



**CATÓLICA
LISBON**
BUSINESS & ECONOMICS

Second-Hand Fashion:

The effect of nostalgia on purchase intentions and shopping
behaviour

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Dissertation written under the supervision of João Pedro Niza Braga

Dissertation submitted in partial fulfilment of requirements for the MSc in International
Management with major in Marketing, at the Universidade Católica Portuguesa,

June 2020.

Abstract

Title: Second-hand Fashion: The effect of nostalgia on purchase intentions and shopping behaviour

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Nostalgia is characterized by an intense emotion triggered by one's thoughts of the past and that generates higher levels of happiness and pleasure. Through a marketing perspective, the feeling of nostalgia has been proved by several authors, that strengthens consumer's attitudes towards brands and enhances the likelihood of product purchase.

The present study aims to assess if the same favourable pattern of attitudes and intentions arises when the stimulus of nostalgia appeals to second-hand fashion. Furthermore, this study aims to examine whether the consumption of second-hand shopping differs according to the target of purchase (myself versus others). Additionally, this study hopes to uncover the motivators that explain intention to purchase second-hand clothing and if there is a significant difference of those factors among consumers who buy clothing for themselves versus consumers who buy for others.

An online survey was conducted where participants were exposed to two conditions of nostalgia (nostalgia, present) and two conditions of the self (myself, others). The results showed that young adults did not prefer vintage clothing when prompted with nostalgic feelings, but a significant effect on attitudes and perceptions was obtained according to the hypothesis formulated. Additionally, when participants were encouraged to focus on nostalgic thoughts and to purchase clothes for others, they were more likely to engage in second-hand stores. Findings also showed that when purchasing clothing for others individuals tend to have a greater salience of abstract motives and consequently form ideological benefits.

Keywords: Nostalgia, Fashion, Second-hand, Vintage, Consumer Behaviour

Sumário

Título: Moda em Segunda Mão: Efeito da nostalgia nas intenções e comportamento de compra

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Nostalgia é caracterizada por uma emoção intensa desencadeada por pensamentos do passado e que gera níveis altos de felicidade e prazer. No contexto do marketing, o sentimento de nostalgia tem sido provado por diversos autores, que fortalece as atitudes dos consumidores face às marcas e aumenta a sua probabilidade de compra.

Este estudo tem como objetivo avaliar se o mesmo padrão favorável de atitudes e intenções surge quando o estímulo de nostalgia apela à moda em segunda mão. Além disso, este estudo propõe avaliar se o comportamento de compra de roupa em segunda mão difere de acordo com o target da compra (eu ou outros). Adicionalmente, esta pesquisa espera revelar os principais motivadores de intenção de compra de roupas em segunda mão, e se há uma diferença significativa desses fatores entre os consumidores que compram roupas para si versus para outros.

Foi realizado um questionário online em que os participantes foram expostos a duas condições de nostalgia (nostalgia, presente) e duas condições do eu (eu, outros). Os resultados obtidos demonstraram que os jovens adultos não preferiram roupa vintage quando primados de sentimentos nostálgicos, mas um efeito significativo nas atitudes e percepções foi observado, de acordo com a hipótese formulada. Adicionalmente, quando estimulados a sentirem-se nostálgicos e a comprar roupa para outros, os participantes mostraram-se mais propensos a comprar roupa numa loja em segunda mão. Resultados demonstraram também que ao comprar para outros, os indivíduos tendem a ter um maior foco em motivos abstratos e consequentemente constroem benefícios ideológicos.

Palavras-chave: Nostalgia, Moda, Segunda Mão, Vintage, Comportamento do Consumidor

Acknowledgments

First and foremost, I would like to thank my supervisor, Professor João Niza Braga, for all his support and guidance that were essential throughout this journey. Without his patience and feedback, this dissertation would have been impossible to finish.

I would like to express my gratitude to my parents and sister for their entire support not only during these months but throughout my entire life. Thank you for all the time and efforts you invested in me and in my education, and for always believing in me.

A special thank you to my best friends, for all the fun and caring moments, and their unconditional support. Inês, Marta, Margarida, Mariana, Beatriz, Francisco, and Iuri thank you for sticking with me throughout all these years and for your constant encouragement.

Thank you to everyone who filled out my survey!

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1. Introduction

Vintage is about looking forward through the window of the past (The Independent, 2010).

Marketing has evolved over the years to focus on consumers' needs and provide valuable experiences that strengthen consumer's attitudes towards brands and products. The integration of the intangible and sensorial aspects of consumer behaviour led to a change in the paradigm of the traditional marketing approach to a facet that includes the hedonic and experiential consumption. Individuals seek for brands and products that deliver extra value and arouse an emotional response within their self. The role of emotions has become a crucial notion of marketing research, leading researchers to enlighten that consumers frequently feel the desire and motivation to seek brands that fulfil them through their senses and emotions (Holbrook & Hirschman, 1982). Nevertheless, consumer behaviour is not always straightforward, and many heuristics and psychological drivers influence consumer's perceptions towards brands, that can shape their actual preference and amend consumer's buying behaviour for one product over another (Gigerenzer & Gaissmaier, 2011).

Nostalgia has become a vital element in the marketing of goods and services. Given its pervasiveness in the marketplace, nostalgia has been present in many types of research about its influence on consumer's attitudes and loyalty behaviours towards brands and products. There is evidence that evoking nostalgic feelings and memories from the past can reproduce more favourable brand attitudes and enhance the likelihood of product purchase (Muehling et al., 2014). Also, the sense of self-continuity and connection with one's past generates an emotional reaction that influences positively brand's perceptions (Ju et al., 2016; Sedikides et al., 2015). In fact, nostalgia has been used by several brands in their strategies to arouse consumers yearning for the past through the purchase of past and historic products.

The rise of retromarketing has become a trend lately, in which companies decide to relaunch and bring back products from a specific time, to trigger nostalgia and a sense of congruency between the past and the present selves. Several brands have taken this strategy, for instance, Coca-Cola's decision to bring back the moulded glass bottle was a marketing triumph that symbolizes the value of past times (Brown, 1999). In a time where uncertainty strikes, the past is a symbol of stability and a synonym of easier times. Therefore, it is more and more common to witness the relaunch of certain brands and historic products, that evoke positive memories related to one's childhood (Schultz, 2012; Silva, 2013). This return of what is old and unique

is a recurrent tendency in the fashion industry. Vintage clothing has been a growing trend, leading major fashion brands to adopt and launch collections inspired in past designs and vintage pieces (Hansen, 2004; Iverson, 2010). The element of nostalgia that might be present in vintage garments has been suggested to be one of the factors that motivate consumers to purchase vintage goods. The ability to represent a past era, in which people have or have not experienced and lived in, enables consumers to experience nostalgic feelings and to recall positive memories, motivating the consumption of vintage clothing (Guiot & Roux, 2010; Roux & Guiot, 2008). Besides the element of nostalgia, several factors can explain this return of what is old and authentic. The rise of sustainable fashion and eco consumption has become a major driver for the popularity of vintage and second-hand clothing. With various forms of sustainable fashion and conscious clothing decisions, consumers have shifted their attitudes and perceptions towards second-hand stores and became more aware of this growing trend (Cervellon et al., 2012; Xu et al., 2014; Yan et al., 2015). Moreover, consumers have become more conscious about fashion and might find in second-hand clothing new ways to express their individuality and uniqueness through clothes that tell new stories (Cervellon et al., 2012; Guiot & Roux, 2010; Roux & Guiot, 2008; Xu et al., 2014). Although the growing interest in second-hand shopping, little research has been developed about the consumption of reused clothes and the effect of nostalgia proneness on consumer buying behaviour.

The main scope of this research is to assess if evoking nostalgic feelings influence the purchase preference of second-hand fashion and enhances consumer's attitudes towards second-hand stores. Moreover, it aims to explore if the preference for second-hand clothing alters according to the target of purchase (self versus others). It also intends to study if motivations to purchase second-hand clothing depend on nostalgia evocations and the target of the purchase (self versus others).

The paper presented will start with a section dedicated to the literature review on previous research about subjects of interest for the study and it will be followed by the methodology section where the research approach and the procedure used to collect data and analyse the research questions, were conducted. The next section covers the results of the quantitative research and tests the validity of the hypotheses formulated. Finally, the last section concludes the dissertation with the main findings and limitations of the study, alongside with managerial implications and recommendations for future research on the subject.

2. Literature review

In this chapter, previous research and literature regarding topics that are relevant for a better understanding of the research purpose of this thesis are summarized. Theoretical background regarding the concept of hedonic consumption is analysed, followed by the concept of nostalgia and memory and its relationship with consumer behaviour. Moreover, an overview of the second-hand clothing market is presented, as well as its different facets regarding the consumption of reused clothing, summarizing the relationship between each variable and the hypotheses defined.

2.1 Hedonic Consumption

Although for many years, managers and researchers focused one-dimensionally in the attitudes towards products and brands, the view that human attitudes are complex and multidimensional led to a shift to experiential marketing (Voss, Spangenberg, & Grohmann, 2003). By considering the rational and irrational aspects of consumer behaviour, marketing researchers have expanded the role of the brand from a variety of attributes to experiences (Schmitt, 2009). Also, the similarities across products, resultant of technological advances, made it harder for consumers to differentiate between brands using rational attributes only (Petruzzellis, 2010).

