guilt is more adaptative (Tangney *et al.*, 1996). This distinction also indicates that guilt, in comparison with shame is less painful, since it doesn't affect directly the self. However, this doesn't mean guilt isn't painful, because guilt can involve regret and remorse (Tangney *et al.*, 1996)

Guilt can be reactive, occurring in response to an act that violates personal and social standards (Rawlings, 1970), or anticipatory, occurring when a certain action or event is unacceptable so it must be stopped or avoided. For this reason anticipatory guilt functions as a behavioral control mechanism (Steenhaut & Kenhove, 2006).

Many authors consider consumer guilt to coexist with other multiple emotions, with some emotions having a high level of agreement and others not so many. In other words, guilt is an emotion that can be associated with other emotions. For example, Lascu (1991), referred that consumer guilt was associated with feelings of self-punishment, remorse, regret, and self-blame. Dahl, Honea and Machanda (2003), considered equally regret, and remorse, but also indicated preoccupation instead of self-punishment and self-blame. Lin and Xia (2009) identified six emotional dimensions associated with consumer guilt: hesitation, regret, fear, scruple, reluctance to spend, and blame. In this point of view, the

hesitation was associated with anticipatory consumer guilt and blame and regret with reactive consumer guilt (Dedeoğlu & Kazançoğlu, 2010). Finally, Huhmann and Brotherton (1997) claim that consumer guilt is related to remorse, penitence, self-blame, and self-punishment. As mentioned before, despite not having agreement in some dimensions, investigations seem to agree that regret, remorse, and blame are emotional states associated with the experience of consumer guilt (Dedeoğlu & Kazançoğlu, 2010).

Investigation regarding this construct is abundant and crosscut to several scientific disciplines, like sociology, clinical psychology and social psychology (Burnett & Lunsford, 1994). For example, an investigation, developed by De Hooge and colleagues (2011), suggests that compensatory behaviors following an experience of guilt can generate a chain of that kind of behaviors until the initial relation is restored. However, and despite this attempt, the negative consequences are never fully repaired. Also, the evolution of the studies of guilt has been following the evolution of the definition, going from investigating intrapersonal variables to interpersonal variables (De Hooge *et al.*, 2011). As said earlier, investigations regarding this construct are vast, however, and according to the goals of the present investigation, just the studies that consider guilt in the consumption context will be discussed.

1.3.1. Consumer Guilt

Having defined guilt in a more general way, from now on the focus will be on consumer guilt since that is the main goal of the thesis. Consumer guilt can be defined as a negative emotion associated with a consumption decision that violates consumer standards and values (Burnett & Lunsford, 1994). Furthermore, it is known that guilt can affect not only an initial intention of buying but also the intention to repeat a purchase (Burnett & Lunsford, 1994). Additionally, consumer guilt can be followed by an action, with this being a

purchase that violates certain personal or social standards or can arise from an inaction, with this being non-purchase of a product/service that is consistent with personal or social standards (Dedeoğlu & Kazançoğlu, 2010).

Consumer guilt can be experienced before a purchase decision, functioning as a control mechanism, with this one being known as anticipatory consumer guilt (Chun, Patrick & MacInnis, 2007). On the other hand, consumer guilt can be reactive and according to Silva & Martins (2017) can be considered as an emotional state in which a consumer experiences guilt due to a purchase of a certain product/service. As it is possible can see in table 1., by combining the moment of decision of taking action and the moments of feeling guilty there are 4 different types of guilt.

Table 1. Types of purchase guilt.

	For inactions	For actions
Anticipated	Anticipatory Non-Purchase Guilt	Pre-Purchase Guilt
Reactive	Reactive Non-Purchase Guilt	Pos-Purchase Guilt

Note: Adapted from *The relevance of cause-related marketing to post-purchase guilt alleviation*. By Silva & Martins (2017).

Through the last 30 years, two main typologies of consumer guilt dimensions were developed with one of them being developed by Burnett and Lunsford in 1994. This model presented four different ways of experiencing consumer-related guilt: (1) Financial Guilt, that consists on the emotion associated to unneeded purchases that are not easily justified; (2) Health Guilt, occurring when consumption damages physical and mental well-being; (3) Social Responsibility Guilt, experienced when an individual violates a perceived social obligation in the purchasing moment; And lastly (4) Moral Guilt, occurring when a person through a consumption behavior, violates personal ethical or moral standard (Burnett & Lunsford, 1994). Although this typology has been largely mentioned by Marketing and Consumer Research studies, it has never been properly validated. After an exploratory study, Burnett and Lunsford (1994) have created

a draft of a possible scale to measure these different forms of guilt, without further empirical validation. However, subsequent research, using Burnett and Lunsford’s scale (Silva & Martins, 2017) indicates that it has very poor psychometric properties (validity and reliability). Thus, work is, currently, being developed in order to achieve a valid conceptualization and measure of consumption guilt (Silva & Martins, working paper, 2020). These efforts led to an updated typology where, among other modifications, moral guilt was replaced by the concept of Cultural Guilt, with this dimension being a broader concept, not strictly applied to the disregard of religious beliefs (as in Burnett & Lunsford, [1994]) and reflecting violations of social norms of one group to which consumer belongs, in a larger sense.

Several studies have shown the importance of guilt in consumption behaviors. For instance, a study carried out by Hibbert, Smith, Davies and Ireland (2007) found out that stimulating social responsibility guilt through charity advertisement increases donation intention. In line with this, a study of Silva and Martins (2017), found that the inclusion of a social cause in a marketing campaign may decrease the feelings of guilt and regret and increase the probability of buying and recommending a nonessential product. Since the purpose of this thesis is to understand the effect on consumer guilt in the purchase intention of SHC, the typology adopted to assess that effect emerges from a combination of the pre-purchase guilt highlighted in table 1., and the dimensions explained in this paragraph (see table 2.)

Table 2. Dimensions of guilt.

	Social Responsibility guilt	Financial Guilt	Health guilt	Cultural guilt
Pre-purchase guilt	Pre-purchase social responsibility guilt	Pre-purchase financial guilt	Pre-purchase Health guilt	Pre-purchase cultural guilt

This construct has been explored in a large variety of ways in the context of marketing and consumer behavior research: (1) Some studies have the purpose of identifying variables that influence the experience of guilt in consumption behaviors. For example, Hanks and Mattila (2013), found out that the pre-purchase mood affected the intensity of consumer guilt felt by the consumer in a guilt-induced consumption situation. (2) Other studies intend to understand differences in the way guilt is experienced in different contexts and according to different traits (Antonetti & Baines, 2015). For example, an investigation conducted by Hanks and Mattila (2013), concluded that consumer financial guilt after the purchase of a travel is more intense in women. (3) Finally, many aim to investigate consumer guilt consequences. For instance, Allard and White (2015) developed an experimental study and found out that feeling guilty often leads to consumption behaviors that aim self-improvement. Besides that, one other study revealed that individuals experiencing reactive guilt have a higher probability to adopt compensatory behaviors, such as returning the product (Zeelenberg & Pieters, 2007). The present study may be included in this third stream of research. The objective is to test if the tendency of consumers to feel certain kinds of consumption guilt influences the attitude, and ultimately the consumption, of SHC.

Conceptual model

According to the literature, cultural factors influence the attitudes towards SHC, such as Connell (2009), Kim and Karpova & Xu *et al.*, (2014) pointed out. Therefore, it is expected that in a cultural environment where SHC purchases has still a certain stigma associated, the buying of those clothes could generate guilt. So, consumers with more tendency to anticipate these feelings of consumer guilt (related to the transgression of social norms) could have a higher probability to have negative attitudes towards SHC.

H2: The higher the feelings of cultural guilt the higher the negative attitudes towards second-hand clothes.

Similarly, the findings from Steinbring and Rucker (2003), Connell (2009) and Vokounova and Kopaničová (2013) seems to indicate that people look to the state of the SHC as problematic, leading to health concerns and negative health attitudes towards SHC, such as poor condition and hygienic concerns. Also, this preoccupation may be contradictory in purchases of clothes in first-hand, since the clothes are new. Therefore, consumers that anticipate feelings of guilt related to the transgression of health concerns are more likely to have negative attitudes towards SHC.

H3: The higher the feelings of health guilt the higher the negative attitudes towards second-hand clothes.

On the other hand, factors inherent to SHC such as recycling behavior (Grasso *et al.*, 2000), altruistic values (Jägel *et al.*, 2012) and social responsibility concerns (Dickson, 2000; Xu *et al.*, 2014) can have an influence in developing positive attitudes towards SHC. This is because SHC markets happen most from C2C model, so there are fewer concerns regarding threats or suffering from others, that many times are associated with clothes brands (For example children's exploration, poor labor conditions, etc.). Also, SHC markets are eco-friendly by nature and taking into account the findings of Niinimäki (2010) and Reiley and DeLong (2011) people who are more sensitive to environmental questions can develop better attitudes towards SHC due to his recycling properties. Therefore people that can anticipate feelings of guilt related to social responsibility and environmental issues are more likely to have more positive attitudes towards SHC.

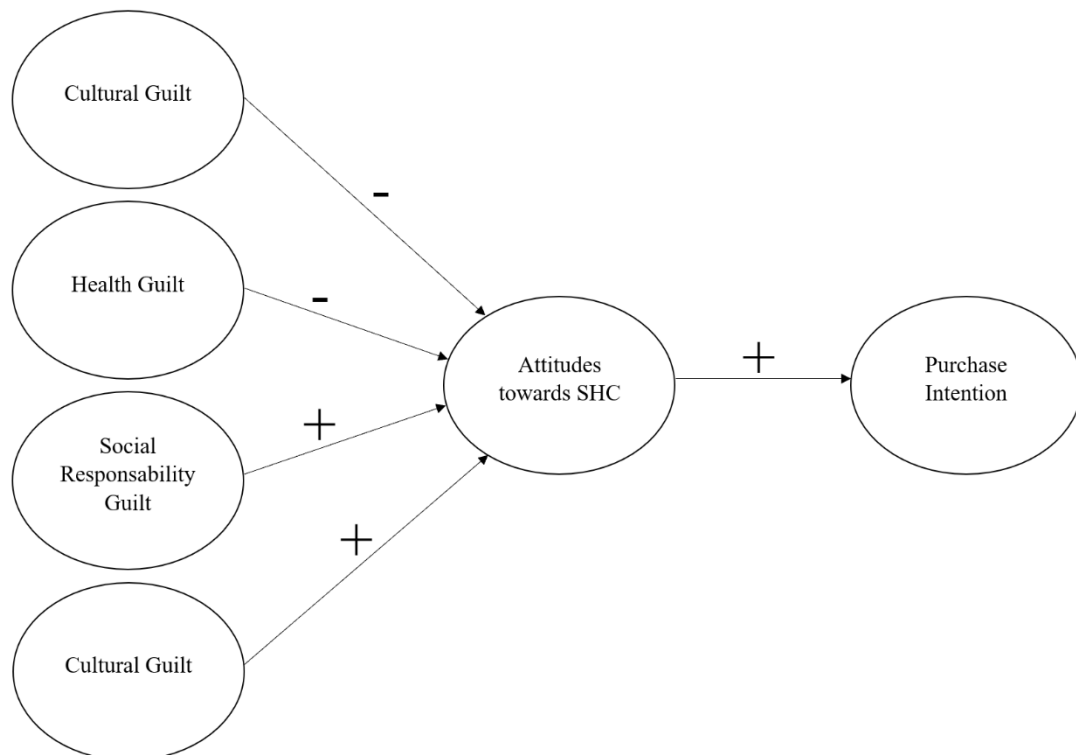
H4: The higher the feelings of social responsibility guilt the higher the positive attitudes towards second-hand clothes.