The incorporation of the subjective and intangible aspect of consumer's attitudes towards products, into the traditional facet of consumer behaviour, led to a change in paradigm, in which two distinctive approaches emerged. The first dimension is characterized by a utilitarian based approach, mainly focused on products' functional attributes to maximise utility. The second approach is the hedonic dimension, that defines the products' usage as a result of consumer's sensations and affective experience that evokes emotions, fantasies, and pleasure (Holbrook & Hirschman, 1982).

In the view of hedonic consumption, products are purchased not only for their utility value but also for the experience and the subjective symbol derived from using the product. For instance, the experience of smelling a perfume is related not only to the perception of scent, but also the internal images generated. Those internal representations can be either historic, when consumers evoke an event from the past (the scent of a perfume might evoke a past episode with someone wearing that perfume), or a fantasy, when the consumer constructs an imaginary scenario. In addition to the multisensory imagery, emotional arousal is also an important component of hedonic consumption. A psychological and physiological alteration

caused by the consumption of certain products can create an underlying motivation and emotional response within consumers, influencing the actual involvement with products and experiences. The seeking of emotional arousal can be tied to the consumption of simple products such as food and clothing (Levy, 1959), but can play a major role in the consumption of certain experiences, such as entertainment activities (Holbrook 1980).

Hedonic products are usually perceived as more pleasant and enjoyable, whereas utilitarian products are perceived as relatively more functional and necessary. Even though there is a consensus in consumer research regarding this distinction, the components of consumer behaviour are not always straightforward (Alba & Williams, 2013). Although the symbolic substance attached to a product can be seen, consumers can purchase products with different intentions and motivations (Holbrook & Hirschman, 1982). A primarily utilitarian product, such as a detergent, can be also hedonic, for instance when is bought for its scent, rather than its cleaning ability (Chaker, 2011), and a hedonic product such as chocolate, can be considered utilitarian when consumed for cardiovascular benefits (Linden, 2011).

Despite the conceptual and empirical frameworks between utilitarian and hedonic consumption, there is a key element that helps to distinguish them. Hedonic experiences have the ultimate goal of achieving pleasure, regardless of whether the consumption has a functional purpose or not. Although there are myriad ways for consumers to seek pleasure and enjoyment, one can divide the determinants of pleasure in two separate categories: the product and service itself, and one's personal experience and judgment with it (Alba & Williams, 2013). This distinction in pleasure is sustained by the four types of product pleasure, proposed by Jordan, 2000, that contribute to a deeper insight regarding the main sources of pleasure. Physio-pleasures, that are originated from the senses; psycho-pleasures, derived from one's affecting and intellectual reaction to product use; socio-pleasures, that arise from consumer's interpersonal relationships with groups; and ideo-pleasures, that are related to the personal meanings and values associated to a product (Jordan, 2000).

Overall, consumers make decisions based on their current and expected hedonic experiences, but also based on their memories about past hedonic experiences. Evoking past experiences is a natural stimulus of decisions regarding future pleasure since it serves as a psychological reminder that shapes consumer preferences. The recollections of prior hedonic events lean to inform consumers about their decisions in a more affective basis rather than cognitive basis. The role of nostalgia and memories can influence the likelihood of certain conditions to be

perceived as more pleasurable and thus to positively strengthen individual's attitudes towards products (Alba & Williams, 2013).

2.2 Nostalgia and Memory

Nostalgia is an important component that can influence consumer's attitudes towards products and experiences. Nostalgic events tend to generate more positive feelings and induce a higher level of happiness, causing a general positive affectivity (Muehling et al., 2014). As an intensely personal experience, nostalgia has been characterized according to the source of reference that arouses that feeling. Some authors suggest that nostalgia has a positive tone emotion evoked by the past, in the context of certain negative feelings about the present (Davis, 1979). Others involve some reference to a certain stimulus (like an object, a smell, etc) that can generate a nostalgic response (Belk 1990). Nevertheless, in 1991, Holbrook and Schindler introduced nostalgia as a time-based preference, which is profoundly rooted in one's emotional past experiences. Overall, the concept of nostalgia is based on an affective state or emotion, triggered by one's own thoughts of the past (Muehling et al., 2014). In fact, nostalgic feelings might be aroused towards experiences or objects from one's past, but also it can embody the holistic past and incorporates a period or event during which they had not lived (Havlena & Holak, 1991; Holak & Havlena, 1992). These findings support the literature that divides nostalgia into two distinct responses types- personal and historical nostalgia, in which personal nostalgia refers to affecting emotions that come from one's evoked past, whereas historical nostalgia refers to a yearning time in history that the individual has not directly experienced (Stern, 1992; Phau and Marchegiani, 2009).

The connection of self to the past seems to have a powerful link to consumer's present and future behaviour towards objects, people, or experiences. Recalling an event from one's childhood may evoke powerful responses that will shape consumer's preferences towards products and brands. Several findings have demonstrated evidence that nostalgic themed advertising produces a higher purchase intent and brand preference, since those appeals are capable of arousing nostalgic thoughts and pleasant memories (Muehling et al., 2014; Muehling and Pascal 2011; Pascal, Sprout, and Muehling 2002). Moreover, it has been proven that for people to have a yearning for the past, they should have memories of past experiences, evoked either by tangible or intangible stimuli (Braun, Ellis, and Loftus 2002; Fairley, 2003). Attitudes about the past affect consumer decisions, and a liking for items purchased during childhood will be able to increment the likelihood of that items be purchased as an adult.

As observed in many studies, researchers follow manipulations of nostalgia using several stimuli that induce this feeling. In those studies, the participants are divided into two different conditions: a nostalgic condition, where the participants are aroused to nostalgic emotions; and a present-focused condition, which addresses individuals to focus on making new memories and to focus on present time of their lives. Some authors showed that the capacity to arouse nostalgic feelings has been consistently evident across various product categories, as entertainment products like movies, music; aesthetic products like fashion; or fragrances and toothpaste (Muehling et al., 2014; Holbrook and Schindler, 1989; 1996; 2003). Hence, it is possible to anticipate that the same reality regarding brand attitudes and purchase intentions will happen when, under the same conditions, the product type is second-hand clothing.

2.3 Second-hand Clothing

The second-hand clothing industry has blossomed over the years and is expected to grow by 11% per year and become a 33\$ billion business by 2021 (Kestenbaum, 2017). A change in consumer's attitudes towards wearing and utilizing second-hand products has augmented the growth of this industry (Fitzgerald, 2015; Tuttle, 2014). There is evidence that shows that the growing interest in sustainable consumption and eco-fashion ideas, has contributed to the rise of second-hand and vintage phenomenon, particularly among young consumers (Sung & Kincade, 2010). Furthermore, the desire of seeking authenticity of vintage fashion to construct individuality and uniqueness has strengthened the rise of second-hand clothing (Parsons, 2000). In addition to environmental motivations, and fashion consciousness, financial constraints, appears to be related to the growth of second-hand shopping behaviour (Cassidy & Bennett, 2012). As a way to save money, the resale of goods can be a common driver for the increment of vintage and second-hand shops, since reused goods are sold at a lower price than new and recent goods (Tully, 2012).

The trend of second-hand clothing has created a set of niche markets, where young consumers, aged between 18 and 35 years old, are the market's major target (Hansen, 2004). As a preliminary analysis and based on the growing number of young shoppers buying at second-hand stores, the following hypothesis was formulated:

H1: Young consumers will have more positive attitudes towards second-hand clothing, than older consumers.

The concept of vintage has been endorsed by both fashion designers and consumers, to describe rare and authentic pieces that are representations of a particular era (Gerval, 2008). It has been defined that vintage clothes are usually pieces originating from the 1920s to the 1980s, and more affordable than the original garments (Cornett, 2010). It is a notion that not only belongs to the fashion industry but in fact can be used to define any antiquity, from jewellery to cars to furniture (Secundus.dk, 2011). In parallel, the term second-hand sorts any piece of clothing that has been used before, despite the age of the clothes. Although vintage clothing may not necessarily have been used before, a natural and common notion is that vintage pieces might be second-hand and second-hand pieces might be vintage (Cervellon et al., 2012).

In addition, previous research has demonstrated the vital role of nostalgia in vintage consumption. The history of vintage garments and the memories associated with it influences consumer purchasing decisions since it contributes to trigger nostalgic feelings that will influence favourably attitudes towards vintage clothing. Although limited, some academia has suggested that vintage shopping might be associated with nostalgia proneness and an eager to travel to a past era (Cervellon et al., 2012; Guiot & Roux, 2010; Lasaleta, Sedikides, & Vohs, 2014). In fact, past research showed that individuals with greater nostalgia proneness are more inclined to engage in vintage shopping since they tend to associate vintage goods with memories from the past. Therefore, one can hypothesize that evoking nostalgia might induce a stronger intent to purchase second-hand clothing and function as a catalyst for the consumption of second-hand clothing.

H2: In a nostalgic condition (as compared to a non-nostalgic condition) young consumers will prefer to purchase second-hand clothing.

H3: In a nostalgic condition (as compared to a non-nostalgic condition) young consumers will have more favourable attitudes towards vintage stores.

2.3.1 Individuality and Identity

According to Guiot and Roux (2010), one of the crucial factors that motivate the consumption of second-hand clothing is consumer's desire to express themselves and seek new ways to demonstrate their own style (Guiot & Roux, 2010; Roux & Guiot, 2008). The feeling of originality and authenticity are important attributes that are present in vintage clothing, which enables consumers to create a sense of identity and enhance their social and self-image.