Similarly, economic factors can also influence attitudes towards SHC. This influence can happen due to lower prices (Grasso *et al.*, 2000), price gratification (Guiot & Roux, 2010), materialism and frugality (Roux & Guiot, 2008). It is expected that, in a country where price discrepancies between FHC and SHC are relatively high and where people feel financially guilty by buying premium products (that indicates higher prices) (Silva & Martins, 2017), people who anticipate guilt related to financial damage have developed positive attitudes towards SHC.

H5: The higher the feelings of financial guilt the higher the positive attitudes towards second-hand clothes.

Having the literature review made, the following picture reflects a visual representation of the conceptual model is presented. This conceptual model follows the premises behind the hypothesis and intends to facilitate the comprehension of what is expected to understand.

Figure 1. Conceptual model



Chapter 2

Method

In order to achieve the goals and hypothesis highlighted before, it was conducted a study with a quantitative approach. According to Muijs (2010), quantitative research intends to explain phenomenas through data that is collected and then analyzed using mathematical methods. This approach also allows studying constructs that are not naturally quantitative by transforming them into instruments and therefore allowing them to be measured in a quantitative way (Muijs, 2010). In contrast with a qualitative approach, the quantitative approach doesn't try to explore a phenom, just to explain on a superficial level (Muijs, 2010).

Having this definition and the goals of the study in mind, it is clear that this approach is the most adequate for this research. In the first place, guilt, attitudes and purchase intention are unobservable constructs and to have data about these constructs it was necessary to transform them into an observable instrument. Second, since the aim is to understand the cause and effect relationship between guilt and second-hand clothing purchases quantitative tests are more viable and better allow the comprehension of these relationships. Lastly, it's the perfect approach to test hypotheses (Muijs, 2010).

2.1. Instruments

To test these hypotheses it was conducted a survey-based questionnaire. This questionnaire contained a group of demographic and general SHC purchase questions. A total of five demographic questions aimed to characterize the sample in order to understand if the sample collected had some kind of predominant group and if the results could be generalized. The general SHC consumption questions intended to understand the engagement level in second-

hand purchases and to group consumption characteristics from the sample. To achieve this goal a group of three items was developed.

To measure the endogenous variable of this study “Purchase Intention”, the survey had a scale of purchase intention. This scale was adapted from Hausman and Skiepe (2009) and consisted of four items assessed on a five point Likert scale. Since these questions were very similar, they were distributed along the survey to avoid frustration among participants.

In order to assess the tendency to feel guilt (the exogenous variables of this research), it was used a survey that is under development by Silva and Martins (Working paper, 2020). This survey is an upgraded version of Burnett and Lunsford’s (1994) questionnaire and it was developed to better represent the current reality and to have more statistical foundations. Although the Burnett and Lunsford (1994) survey is established, it lacks statistical validity and reliability and for this reason, it was used an under development survey that can have a better statistical relevance. The survey originally consisted of 21 items assessing six types of consumer guilt. Since this study only aims to assess four dimensions of guilt, seven items were excluded. After this exclusion, the survey had 14 items. From these 14 items, five assessed social responsibility guilt, three measured financial guilt and also three for cultural guilt and three for health guilt.

Lastly, the scale to measure attitudes (mediating variable from this investigation) regarding SCH was adapted from Spears and Singh (2004). From the original scale of 31 items, 12 items were removed either because they were very similar and the Portuguese translation would be the same or because they didn’t fit well in the SHC context. Items were 7 point semantic differential scale (with bipolar adjectives in the extremes).

2.2. Procedures

2.2.1. Sampling and data collection

In order to collect the necessary data, the survey was published in one of the researchers' Facebook profile, asking for their social network to answer and disseminate the survey, by reposting the questionnaire. This method is known as snowball sampling. It's important to note that the questionnaire had only one exclusion criterion. This exclusion criterion was to avoid answers from participants with less than 18 years old.

The final sample consisted of 235 people, with 63.4% of the answers coming from females and 36.6% from males and an average age of 30 years old. Regarding the academic background of the sample, 42.6% have a bachelor's degree, 28.1% finished high school, 24.3% hold a master's degree, 3.8% finished school in the 9th grade. One person finished school in 4th grade, another holds a Ph.D. and another a post-graduation, with each representing 0.4% of the final sample. Regarding the actual employment situation, 57.4% of the sample work for others, 13.2% have their own business, 22.6% are students and 5.5% are unemployed. Also, one participant has an internship (0.4%), and two of them have a status of worker/student (0.8%). From the people that are employed, 63.3% has an income between 700€ and 1500€ after taxes, 22.9% less than 700€ after taxes, 9% between 1500€ and 3000€ after taxes, 3.6% between 3000€ and 5000€ after taxes and 1.2% more than 5000€ after taxes.

Regarding the results from the questions of general SHC consumption, 68.5% of the participants never bought SHC and 31.5% have engaged in SHC purchases. From the 31.5% that have bought, 95.9% of the purchases are for own use and 8.1% for their children. In terms of frequency, 63.5 % the SHC buyers rarely engage in SHC purchases, 29.7% have a higher frequency of purchasing SCH, but still in a lower number. 5.4% frequently buys SHC and 1.4% buys SHC very often.

2.2.2. Data Treatment

With the characteristics of the presented hypothesis and conceptual model, it was decided to have a data analysis through the structural equations modeling (SEM) method. This method allows us to investigate the direct effect of the guilt dimensions in the attitudes towards SHC, the direct effect of the attitudes towards SHC and the purchase intention and therefore the indirect effect of the guilt dimensions in the purchase intention through a mediating role of the attitudes towards SHC. Also, this method allows for one variable to be both endogenous and exogenous. To do this analysis the data collected was uploaded into a database in IBM SPSS and was used IBM SPSS and IBM SPSS Amos. In IBM SPSS, it was made an exploratory factor analysis for the purchase intention and attitudes towards SHC. In IBM SPSS Amos, a confirmatory factor analysis (CFA) was run for all variables in the study, using the maximum likelihood estimation method. The validity of the variables was measured by composite reliability (CR), average variance extracted (AVE) and Cronbach alpha. To test the model fit a set of measurements were analyzed, namely Chi-squared, Comparative Fit Index (CFI), Parsimonious Comparative Fit Index (PCFI), Standardized Root Mean Square Residual (RSMSR) and Root Mean Squared Error of Approximation (RMSEA). After the assessment of all indicators, the structural paths defined in the model were analyzed and hypotheses were further rejected or accepted.

Chapter 3

Data Analysis

First, an exploratory factor analysis was made to assess the existence of factors of the items in the purchase intention and attitudes towards the SHC scale and

to assess the strength of the item regarding the factors. This exploratory factor analysis also allows for an initial check of the validity of the measure utilized.

Table 3. Exploratory factor analysis and validity of measures

	Kaiser-Meyer-Olkin (KMO)	Barlett Test of Sphericity	Number of components extracted in component matrix *
Purchase Intention	.856	.000	1
Attitude Towards Second-Hand Clothes	.913	.000	1

* All the items had high loadings in relation to the component (above .920 for purchase intention and above .850 for the attitudes towards SHC).

Regarding the purchase intention scale, the Keiser-Meyer-Olkin (KMO) measurement of sample adequacy, it is possible to conclude that the scale is statistically relevant, with the result of .856 being way above the .50 normally required. Also, the communalities of all items are above .850 being higher than the .50 required. The component matrix for this scale extracted one component with all items having high loadings in relation to the component (all loadings are above .920). These results led to the maintenance of all the items that were used during the data collection.

For the scale of attitudes, an initial exploratory factor analysis had a KMO adequacy of .950. The communalities of all items were also above the .50 required. However, the rotated component matrix extracted 2 components, with a large number of items having cross-loadings. At this point, it was decided to maintain just the items that didn't have cross-loadings. Because of this, the final attitudinal scale was composed of 6 items merged in one component and all items having high loadings in relation to the component (all loadings were above .820). After this adjustment, a new exploratory analysis was developed to assess the validity of the new scale. This validity test revealed that the scale was still statistically significant (KMO of .913). The loadings of the items in relation to the

component extracted was better than the first exploratory analysis and revealed loadings above .850.

After the assessment of the validity of the constructs through the exploratory analysis, a confirmatory factor analysis (CFA) was carried out to assess the quality of the adjustment between the latent construct and observable items (Marôco, 2014). In order to achieve this reliability assessment, a set of 3 tests were evaluated and interpreted.

The Cronbach alpha for all the latent variables were above the .70 required as it is possible to see in table 3 (varying from .823 to .950). The composite reliability (CR) revealed an adequacy to all the latent variables with .87 to Cultural Guilt, .84 to financial guilt, .91 to health guilt, .95 to social responsibility guilt, .96 to purchase intention and .95 to attitudes towards SHC. The indicator of convergent validity, average variance extracted (AVE), revealed high scores for all latent variables, with cultural guilt having a score of .70, financial guilt a score of .64, health guilt of .77, social responsibility guilt a result of .78, purchase intention of .87 and attitudes towards SHC a score of .76.

Table 4. Confirmatory factor analysis

Measures	Loadings	Means	α	CR (AVE)
Purchase Intention			.964	.964 (.870)
Definitivamente vou comprar roupas em segunda-mão num futuro próximo	0.88	2.604		
Pretendo comprar roupas em segunda-mão num futuro próximo	0.953	2.566		
Provavelmente vou comprar roupas em segunda-mão num futuro próximo	0.947	2.643		
É expectável que compre roupas em segunda-mão num futuro próximo	0.95	2.596		
Social Responsibility Guilt			.946	.947 (.782)
Sentir-me-ia culpado(a) se comprasse produtos/serviços de empresas sobre as	0.908	4.008		