Indeed, it has been found that individuals engage in second-hand clothing shopping because second-hand goods allow for the expression of individual's unique personality and identity and promote a sense of originality and authenticity (Cervellon et al., 2012; Guiot & Roux, 2010; Roux & Guiot, 2008; Xu et al., 2014). Moreover, the consumption of second-hand clothing has appeared to be seen as an alternative response to fast fashion, that became consumerism rather than fashion, and that leads to many people wearing the same pieces of clothing. Vintage and second-hand clothing give consumers a feeling of individuality and distinction from others, through the consumption of authentic and unique garments, that are not present in the regular fashion clothing (Gladigau, 2008; Clark & Palmer, 2004).

Due to the mentioned relationship between second-hand clothing and expression of the self, the following hypothesis was assembled:

H4: Individuals will have a preference for second-hand stores when buying for themselves, compared to when they are buying for others.

2.3.2 Negative Stigma

The growth of the second-hand clothing market has been partly associated with a change in consumer's minds towards wearing reused clothes (Sung & Kincade, 2010; Fitzgerald, 2015; Tuttle, 2014). Yet, second-hand goods are often perceived as unhygienic and associated with poverty and a low social status (Clark & Palmer, 2004). While for many people this type of fashion can be a form of self-expression and a way to help the environment, for other people due to the fact that it has been worn by others is often seen as trash and not fashionable (Brooks, 2015). Literature has defined that such negative stigma is associated with the perception of contamination, determined by the fact that another person has previously owned the products. The feeling of disgust arises in many different contexts depending on the level of involvement of the object with the self (Kubacki, 2013). Since disgust is a very instantaneous and self-reaction, this may induce the idea that wearing second-hand clothes can elicit a less negative reaction when shopping for others or gift giving. The way individuals perceive others and the impressions people have on others, play an important role in interpersonal behaviour and affects individuals' choice and evaluations, shaping consumer's perceptions and attitudes (Leary & Kowalski, 1990).

In order to explore whether the stigma associated with second-hand clothing differs with the target of purchase, the following hypothesis was defined:

H5: The feeling of disgust associated with second-hand clothing will have less weight when people purchase second-hand clothing for others.

2.4 Identity, Self-continuity and Psychological Distance

Nostalgia is deeply linked to the sense of meaning people attach to their lives. It has been proven that nostalgia helps to achieve a sense of continuity between the past and the present selves, enhancing individuals' perceptions of life as meaningful (Sedikides, Wildschut, Gaertner, Routledge, & Arndt, 2008). By operating as a catalyst to boost individual's perceptions and generate positive toned narratives about one's past, nostalgia works to counteract unpleasant feelings of personal discontinuity, which it turns related to a higher sense of psychological well-being (Sedikides et al., 2015). In fact, several authors have studied the positive psychological effects caused by nostalgia. Besides contributing to increase self-esteem, nostalgia strengthens social connectedness and produces positive effects in alleviating loneliness and existential threats (Wildschut et al., 2006). Hence, as a social and self-relevant emotion, nostalgia can help in the development of individual's identities and in the creation of a deep sense of selfhood and a unified continuous view of one's whole life (Sierra, McQuitty, 2007).

Within the marketing context, research has shown that self-continuity plays a major role in the success of nostalgia advertising since it mediates the relationship between nostalgia and consumer's brand attitude and purchase intent towards products/brands. In fact, inducing a sense of self-continuity, for instance through a nostalgic message, promotes congruency with one's past and generates an emotional response, that will influence favourably brand attitudes and encouraging stronger purchase intentions (Ju et al., 2016; Sedikides et al., 2015).

Some authors suggested that evoking nostalgic feelings enables people to travel to the past and helps them achieve a sense of continuity and congruency with their self (Sierra, McQuitty, 2007). By transcending the self in the here and now, individuals are able to make predictions, plan the future, and think about the past (Trope & Liberman, 2010). This acknowledgment is rooted in construal level theory (CLT), in which people can form abstract representations and mental construals of distal objects (Liberman & Trope, 1998; Trope & Liberman, 2003). In this context, Trope and Liberman, 2010, suggested that as psychological distance increases, individuals formed more abstract mental construals and objects become more distant. In fact, the authors provided evidence through their research that the focus on high-level construals, that represent psychologically distant events, lead individuals to think

of events in psychologically more distant situations (Trope & Liberman, 2010; Liberman, Trope, Macrae, & Sherman, 2007; McCrae, Liberman, Trope, & Sherman, 2008). More specifically, representing a person abstractly or imagine that the target is spatially and temporally more distant, creates a sense of distance and predisposes individuals to construct more abstract information. Indeed, the distinction between the self and others underlies a social distance that might exert a strong influence on the perception of other distances and induce a higher level of construal (Trope & Liberman, 2010). Therefore, the shift between concrete and abstract thinking might be driven by a certain stimulus, as the distance of the target of purchase, and this effect leads individuals to emerge into more ideological and abstract benefits over concrete and instrumental benefits (Goldsmith, Newman, Dhar, 2016).

Thus, on one hand, nostalgia induces a sense of connection to the self that might enhance a greater salience on high-level values. That may be a reason why nostalgic appeals reduce the importance of money (Lasaleta et al., 2014). On the other hand, by promoting a deeper focus on abstract values, nostalgia might increase the focus on ideological values that are enhanced with social distance. The higher the psychological distance the greater is the focus on less concrete representations. In light with previous literature and in the context of the present study, the following hypothesis was formulated:

H6: Nostalgia induces more focus on abstract values and this phenomenon is potentialized with the distance to the target of purchase.

2.5 Overview

It has been consistently proven that nostalgia strengthens consumer's attitudes towards brands/products and enhances the likelihood of purchase of products. Therefore, one can anticipate that the same phenomenon should be observed for second-hand clothing. The link between vintage garments and the evocation of nostalgic feelings might induce that the same reasoning will be noted regarding second-hand fashion (H2 and H3). It is also relevant to explore the effect of nostalgia appeals on self-identity and social distance when considering purchase second-hand clothing (H4 and H6).

As a type of fashion that might evoke memories from the past, second-hand clothing has a negative component that is linked with the stigma of reused clothes. Arousing nostalgic emotions might reduce the repulse and disgust feelings consumers associate with second-hand

clothing and this stigma should differ when consumers are buying for themselves or for others (H5).

As a market that is rising popularity and whose shoppers are mainly young consumers (aged between 18 and 35 years old), it is also relevant to understand whether age influences consumer's buying behaviour concerning second-hand clothing H1).

3. Methodology

The following chapter presents the methodology used to answer both the research questions and the hypothesis formulated. It starts with an overview of the sample collected, followed by a description of the variables and measures used. Detailed information about the procedure is presented followed by the research design of the study.

3.1 Participants

The survey was distributed online via social networks, being all the participants volunteers. There were 240 participants from which 149 were female and 91 were male. Regarding age, an open response was used, and around 35,4% of the participants ranged below 35 years old which represents the target group of the study. Around 96% of the respondents were native Portuguese, and the questionnaire was available in both Portuguese and English. Since nostalgia is defined by an intense and personal emotion, the evocation of this feeling should be effective in a way to test the hypothesis formulated. Thus, the issue that foreign language could increase the psychological distance to the topic, and have an effect on decision making, damaging the quality of the findings, was controlled by having a bilingual questionnaire (Keysar, 2012).

3.2 Materials

3.2.1 Independent variables

In order to test the validity of the hypothesis formulated, two independent variables were manipulated. There were used two conditions of nostalgia (nostalgia, present-focused), and two conditions of the self (buying for myself, buying for others).

The nostalgic condition was presented to the participants through an advertisement containing a family photography, a Kodak branding element, and a message saying to “Remember special occasions with others from your past... Take a moment to cherish your childhood memories”. On the other hand, the present focused condition had the same photography and the Kodak element, but with a more futuristic message, saying “A special occasion with others... Think about making new memories starting today and well into your future.” (Lasaleta et al., 2014). In order to assess the effectiveness of the previous manipulation and to affirm that nostalgic stimuli evoke nostalgic feelings, the Wildschut et al. 2006 manipulation check was used. The same manipulation check was supported by Lasaleta et al., 2014, and so the participants had to answer through a Likert scale the level of agreement with the following

statements: “Right now, I am feeling quite nostalgic”; “Right now, I am having nostalgic feelings”; and “I feel nostalgic at the moment”.

Past work has demonstrated that perceived self-continuity is a key component when studying nostalgic emotions, since the evocation of nostalgia, increases the level of self-continuity. Thus, a scale to address the level of self-continuity was also adapted, taking into consideration the Sedikides et al., 2015 literature. The participants indicated the degree to which they felt connected with their past, through a 7-item scale with four items, including “I feel connected with my past”; “I feel connected with who I was in the past”; “There is continuity throughout my life”; and “There are important aspects of my personality that remain”.

To carry out the manipulation of the second independent variable, two conditions were used (buying for myself, buying for others). The participants were asked to imagine they would go out to buy some clothes for themselves (self condition) or to imagine they would buy a gift for a friend and decided that the gift would be clothing (others condition). In both conditions, the participants were instructed to think about a shirt, a sweatshirt, and a jacket.

3.2.2 Dependent variables

The dependent variables aim to analyse the consumer buying behaviour towards second-hand/vintage clothing. Firstly, the experimental stimuli were constituted by pairs of identical clothing, and after a concept of a second-hand store was presented. In order to eliminate branding issues and for consumers only focus on the information given, names of fictional stores were created.