quais existem indícios claros de desrespeito pelos direitos humanos (ex: trabalho infantil, trabalho escravo).			
Sentir-me-ia culpado(a) se comprasse produtos/serviços de empresas sobre as quais existem indícios claros de desrespeito pelos direitos dos trabalhadores.	0.956	3.965	
Sentir-me-ia culpado(a) se comprasse produtos/serviços sobre as quais existem indícios claros de tratamento indigno de animais.	0.849	4.034	
Sentir-me-ia culpado(a) se comprasse produtos/serviços que têm efeitos nefastos sobre o ambiente	0.868	3.932	
Sentir-me-ia culpado(a) se comprasse produtos/serviços de empresas sobre as quais existem indícios de que estão ou estiveram envolvidas em corrupção	0.834	3.732	
Financial Guilt			.823 .840 (.639)
Sentir-me-ia culpado(a) se comprasse um produto/serviço, não sendo ele uma prioridade	0.8	3.030	
Sentir-me-ia culpado(a) se comprasse um produto/serviço, consciente de se tratar de algo supérfluo.	0.898	2.991	
Sentir-me-ia culpado(a) ao comprar um produto mais sofisticado ou luxuoso (e, assim, mais caro) consciente de que um produto equivalente mais barato atenderia perfeitamente às minhas necessidades.	0.687	3.174	
Cultural Guilt			.859 .874 (.704)
Sentir-me-ia culpado(a) se comprasse algo que sei que não é bem visto na sociedade/cultura em que estou inserido(a).	0.614	2.387	

Sentir-me-ia culpado(a) se comprasse algo, consciente de que as pessoas de quem mais gosto não aprovariam.	0.945	2.370		
Sentir-me-ia culpado(a) por fazer um compra, se esta gerasse críticas negativas de pessoas próximas (família, amigos).	0.918	2.328		
Health Guilt			.902	.909 (.770)
Sentir-me-ia culpado(a) se comprasse e consumisse um produto/serviço de que gosto, mesmo sabendo que pode afetar negativamente a minha saúde no futuro.	0.891	3.779		
Sentir-me-ia culpado(a) se comprasse e consumisse um produto/serviço estando consciente de que podem ter efeitos negativos na minha saúde e imagem física (ex. no peso, na pele, nos dentes, etc.)	0.952	3.847		
Sentir-me-ia culpado(a) se optasse deliberadamente por produtos menos saudáveis, sabendo que existem alternativas melhores para a saúde por preços semelhantes.	0.781	3.630		
Attitudes towards SHC			.950	.950 (.762)
Sem benefícios/Com benefícios	0.843	4.494		
Inaceitável/Aceitável	0.814	4.843		
Negativa/Positiva	0.92	4.566		
Inútil/Útil	0.882	4.651		
Desfavorável/Favorável	0.886	4.481		
Desaconselhável/Aconselhável	0.888	4.532		

Notes: α : Cronbach's alpha; CR: Composite reliability; AVE: Average variance extracted. The values on the 3rd column represent the means of the responses to the items.

See annex 3 for the survey in English.

Just like said previously the original model contained 19 items to assess the attitudes towards SHC. However, after an initial exploratory factor analysis, the evaluation of this latent variable was reduced to 6 items due to cross-loadings of items. After this adjustment, the model revealed a good fit ($X^2/df=1.983$;

CFI=.956; PCFI=.821; RMSEA=.065;) based on the reference values presented by Mâroco (2014).

Table 5. Model fit indicators

	X²/df	CFI	PCFI	RMSEA
Model fit	1.983	.956	.821	.065
Reference values	<2	.95	.60	<.10

Note: X²/df: Chi-Squared; CFI: Comparative fit index; PCFI: Parsimony CFI; RMSEA: Root mean square error of approximation

Having the CFA and model fit evaluated the next step was to assess the structural paths proposed in the conceptual model and verify if the hypotheses are rejected or accepted. According to the standardized regression weights and significances values in table 6, H1 is accepted ($\beta=.565$; $p<.001$), meaning that higher positive attitudes towards SHC lead to higher intentions to purchase SHC. On the other hand H2 ($\beta=.057$; $p=ns$), H3 ($\beta=.012$; $p=ns$), H4 ($\beta=-.018$; $p=ns$) and H5 ($\beta=.05$; $p=ns$) were all rejected indicating that none of the guilt dimensions are related to attitudes towards SHC and therefore not related to purchase intention, i.e. feelings of guilt seems to not influence an individual's intention to purchase SHC.

In summary, attitudes towards SHC have a direct effect on the intention to purchase SHC. However, these attitudes don't function as a mediating role between guilt and purchase intention, because it seems that guilt does not affect attitudes.

Table 6. Structural path and standardized regression weights

Structural path	Standardized regression weights	Sig.
Financial Guilt -> Attitudes towards SHC	.05	Ns*
Social Responsibility Guilt -> Attitudes towards SHC	-.018	Ns*
Cultural Guilt -> Attitudes towards SHC	.057	Ns*
Health Guilt -> Attitudes towards SHC	.012	Ns*
Attitudes towards SHC -> Purchase Intention	.565	.001**

Note: * Non-significant; ** Significant at value $p < .001$

Chapter 4

Discussion

Having the results highlighted it is important to understand how the findings in this research are aligned with previous investigations regarding the variables and hypothesis in question.

Regarding the influence of cultural guilt in the attitudes towards SHC, the findings of this study indicate that feelings of cultural guilt doesn't affect the attitudes towards SHC and therefore doesn't affect the purchase intention. This is contrary to what it was supported by Xu *et al.*, (2014) and Kim and Karpova (2010). All these studies indicated that cultural values shape attitudes towards counterfeit goods (Kim & Karpova, 2010) and then these attitudes influenced the purchase intention (Xu et al., 2014).

Connell (2009) concluded that family members' negative attitudes and judgment from friends are barriers to engage in SHC. However, according to our results, it seems that the transgression of these negative attitudes and judgments don't generate guilt and therefore don't generate negative attitudes towards SHC. However, despite not feeling cultural guilt, Portuguese people still don't intend to buy SHC. This can indicate that either individuals don't have any interest in SHC markets or that they think SHC is not accepted and therefore responded according to what is socially desirable. Through the literature review, we were led to believe that cultural guilt has an influence on the attitudes towards SHC, but despite our beliefs, this hypothesis was rejected, so it is not possible to conclude this relationship. Our results can indicate that people don't

have negative attitudes towards SHC or that people don't feel cultural guilt when violating unaccepted cultural behaviors.