Choice

In order to test consumer’s choice regarding vintage clothing, three pairs of two identical clothes were presented. Each pair of clothing was composed by a vintage piece and a more recent one, both sharing the same design and characteristics. Then, the participants had to ask three groups of questions (each group corresponding to each pair of clothing: a jacket, a sweatshirt, and a t-shirt), regarding their level of preference for the product. A nine-point Likert scale was used, in which 1 meant “definitely prefer product A” and 9 “definitely prefer product B”. Research defined that for a piece to be considered vintage has to be at least 20 years old (Cornett, 2010). Hence, each pair of clothing presented had a short information about the year of the collection.



A

Jacket from the 80's AW collection on sale at ABC Vintage



B

Jacket from the 19/20 AW collection on sale at Western



A

Sweatshirt from the 90's AW collection on sale at ABC Vintage



B

Sweatshirt from the 19/20 AW collection on sale at Western store



A

Shirt from the 90's SS collection on sale at ABC Vintage



B

Shirt from the 2020 SS collection on sale at Western

Figure 1: Pairs of clothes (vintage piece on the left and recent piece on the right)

Purchase Likelihood and Purchase Intentions

To measure the purchase likelihood consumers would have to shop second-hand clothing, a concept of a second-hand store was presented. The participants were asked to consider that the store they were looking for clothing for themselves or for a friend is Flamingo store. Then they were asked to rate the sentence “How likely would you be to purchase clothes at Flamingo store?” on a scale from 1 (not likely at all) to 7 (extremely likely).

Additionally, participants rated sentences concerning the purchase intention that served as a proxy to the actual purchase. Using a seven-point scales of agreement (1 “Strongly disagree” and 7 “Strongly agree”), it was possible to assess consumer’s purchase intention towards Flamingo store- “I intent to buy clothes at Flamingo store in the future” and “I would prefer to buy clothes at Flamingo store instead of a fast-fashion store like Zara, H&M or Stradivarius”.

Self- others gap

Moreover, it was possible to evaluate the gap in preference between buying clothes for the self and for others. This assessment was determined by consumer’s ratings of the sentences- “I would shop clothes for myself at Flamingo store” and “I would shop clothes for others at Flamingo store”. The goal was to measure the difference in response regardless of the manipulations used. It is expected that individuals would feel more prone to shop at Flamingo store for themselves than for others, and this would be catalysed by the nostalgia condition.

Perceptions towards stores

The perceptions towards Flamingo store were determined through a seven-point scale of agreement of six sentences. In this scale there are items concerning the perceived quality- “I think Flamingo Store sells good quality products” and “I would find high quality clothes at Flamingo store”, concerning attitudes- “It would be easy for me to become a regular client of Flamingo store”, concerning monetary attributes- “I perceive Flamingo as a good value for money store” and aesthetics attributes- “I consider Flamingo an appealing store” and “I think Flamingo to be an out of fashion store”.

Reasons to buy

In order to measure consumer’s reasons to purchase and not to purchase second-hand clothing, the participants were asked to rate seven sentences using a seven-point scale of agreement. This scale included items regarding environmental reasons- “It is a way to save the environment”, economic reasons- “It is a way to save money”, identity reasons- “It is a way to express myself”, and nostalgic reasons- “It is a way to travel to the past”, but also included items addressing the stigma associated with this type of fashion- “I would not buy it because it was used by other people”, “I would not buy it because it disgusts me the potential lack of hygiene of this clothing” and “I would not buy it because these products are associated to low social status”. This scale allowed to estimate the potential drivers of second-hand

consumption and to measure in-depth the effects of those motivators on consumer's buying behaviour.

Familiarity and attachment

To assess the level of familiarity of consumers towards second-hand clothing, it was asked the participants to rate the familiarity on a scale from 1 to 7 (being 1= not familiar at all, and 7= very familiar). Using a seven-point Likert scale, the participants were also asked to rate the frequency of purchase of second-hand/vintage clothing (being 1=never, 7=always).

Demographics

Finally, to determine the demographic profile of the participants, they were asked to mention their gender, age, nationality, marital status, occupation, and net yearly income. Concerning the gender, participants could select from a multiple-choice question one of three options: Male, Female, Other. To measure the age, an open-ended question was presented. For the nationality, a list of all possible nationalities was presented and the participants could select one option. To assess the consumer's marital status, occupation, and yearly income, a multiple-choice question was used, and the participants had to select one option.

Age

It is worth noting that the variable age was coded as a dummy variable and a preliminary analysis concerning the age was conducted, to sustain the hypothesis that young people (as opposed to older people) have more positive and favourable attitudes towards second-hand clothing, and to proceed with the results focused on the established target group.

3.3 Procedure

Participants were presented with a link to enter the survey, via social networks (Facebook and WhatsApp). This link served as the randomizer of the four conditions being studied. Once inside the survey, they were asked to click on a new link, and that they would be redirected to the study. Participants were then randomly assigned to one condition of nostalgia (nostalgia versus present-focused), and one condition of the self (buying for myself versus buying for others).

The survey started with a welcome page informing the participants about the purpose of the study and they were presented with a consent form. This initial text was deliberately vague

regarding the study's purpose in order to ensure that no previous information would compromise the quality of the answers.

For the first task, participants received a brief information to guarantee they would focus on the advertisement presented. After being presented with an image for 15 seconds (nostalgia stimuli), participants were asked to fulfil the nostalgia manipulation check and self-continuity scales. Afterwards, participants were presented with the other stimuli (the self condition), where it was requested to imagine they were buying clothes for themselves or for a friend.

Afterwards, the participants were presented with three pairs of clothing (a jacket, a sweatshirt, and a shirt), and were asked to indicate their level of preference, taking into account that each pair has a vintage piece and a piece from a more recent collection.

In the next block of questions, a second-hand store was presented (Flamingo store), and participants were asked to indicate the likelihood they would be to purchase clothes in that store. Subsequently, more detailed questions regarding the purchase intention were asked. The next set of questions addressed the quality and brand perceptions concerning Flamingo store. Afterwards, participants were asked to indicate the level of agreement with certain reasons to buy or not to buy in second-hand/vintage stores.

Lastly, participants were asked to rate the level of familiarity and the frequency of purchase of second-hand/vintage clothing, and at the very end, demographic data was collected.

3.4 Design

The experiment had a 2 Nostalgia (Nostalgia, Present) x 2 Target of Purchase (Self, Others) between subjects' design.

4. Results and Discussion

The following chapter presents the analysis of the quantitative data. It starts with a characterization of the sample collected and a reliability test, followed by the hypothesis testing and statistical results.

4.1 Sample characterization

The present study had a total of 336 responses, in which 96 responses were excluded from the sample for not completing the questionnaire. The remaining 240 responses were studied considering the age group of the participants. In respect to the demographics of the sample, it was possible to observe that the majority of the participants were native in Portuguese (95,8%) and a large portion was employed (74,9%). The group was composed by 62,1% of female, and 37,9% were male. Lastly, around 52,8% of the participants have never bought second-hand clothing, and a portion of 18,5% was familiar with this fashion concept (Appendix II: Survey's Results: Sample Description).

4.2 Target group

Aligned with previous studies, the target of this research was defined to be young adult consumers, with age equal or below 35 years old. Before proceeding with the study, an analysis of the dummy variable age was conducted in order to test the first hypothesis formulated. It was possible to observe a significant effect on the choice variable and on the purchase likelihood of the participants to buy at Flamingo store. In comparison with younger participants, the T-Test showed that older people choose on average more recent pieces of clothing ($M_{\text{older}}=5.98$, closer to option B, $SD=2.01$), than vintage goods, and also that younger people are more likely to shop at Flamingo store ($M_{\text{younger}}=4.05$, $SD=1.76$), than individuals with age above 36 years old ($M_{\text{older}}=3.25$, $SD=1.87$). Since the results support the acceptance of the first hypothesis (H1), and in a way to facilitate the study analysis and to be able to focus on the core group of second-hand clothing, the forward results are centred on young consumers aged below 35 years old (Appendix II: Survey's Results: T-Test of Age).

4.3 Reliability analysis

Moreover, in order to check the reliability and the consistency of the variables, a Cronbach's alpha test was conducted. The test was performed for nostalgia and self-continuity manipulations, choice variable, purchase intentions, and perceptions of flamingo store. After checking the accuracy of the items and ensuring that all the constructs had a Cronbach's alpha above 0,8, an aggregation of the variables was run to better proceed with the analysis (Appendix II: Survey's Results: Cronbach's Alpha).

4.4 Nostalgia manipulation check

In order to check the effectiveness of the nostalgia manipulation, an index was created with the average of the three items of the set of questions. The difference in the means for the nostalgia ($M_{\text{nostalgia}} = 4.65$; $SD = 1.30$) and present condition ($M_{\text{present}} = 4.33$; $SD = 1.28$) was not statistically significant, $t(83) = 1.154$, $p = .252$. Hence, it is not possible to support that the manipulation of nostalgia was effective since participants in the nostalgic condition did not report statistically higher levels of nostalgic feelings, than those in the present condition. Regarding the self-continuity index, it did not yield a significant effect concerning the conditions of nostalgia. (Appendix II: Survey's Results: Manipulations Check)

For older people, it was also found no effect of the nostalgia and self-continuity manipulations, and they reported a lower level of nostalgic feelings than younger participants ($M_{\text{nostalgia}} = 3.97$, $SD = 1.60$; $M_{\text{present}} = 3.95$, $SD = 1.60$).

4.5 Hypothesis testing

4.5.1 Choice

Participants were asked to make a purchase choice between a vintage piece and a more recent piece of clothing. A univariate ANOVA 2 nostalgia x 2 target of purchase was conducted for the purchasing choice of participants. There was found no significant main effect of the nostalgia conditions or the self conditions, and neither an interaction effect between these two conditions. Although participants in the nostalgia condition reported a rate closer to vintage options than to the non-vintage option ($M_{\text{nostalgia}} = 5.07$), as opposite of participants in the present condition that reported a rate closer to recent pieces ($M_{\text{present}} = 5.37$), it is not possible to infer that individuals in the nostalgic condition will prefer to purchase vintage clothing

($F < 1$, $p = .562$) (Appendix II: Survey's Results: Anova Choice). Therefore, the hypothesis H2 is rejected.

Choice			
Nostalgia_Present	Self_Others	Mean	Std. Deviation
Present	Others	5,54	1,67
	Self	5,19	1,62
	Total	5,37	1,63
Nostalgia	Others	5,05	2,06
	Self	5,09	1,92
	Total	5,07	1,97
Total	Others	5,3	1,86
	Self	5,13	1,76
	Total	5,22	1,8

Table 1: ANOVA Descriptives "Choice"

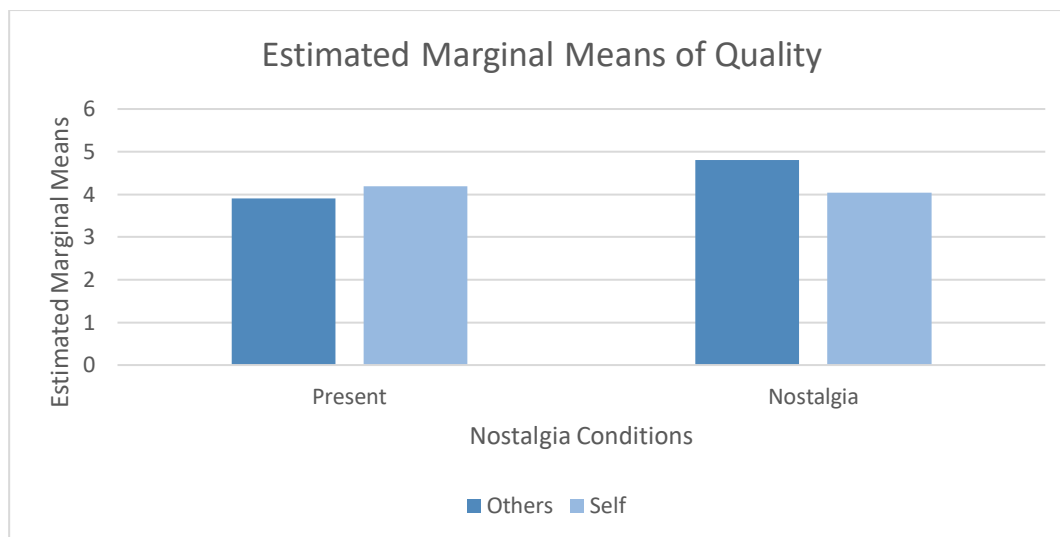
Note: Older people did not report significant results and it was possible to assess that in the nostalgia condition, older participants indicated a stronger preference for the recent piece of clothing, than when stimulated with the present condition ($M_{nostalgia} = 6.08$, $SD = 2.07$; $M_{present} = 5.82$, $SD = 1.97$).

4.5.2 Attitudes and Quality

The participants were asked to rate their perceptions of quality towards flamingo store. An ANOVA 2 nostalgia x 2 target of purchase was computed for the participant's perceived quality. Participants in the nostalgia condition attributed better quality to Flamingo store ($M = 4.40$; $SD = 1.20$) than those who were in the present focused condition ($M = 4.04$; $SD = 0.96$; $F(1,83) = 2.60$, $p = .11$). Although there is no main effect of nostalgia and the self conditions, it was found a significant interaction of both conditions, $F(1,83) = 5.027$, $p = .028$. This means that the nostalgia condition increases individual's perceived quality of Flamingo store when they are buying clothing for others. Participants in the self conditions are more willing to buy second-hand clothing for others under a nostalgia stimulus (Appendix II: Survey's Results: Anova Quality).

Quality			
Nostalgia_Present	Self_Others	Mean	Std. Deviation
Present	Others	3,90	0,88
	Self	4,19	1,05
	Total	4,04	0,96
Nostalgia	Others	4,80	1,22
	Self	4,04	1,07
	Total	4,40	1,20
Total	Others	4,33	1,14
	Self	4,11	1,05
	Total	4,22	1,09

Table 2: ANOVA Descriptives “Quality”



Graphic 1: Interaction effect between nostalgia conditions and self conditions regarding quality perception towards flamingo store.

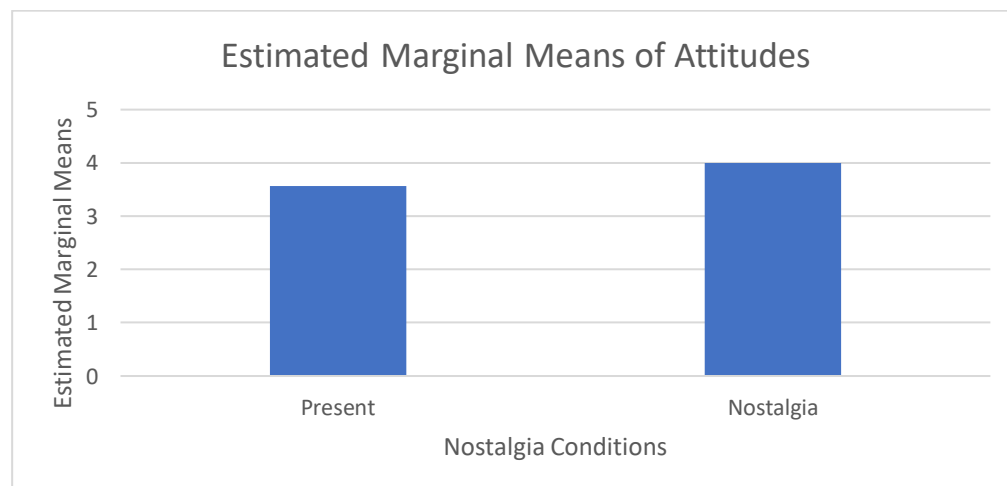
Concerning the attitudes towards Flamingo store, participants in the nostalgia condition perceived the store with more positive attributes, while participants in the present condition reported weakest attitudes. The ANOVA revealed a marginal main effect of the nostalgia conditions ($F(1,83)=1.958$, $p=.068$), showing that individuals prompt with nostalgia exhibit more favourable attitudes towards Flamingo store, than those who are present focused ($M_{nostalgia}=4.0$, $SD=1.14$, $M_{present}=3.57$, $SD=1.04$). Regarding the self/other condition, no main effect was found. Although not reporting significance, the interaction effect between the nostalgia and the self conditions, appears to show the same tendency that individuals

encouraged with nostalgic feelings and buying for others have more positive attitudes towards the second hand store.

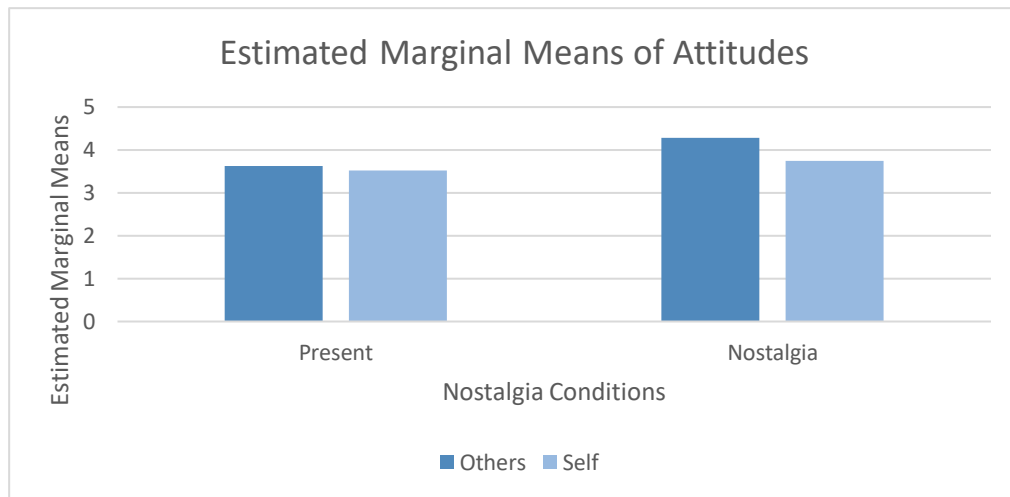
Therefore, the proposed hypothesis (H3) is validated (Appendix II: Survey’s Results: Anova Attitudes).

Attitudes			
Nostal_Present	Self_Others	Mean	Std. Deviation
Present	Others	3,62	0,97
	Self	3,52	1,14
	Total	3,57	1,04
Nostalgia	Others	4,28	1,28
	Self	3,74	0,95
	Total	4,00	1,14
Total	Others	3,93	1,16
	Self	3,63	1,04
	Total	3,78	1,11

Table 3: ANOVA Descriptives “Attitudes”



Graphic 2: Effect of nostalgia conditions regarding attitudes towards flamingo store.