Relatively to the influence of health guilt in attitudes towards SHC, we were also led to believe that the higher the feelings of health guilt, the more negative the attitudes towards SHC. This hypothesis came to life from the analysis of a set of studies that indicated health-related issues as barriers to engagement. However, our results didn't support the findings from Connell (2009) and Voukounova and Kopaničová (2013). Both studies identified hygienic concerns as a barrier for SHC consumption and our results indicated that violating these health concerns don't generate guilt and therefore people don't develop negative attitudes towards SHC.

Since health guilt is related to the damage that a consumption behavior has in the physical and mental health (Burnett & Lunsford, 1994), and assuming that health concerns are a barrier to SHC purchases, it was believed that anticipating the violation of these concerns led to feelings of health guilt and those feelings led to higher negative attitudes towards SHC and therefore lower purchase intention. Our belief and hypothesis were rejected and therefore this study can be seen as a contradiction to the literature review. Our unsupported result can be due to cultural differences since health concerns regarding SHC may not be real concerns among Portuguese people, so guilt related to those concerns is not experienced and if people don't experience health guilt they don't develop negative attitudes towards SHC.

When it comes to our results regarding the influence of social responsibility guilt in attitudes towards SHC, they also don't support the altruistic values discovered by Jägel *et al.*, (2012) and can indicate that people don't feel guilty by purchases that are harmful to others and don't support the fact people are ready to reduce the purchases of FHC and therefore decreasing their environmental impact (Grasso *et al.*, 2000; Niinimäki, 2010; Reiley & DeLong, 2011), which

indicates that people don't feel guilty by anticipating transgression of social norms and therefore don't develop positive attitudes towards SHC. Therefore, our results also don't support that guilt could be appealed to increase an individual's sustainable consumption (Antonetti & Maklan, 2014).

The neutrality represented in the scores of this dimension in conjunction with the scores from the purchase intention scale seems to indicate that Portuguese people are not certain that they would feel guilty by violating social norms and even if they feel guilty it's not enough to consume SHC because the feeling of social responsibility guilt would not translate into better attitudes towards SHC. Our results can further indicate that either Portuguese population don't have knowledge about the SHC beneficial properties, such as environmental benefits, price gratification, associated with good price-quality relationship, materialism, etc., and therefore don't engage in SHC purchases or they know the benefits but don't feel guilty.

Regarding the influence of financial guilt on attitudes towards SHC, it was believed that higher feelings of financial guilt would lead to better attitudes towards SHC markets for three main reasons: (1) SHC markets are most of the times cheaper than FHC; (2) there are several studies that have concluded that people have high feelings of guilt when buying something that harms the financial health. For example, Chitturi, Raghunathan and Mahajan (2007) results indicated that buying luxury products increases feelings of guilt and Silva and Martins (2017) indicated the same effect in premium products, i.e., buying unnecessary premium products can lead to post-purchase guilt. (3) economical motivation, such as price gratification, frugality, and materialism, is a well-known consumption facilitator (Grasso *et al.*, 2000; Giout & Roux, 2010; Roux & Giout, 2008). Our results of this study don't support neither of the previous researches and the scores of the items indicate that people don't anticipate

feelings of financial guilt. Our results also indicate that financial guilt is not related to positive attitudes towards SHC like it was expected.

This can be an indicator that people don't truly know what are SHC markets or that Portuguese people, contrary to what Silva and Martins (2017) concluded, don't look at costs when engaging in clothing purchases and prefer to buy newer clothes than reutilizing clothes from others. This particular result from our study was the most surprising from all the others results, since Portuguese people in many other products, such as cars and other non-essentials, tend to buy cheaper products, but for clothes that don't seem to happen. It would be interesting to understand why this happens and why Portuguese people engage more in the consumption of second-hand cars than in SHC.

Finally, our results regarding the influence of attitudes towards SHC support the findings from Kim and Karpova (2010), Yoo and Lee (2009), Spears and Singh (2004) and Wang (2014). Our results indicate that attitudes towards SHC influence the intention to consume SHC, just like the positive relationship between attitudes towards fashion counterfeit goods and luxury counterfeits goods and the purchase intention of these products (Kim & Karpova, 2010; Yoo & Lee, 2009) Our results are also in line with the findings of Spears & Singh (2004), that indicated a positive relationship between attitude towards advertisement and attitudes towards the brand with purchase intention. Finally, our results also support the results of Wang (2014) that indicated that purchase intention is positively influenced by favorable attitudes towards shoe fashion.

Chapter 5

Findings

5.1. Theoretical Implications

Our findings contribute to the understanding of SHC consumption in two ways: First, to the best of our knowledge, SHC consumption investigation in Portugal is not largely studied and therefore our study can serve as groundwork for future investigations regarding SHC consumption in Portugal; Secondly, it provides evidence that negative attitudes function as a consumption barrier and positive attitudes as a consumption facilitator.

Regarding the attitudes, our results contribute to the investigation of attitudes in the context of SHC. To the best of our knowledge investigation regarding attitudes in SHC is scarce. In terms of theoretical implications, the results of this study support the TPB of Azjen (1991) and further contributes to the body of knowledge surrounding TPB. Our study only assessed the attitudes neglecting the possible influence of subjective norms and perceived behavior control like in the original TPB. However, the findings from our study strongly supports that attitudes towards a behavior influence the intention to engage in that behavior.