Graphic 3: Interaction effect between nostalgia conditions and self conditions regarding attitudes towards flamingo store

Note: Older people showed no effect of the nostalgia and the self manipulations. It was possible to observe that when feeling nostalgic, older people perceived the store with lower quality ($M_{nostalgia}=4.0$, $SD=1.10$, $M_{present}=4.2$, $SD=1.29$) and had more negative attitudes ($M_{nostalgia}=3.57$, $SD=1.16$, $M_{present}=3.72$, $SD=1.14$) regarding Flamingo, than younger participants, and also that when encouraged to think about the present, Flamingo store is perceived more favourably than in nostalgia condition.

4.5.3 Purchase Likelihood and Purchase Intentions

In order to analyse the differences in the purchase likelihood towards Flamingo store, an ANOVA 2 nostalgia x 2 target of purchase was conducted for participants' purchase likelihood.

The ANOVA revealed a significant effect of the self/other condition, $F(1,83)=4.10$, $p=.046$, suggesting that individuals have a stronger preference for second-hand clothing when buying for others ($M=4.38$; $SD=1.79$) than when buying for themselves ($M=3.63$; $SD=1.61$). There was no main effect of the nostalgia conditions nor a significant interaction between the nostalgia and the self conditions. Due to this, one can anticipate that individuals are more likely to purchase clothes at Flamingo store for a friend than for themselves, and thus the hypothesis formulated (H4) might be rejected. However, it is important to analyse other items concerning the purchase intent of individuals to buy at Flamingo store.

Purchase Likelihood			
Nostalgia_Present	Self_Others	Mean	Std. Deviation
Present	Others	4,14	1,781
	Self	3,58	1,346
	Total	3,88	1,600
Nostalgia	Others	4,65	1,814
	Self	3,67	1,853
	Total	4,15	1,878
Total	Others	4,38	1,794
	Self	3,63	1,612
	Total	4,01	1,739

Table 4: ANOVA Descriptives “Purchase Likelihood”

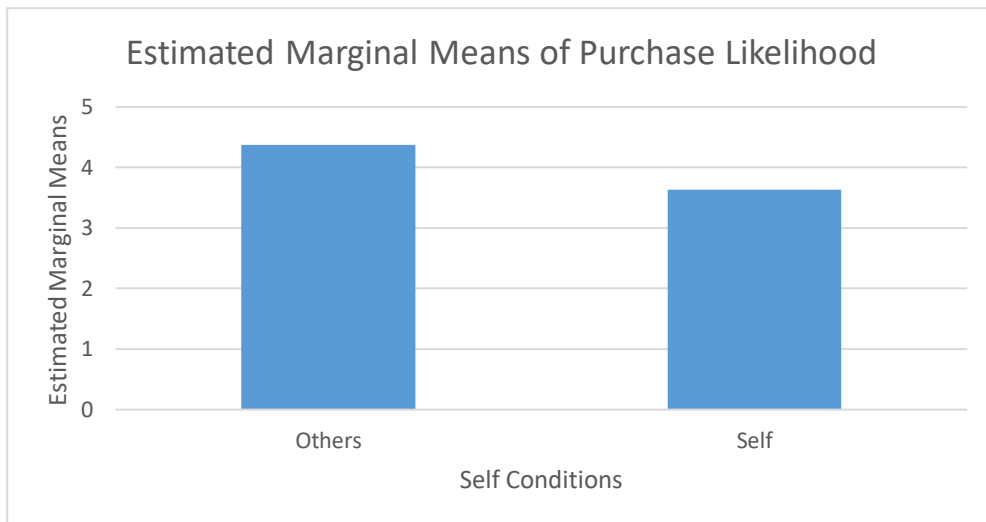
To further analyse the hypothesis formulated, an index of the purchase intention was created, averaging the 2 items concerning the purchase intent to buy clothes in Flamingo store. Both measures of the purchase likelihood and purchase intention go in the same direction of results.

After conducting an ANOVA, it was possible to infer that although there was no interaction effect between the nostalgia and the self conditions, individuals showed a statistical significance effect of the self/others condition $F(1,83)=5.08$, $p=.027$. It is possible to observe that individuals have a stronger intent to buy clothes at Flamingo store for a friend ($M=4.15$ $SD=1.63$) instead for themselves ($M=3.38$, $SD=1.49$).

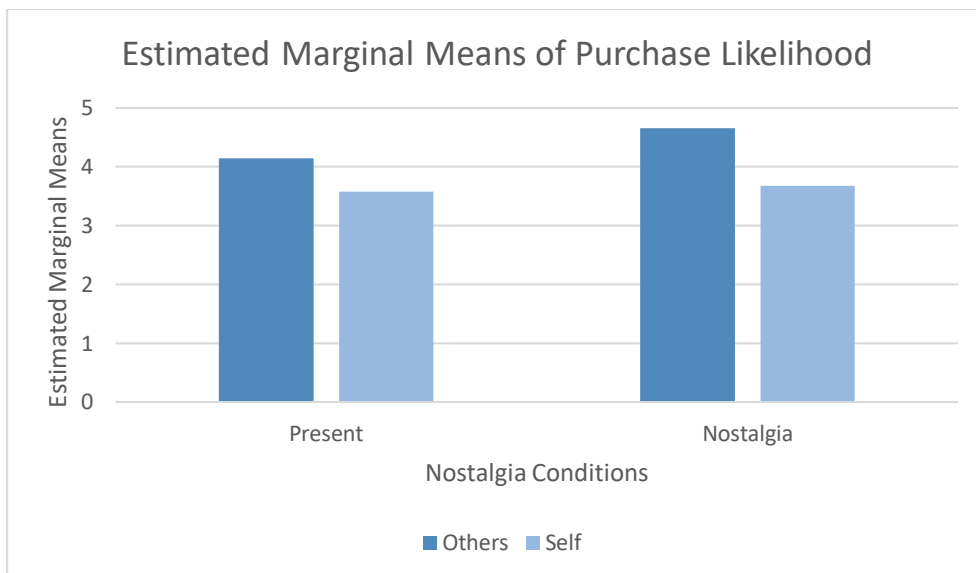
Therefore, the scenarios created induce that H4 must be rejected (Appendix II: Survey’s Results: Anova Purchase Likelihood and Purchase Intentions).

Purchase Intentions			
Nostalgia_Present	Self_Others	Mean	Std. Deviation
Present	Others	3,87	1,57
	Self	3,46	1,44
	Total	3,68	1,51
Nostalgia	Others	4,45	1,67
	Self	3,31	1,56
	Total	3,85	1,69
Total	Others	4,15	1,63
	Self	3,38	1,49
	Total	3,76	1,59

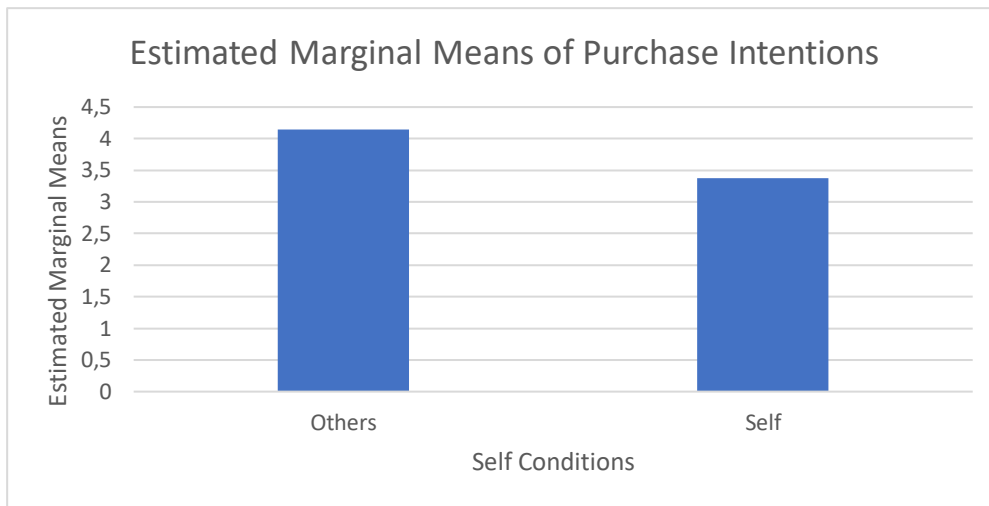
Table 5: ANOVA Descriptives “Purchase Intentions”



Graphic 4: Effect of self conditions regarding purchase likelihood towards flamingo store.



Graphic 5: Interaction effect between nostalgia conditions and self conditions regarding purchase likelihood towards flamingo store



Graphic 6: Effect of self conditions regarding purchase intent towards flamingo store.

Note: Although not reporting significant effects of the nostalgia and the self manipulations, it was possible to observe that older people are more likely to buy clothing at Flamingo store for themselves rather than for others ($M_{\text{self}}=3.52$, $SD=1.93$; $M_{\text{others}}=3.09$, $SD=1.82$), and also that in the present focused condition, they tend to have a greater purchase intent to buy clothes at Flamingo, than in the nostalgia condition ($M_{\text{present}}=3.48$, $SD=1.77$; $M_{\text{nostalgia}}=3.22$, $SD=1.53$).