From a different perspective, our results also contribute to what influences attitudes, bringing new information about the possible role in attitudes and by consequence in the consumption of SHC. Contrary to what literature has been supporting, our results indicate that guilt does not influence the attitudes of SHC. This may be because Portuguese don't look at SHC as environmentally friendly, cheaper or that impacts their health and if SHC consumption it is not seen as a personal transgression (in the case of financial, health and cultural guilt) or as a pro-social behavior (In the case of social responsibility guilt), then it is normal that neither of the guilt dimensions affects attitudes. Also, if we look for the data we can see that SHC consumption is not well-established in Portugal and therefore the reflection about SHC consumption benefits is not established as well.

5.2. Managerial Implications

In reality, people either feel attracted to something or not, and that isn't different for SHC, some people feel attracted and are likely to engage in SHC consumption, other not that much. For those who don't feel attracted, marketing professionals should promote and boost positive attitudes towards SHC. This goal can be done by disseminating the benefits of SHC, such as re-utilization, price gratification, socialization, materialism, etc. In a time that environmental concerns are central to the world in general, the results of 4.494 out of 7 in the sample for the item "Sem Benefícios/ Com Benefícios" indicate a neutral position and probably an unfamiliarity of the population towards the recycling benefits of SHC. Also, in a country, where the monthly income is not high, buying SHC could result in more materialism or price gratification.

On the other hand, for people who feel attracted by SHC, small retailers or marketing managers could promote strategies that promote the re-utilization of SHC. This can be done by offering something, such as monetary funds, coupons or special discounts in exchange for clothes. To further attract people who don't intend to buy SHC from these stores, developing partnerships with other brands or stores could function better. This can be done also by offering special discounts or coupons from other brands in exchange for clothes. One example would be: "If you don't use some of your clothes, bring us and get a 15% discount on Zara jeans." The application of strategy similar to this would be beneficial to both parties: the SHC store because it would add inventory at a relatively low cost, the partner since it can promote customers to engage in purchases and increase sales, and the customer because allows them to dispose clothes that are not used and get special prices in something with value for them.

Since guilt doesn't seem to be in any manner related to the attitudes towards SHC, our results indicate that there is no point in investing monetary funds in guilt appealing strategies, since there will be no return on investment (ROI).

However, another study with a Portuguese sample, indicated that financial guilt can be experienced in premium products (generally more expensive) (Silva & Martins, 2017). This is still relevant for SHC retailers since promoting financial guilt can lead to an increase in SHC consumption. This promotion can be done by advertisements or campaigns that constantly remind customers that buying in SHC is better than buying FHC because it's the cheapest option. Despite not being the only advantage of SHC in comparison to FHC, we believe the financial guilt-inducing strategies would work better with a clear focus.

5.3. Limitations and Future Research

In this study, we attempt to understand if the guilt dimensions affected attitudes towards SHC and if these attitudes had any kind of impact on the intention to buy SHC. The results regarding this goal suggest that positive attitudes towards SHC may increase an individual's purchase intention. However, the results regarding the guilt dimensions are clear and indicate that none of the guilt dimensions are an antecedent of the attitudes towards SHC and therefore don't have any kind of influence in the purchase intention of SHC.

Just like every investigation, this also has limitations. First of all, the sample could be higher than the 235 answers obtained, but due to time restrictions, the data analysis was made with the minimum limit required. In the second place, since the variables measured are unobservable constructs accessed through a questionnaire, the results could reflect some bias. For example, the scales of attitudes towards SHC and financial guilt seem to suffer from neutrality of responses. Also, all scales are subjected to social desirability, despite the efforts to minimize it through anonymity. Lastly, the data collection through Facebook, although allowing a quicker data collection, resulted in a sample not very representative. For example, 68.9% of the sample has less than 30 years, so the results can be generalized to all population.

On the other hand, this study also presents a set of strengths. First, it has a relatively complex methodology, with the use of SEM, which allowed for more insightful thoughts and conclusions. Second, the scales have high reliability and validity and the model fit has good indicators. This indicates that the scales measured the model in a well-accepted manner and therefore the results are statistically trustful. Finally, despite rejecting the hypothesis regarding guilt, we believe that the literature review is strong and adequate to the goals of the study.

Our results indicate that Portuguese population is unaware of the SHC market features and, having this in mind, future steps could be investigating what are the beliefs that Portuguese people have regarding SHC. Since SHC markets don't have high engagement in Portugal, it would be interesting to investigate what are the beliefs regarding the SHC markets. This suggestion, shouldn't follow a quantitative approach in order to not restrict people to a limit of answers. Findings in these beliefs could be interesting in a way that could lay the groundwork of the antecedents of attitudes towards SHC. Also since SHC markets lack knowledge and literature in the Portuguese culture, it would be interesting to investigate what are the antecedents of the attitudes towards SHC. Now we know that attitudes towards SHC influence the purchase intention, but we still don't know what could influence these attitudes. Findings in this matter could have a tremendous impact on the future of SHC markets because if managers/marketeers knew what influenced these attitudes, they could delimit strategies around those antecedents in order to induce them or decrease them.

Finally, second-hand markets exist for a variety of products with each of them having different features, motivations, and barriers to consumption. In Portugal, second-hand vehicle consumption is more normalized than SHC markets and the consumption levels are higher, so it would be interesting to understand if guilt has an influence on the purchase intention of used vehicles.