4.5.4 Self Others gap

After rating their preference for different products, it was further measured participants' general intentions to purchase in second-hand stores for the self and for others within subjects. That is, participants rated both their general intention to purchase clothes in a second-hand store for themselves and their general intention to purchase clothes in a second-hand store for a friend. An ANOVA including the between subjects factors of nostalgia and the target of previous product choice; and the within subjects factor of target of purchase intention revealed that when individuals are evaluating consecutively the purchase likelihood for the self and for others, there is a greater intent to buy for the self rather than for others, regardless of the manipulations self/others, nostalgia/present ($F(1,83)=18.61$, $p=.00$). No other effects were found in the ANOVA. This result seems to contradict our previous finding that the likelihood of choosing second-hand clothing is higher when shopping for others than when shopping for the self.

Indeed, the choice task may represent a more concrete and tangible setting than a measure of general purchase intentions that might represent more general attitude towards purchasing second-hand clothing. Once the scenario of buying for myself or buying for others is set, those who were buying for a friend had a higher preference for vintage stores, indicating how general intentions may fail to predict behavioural responses. Additionally, the within subjects manipulation of the target of purchase in the purchase intention measure makes potential social norms of gift giving particularly salient which may reduce preferences to buy in second-hand stores for others, when compared to the between subjects manipulation of the target in the choice task which may explain the observed preference reversal (Appendix II: Survey's Results: Repeated measures ANOVA).

Therefore, despite the manipulations led consumers to have more positive intentions towards Flamingo store when buying for others, it appears to exist a conviction that individuals will prefer to purchase second-hand clothing for themselves. Consequently, the proposed hypothesis H4 can be partially accepted.

**Purchase Intention
Flamingo**

PI_flamingo	95% Confidence Interval			
	Mean	Std. Error	Lower Bound	Upper Bound
"I would shop for myself"	4,154	0,202	3,753	4,556
"I would shop for others"	3,316	0,185	2,947	3,685

Table 6: Estimated Marginal Means "Purchase Intention"

Self Others

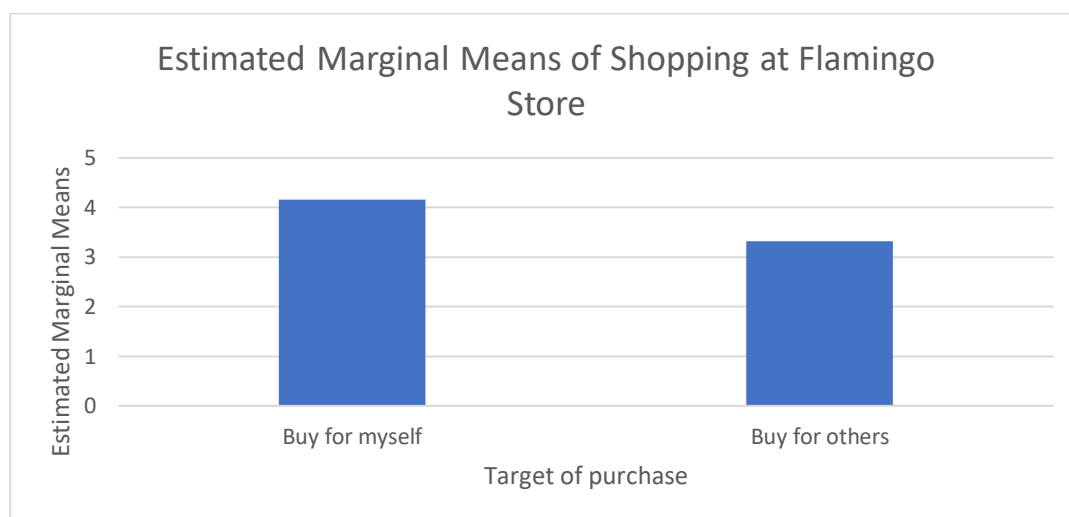
Self_Others	95% Confidence Interval			
	Mean	Std. Error	Lower Bound	Upper Bound
Others	4,003	0,238	3,529	4,478
Self	3,467	0,235	2,999	3,935

Table 7: Estimated Marginal Means Self Conditions

Nostalgia_Present x Self_Others

		Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Present	Others	3,682	0,329	3,027	4,336
	Self	3,548	0,337	2,878	4,218
Nostalgia	Others	4,325	0,345	3,639	5,011
	Self	3,386	0,329	2,732	4,041

Table 8: Estimated Marginal Means Nostalgia and Self Conditions



Graphic 7: Effect of buying for myself vs buying for others

4.5.5 Reasons to buy

In order to estimate the main reasons for consumers to purchase second-hand clothing, a regression model was used.

On one hand, when people were asked about the likelihood of purchasing at Flamingo store, the main driver was economic reasons. Meaning that for decisions made at the moment, people consider more the monetary side of the consumption than any other reason ($p=.028$).

On the other hand, when considering the intention to become a future client of Flamingo store, the main drivers were environmental ($p=.010$) and nostalgic reasons ($p=.004$).

(Appendix II: Survey's Results: Regression Model). In accordance with the literature

previously studied, this fact can anticipate that when individuals have a greater psychological distance or overview a more abstract timeline, as become a client in the future, the consumption of second-hand clothing becomes driven by ideological benefits like, “save the environment” and “travel to the past”. Whereas the formation of concrete representations leads consumers to focus on more instrumental and economic benefits (Goldsmith, Newman, Dhar, 2016).

Coefficients^a

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	0,850	0,634		1,341	0,184
	Save the environment	0,178	0,128	0,164	1,393	0,168
	Save money	0,269	0,120	0,253	2,239	0,028
	Self expression	0,174	0,143	0,177	1,214	0,228
	Travel to the past	0,126	0,137	0,137	0,920	0,360

a. Dependent variable: Purchase Likelihood

Table 9: Coefficients of the Regression model

Coefficients^a

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	0,710	0,492		1,442	0,153
	Save the environment	0,250	0,095	0,277	2,621	0,010
	Save money	0,059	0,086	0,069	0,683	0,497
	Self expression	-0,007	0,108	-0,008	0,062	0,951
	Travel to the past	0,313	0,105	0,411	2,978	0,004

a. Dependent variable: Become a future client

Table 10: Coefficients of the Regression model

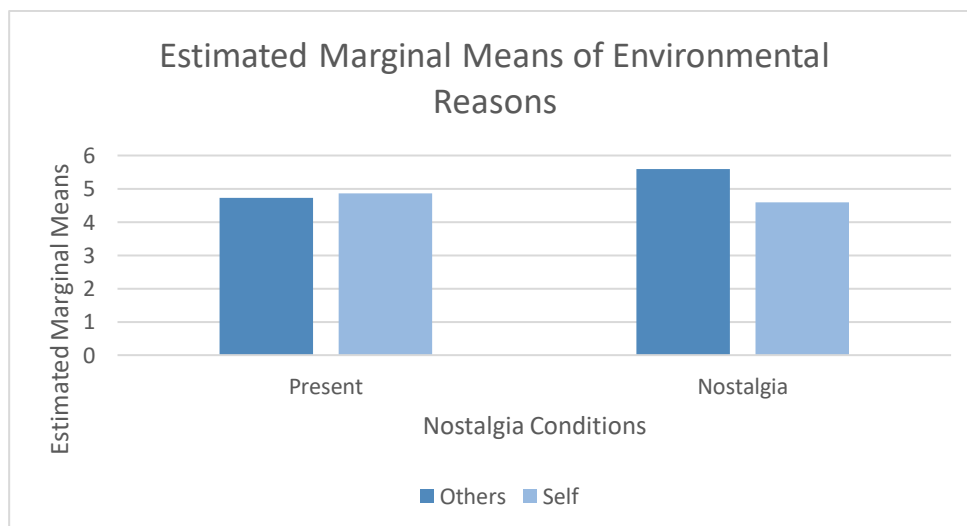
To get a deeper understanding of the differences between the reasons presented and to test the hypothesis formulated, a series of ANOVAS 2 nostalgia x 2 target of purchase were performed for each purchasing reason. It was found that more abstract and psychological distant reasons, such as “save the environment” and “travel to the past”, are stronger reasons when individuals are buying for others in the nostalgia condition. More specifically, in the nostalgia condition, “save the environment” ($M_{nostalgia \times others}=5.60$, $SD=1.23$;

$M_{nostalgia \times self}=4.59$, $SD=1.56$; $F(1,83)=2.77$, $p=.10$) and “travel to the past” ($M_{nostalgia \times others}=4.35$, $SD=1.69$; $M_{nostalgia \times self}=3.27$, $SD=1.83$; $F(1,83)=2.70$, $p=.104$) are the strongest reasons for shopping at second-hand stores when consumers are buying for others than when they are buying for themselves.

Hence, the proposed hypothesis of H6 is accepted.