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Appendix

Appendix 1: Sociodemographic Statistics

Table 7. Sociodemographic statistics

	Answers	N	Percentage
Gender	Male	86	36,6
	Female	149	63,4
Academic Background	4th Grade	1	0,4
	9th Grade	9	3,8
	High School	66	28,1
	Bachelor	100	42,6
	Master's	57	24,3
	PhD	1	0,4
	Post-Graduation	1	0,4
Employment Situation	Self-employed	31	13,2
	Employee	135	57,4
	Unemployed	13	5,5
	Student	53	22,6
	Worker/Student	2	0,8
	Internship	1	0,4
Monthly income (after taxes)	Less than 700€	38	63,3
	Between 700€ and 1500€	105	22,9
	Between 1500€ and 3000€	15	9
	Between 3000€ and 5000€	6	3,6
	More than 5000€	2	1,2

Appendix 2: General SHC consumption statistics

Table 8. General SHC purchasing statistics

	Answers	N	Percentage
SHC purchasing history	Yes	74	31,5
	No	161	68,5
Purchase destination*	Own	71	95,9
	Son/Daughter	6	8,1
Frequency**	Rarely (Less than 5%)	47	68,5
	Less frequently (Between 5% and 25%)	22	29,7
	Frequently (Between 25% and 50%)	4	5,4
	Often (more than 50%)	1	1,4
	Always (All clothes are bought in SHC markets)	-	-

* The sum is superior to 100% because some answers combined both options;

** The frequency is related to the how much clothes were bought in SHC markets.

Appendix 3: Questionnaire

Table 9. Survey used to data collection.

Dimension	Items	Answer options
Demographic Questions	Gender	Male/Female/Other
	Age	Open answer
	Employment Situation	Choose one option
	Monthly Income	Choose one option
	Academic Background	Choose one option
General Purchasing Questions	Have you ever bought second-hand clothes?	Dichotomic
	If yes, How often do you buy second-hand clothes?	Choose one option
	The purchases of second-hand clothes are for	Checkboxes
Purchase Intention*	I will definitely buy second-hand clothes in the near future	Likert scale (5 points)
	I intend to buy second-hand clothes in the near future	Likert scale (5 points)

	I will probably buy second-hand clothes in the near future	Likert scale (5 points)		
	I expect to buy second-hand clothes in the near future	Likert scale (5 points)		
Social Responsibility Guilt**	I would feel guilty if I bought second-hand clothes for which there is strong evidence of disrespect for human rights (e.g.: child labour, slave work)	Likert scale (5 points)		
	I would feel guilty if I bought second-hand clothes for which there is strong evidence of disrespect for employees' rights.	Likert scale (5 points)		
	I would feel guilty if I bought second-hand clothes for which there is strong evidence of unfair treatment of animals.	Likert scale (5 points)		
	I would feel guilty if I bought second-hand clothes whose consumption has harmful effects on the environment.	Likert scale (5 points)		
	I would feel guilty if I bought a brand owned by a company for which there is strong evidence of corruption involvement.	Likert scale (5 points)		
Financial Guilt**	I would feel guilty if I bought something that was not a priority.	Likert scale (5 points)		
	I would feel guilty if I bought something superfluous.	Likert scale (5 points)		
	I would feel guilty if I bought a more sophisticated or luxurious product (more expensive), when a cheaper equivalent product would fulfil my needs.	Likert scale (5 points)		
Cultural Guilt**	I would feel guilty if I bought second-hand clothes that I know is negatively regarded within the society/culture in which I live in.	Likert scale (5 points)		
	I would feel guilty if I bought second-hand clothes that would not be approved by the people I like the most.	Likert scale (5 points)		
	I would feel guilty if people who are close to me (family, friends) criticized one of my second-hand clothing purchases.	Likert scale (5 points)		
Health Guilt**	I would feel guilty if I bought and consumed second-hand clothes that I like, even though I knew it could negatively affect my health in the future.	Likert scale (5 points)		

	I would feel guilty if I bought and consumed second-hand clothes that have negative effects on my physical health and image (for example: weight, skin, teeth, etc.)	Likert scale (5 points)
	I would feel guilty if I deliberately opted for less healthy products, knowing that there are better alternatives to health with similar prices.	Likert scale (5 points)
Attitudes***	Unpleasant/Pleasant	Likert scale (7 points)
	Bad/Good	Likert scale (7 points)
	Undesirable/Desirable	Likert scale (7 points)
	Low quality/ High quality	Likert scale (7 points)
	Uninteresting/Interesting	Likert scale (7 points)
	Cheap/Expensive	Likert scale (7 points)
	Not distinctive/Distinctive	Likert scale (7 points)
	Inferior/Superior	Likert scale (7 points)
	Unsatisfactory/Satisfactory	Likert scale (7 points)
	Worthless/Valuable	Likert scale (7 points)
	Not fond of/ Fond of	Likert scale (7 points)
	Lacks important benefits/Offers important benefits	Likert scale (7 points)
	Unacceptable/Acceptable	Likert scale (7 points)
	Negative/Positive	Likert scale (7 points)
	Unattractive/Attractive	Likert scale (7 points)
	Useless/Useful	Likert scale (7 points)

Unfavorable/Favorable	Likert scale (7 points)
Unenjoyable/Enjoyable	Likert scale (7 points)
Unsophisticated/Sophisticated	Likert scale (7 points)

*Adapted from *The effect of web interface features on consumer online purchase intentions*. By Hausman & Siekpe (2009).

** Adapted from *Conceptualization and measurement of consumption guilt as an individual trait*. By Silva & Martins (Working paper, 2020).

*** Adapted from *Measuring attitude toward the brand and purchase intentions*. By Spears & Singh (2004).