Environmental Reasons			
Nostal_Present	Self_Others	Mean	Std. Deviation
Present	Others	4,73	1,83
	Self	4,86	1,59
	Total	4,79	1,698
Nostalgia	Others	5,60	1,231
	Self	4,59	1,563
	Total	5,07	1,488
Total	Others	5,14	1,617
	Self	4,72	1,563
	Total	4,93	1,595

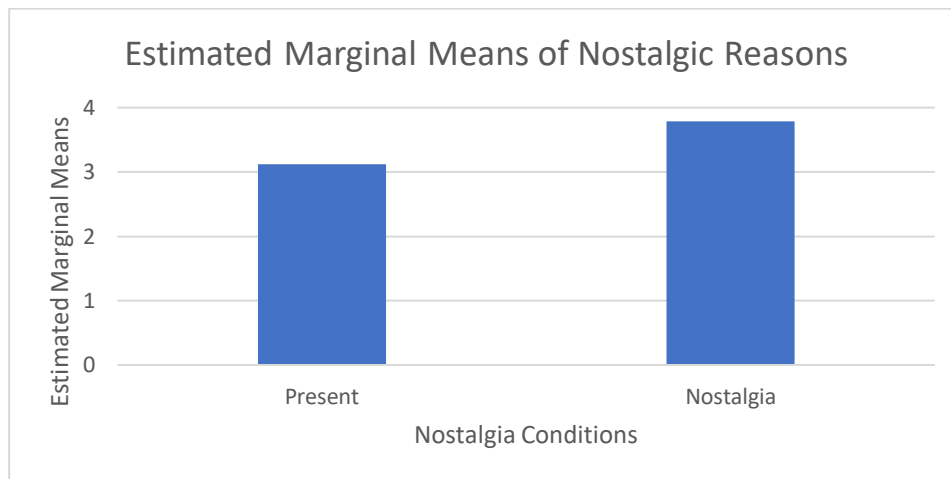
Table 11: ANOVA Descriptives “Environmental Reasons”



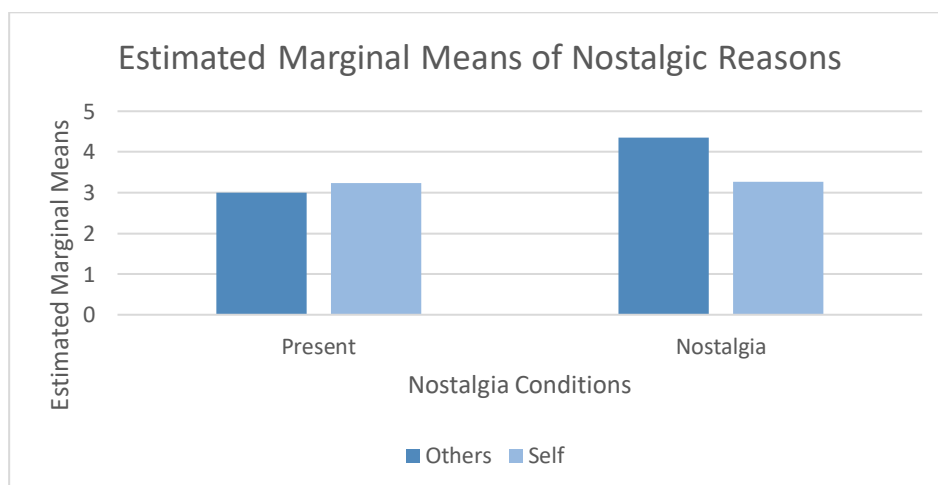
Graphic 8: Interaction effect between nostalgia conditions and self conditions regarding environmental reasons to purchase second-hand clothing

Nostalgic Reasons			
Nostal_Present	Self_Others	Mean	Std. Deviation
Present	Others	3,00	1,773
	Self	3,24	2,047
	Total	3,12	1,892
Nostalgia	Others	4,35	1,694
	Self	3,27	1,83
	Total	3,79	1,828
Total	Others	3,64	1,846
	Self	3,26	1,916
	Total	3,45	1,88

Table 12: ANOVA Descriptives “Nostalgic Reasons”



Graphic 9: Effect of nostalgia conditions regarding nostalgic reasons to purchase second-hand clothing



Graphic 10: Interaction effect between nostalgia conditions and self conditions regarding nostalgic reasons to purchase second-hand clothing

The same reasoning was done to assess the stigma associated to second-hand clothing. After conducting the regression model, one could observe that when individuals consider buying clothes at flamingo store, the main negative driver is the possibility of contamination because “it was used by other people”. Whereas, when individuals consider the possibility to become a client in the future, the social-economic stigma linked to second-hand clothes, appears to be an additional driver. Therefore, it can be anticipated that the feeling of disgust and repulse might be associated with a more concrete and instantaneous reaction, as opposed to a distant and abstract one. More specifically, after conducting the ANOVAS 2 nostalgia x 2 target of purchase, it was possible to notice that the feeling of disgust has marginally less weight when individuals are psychologically more distant (buy for others) than when they buy for themselves ($M_{\text{self}}=3.49$, $SD=1.81$; $M_{\text{others}}=2.93$, $SD=1.86$; $F(1, 83)=1.99$; $p=.162$). There was found no main effect or interaction effect between the nostalgia and the self conditions ($F<1$).

Thus, the hypothesis H5 formulated can be validated.

Disgust reason

Nostal_Present	Self_Others	Mean	Std. Deviation
Present	Others	3,14	2,007
	Self	3,43	2,135
	Total	3,28	2,051
Nostalgia	Others	2,70	1,72
	Self	3,55	1,503
	Total	3,14	1,646
Total	Others	2,93	1,866
	Self	3,49	1,818
	Total	3,21	1,852

Table 13: ANOVA Descriptives “Disgust Reasons”

Social status reason

Nostal_Present	Self_Others	Mean	Std. Deviation
Present	Others	1,77	1,066
	Self	2,10	1,546
	Total	1,93	1,316

Nostalgia	Others	1,70	1,031
	Self	2,23	1,193
	Total	1,98	1,137
Total	Others	1,74	1,037
	Self	2,16	1,362
	Total	1,95	1,224

Table 14: ANOVA Descriptives “Social status Reasons”

5. Conclusions and Future Research

5.1 Main findings and conclusions

The primary goal was to assess if exposure to nostalgic feelings would increase the purchase preference and produce more positive attitudes towards second-hand clothing since it was proved to happen in other markets. In accordance with the hypothesis formulated, it was found a significant effect of the nostalgia appeals on attitudes towards Flamingo store. Individuals manipulated with the nostalgia condition reported more positive attitudes towards Flamingo store, when compared to the ones in the present focused condition. Moreover, it was found that when interacting together, both nostalgia and the self conditions, perform a significant effect on the perceived quality of Flamingo store. That is, individuals who were stimulated with nostalgia, revealed a higher perceived quality of Flamingo store when considering to buy second-hand clothing for a friend. On the other hand, regarding the purchase choice of clothing, when induced with nostalgia appeals, the respondents did not reveal a stronger preference for vintage clothing when compared with a more recent piece of fashion. This could be explained by the fact that the nostalgia stimulus effectiveness is unclear, as the manipulation check did not reveal a clear effect of nostalgia and people might have chosen based on their personal tastes.

The second goal was to establish whether the consumption of second-hand clothing differs when people are buying for themselves rather than for others. In conformity with what was hypothesized, it was expected that individuals would be more likely to buy clothing at Flamingo store for themselves, than for a friend. On one hand, it was possible to observe that when manipulated with the scenarios presented, participants were more prone to purchase second-hand clothing for others than for themselves. On the other hand, when directly asked about their intentions to purchase at Flamingo store for themselves versus for others, there was a greater clothing purchase intention for themselves than for others. This suggests a tendency that, in general individuals prefer to buy second-hand clothing for themselves, that later on does not occur when manipulated and exposed with the scenarios (buy for myself versus buy for others) for the purchase situation. In fact, consumers have more favourable opinions regarding Flamingo store when they are buying for others than for themselves. Thus, in accordance with previous literature, evoking nostalgic feelings enhances consumer's attitudes and perceptions towards vintage and second-hand stores. Although nostalgia did not impact consumer's likelihood to purchase clothing at Flamingo store, it was possible to

observe that recalling nostalgia spurs incentives for consumers to buy for others rather than for themselves. Individuals might use different criteria to make purchase decisions, when considering the action itself rather than mental simulations, building paradoxical effects.

As the last goal, it was approached what could explain intention to buy second-hand clothing. The regression model anticipated that when individuals consider buying clothes at Flamingo store, more concrete reasons, as “a way to save money” justifies the consumption of second-hand clothing. Whereas, when considering the possibility to become a client in the future, the consumption of second-hand clothing is driven by environmental and nostalgic reasons. After looking deeply at the differences between those reasons, it was possible to observe that reasons involving more psychological distance, as values (environment) or mental simulation (travel to the past), are more important when individuals are buying for others (as opposite for themselves). This is supported by the fact that buying for others imposes psychological more distance than when buying for the self, and thus a higher level of mental construal is observed (Liberman & Trope, 1998). This effect was particularly strong with participants in the nostalgic condition, meaning that more abstract or psychological distance reasons are stronger when individuals are buying for others and primed with nostalgia. This can be explained by the fact that nostalgia might activate a specific connection to the self and the introspection process induces a focus on one’s values and to travel to the past. This process might imply a mental simulation and increase psychological distance towards the here and now, and this effect is enhanced by the psychological distance to the target (myself versus others). Greater psychological distance, as buying clothing for a friend, predisposes people to construe more abstract and distal information. Indeed, past research showed that high-level construals serve to represent psychological distant events and that activating those construals should generate more distal perspectives on objects and think of events in psychological more distant situations (Liberman & Trope, 1998; Trope & Liberman, 2003).

Furthermore, it was also important to study the reasons for individuals not to purchase second-hand clothing. The repelling feeling associated with this type of fashion appears to have a significant effect on decisions made at the moment, whereas when taking into account the possibility to become a client in the future, the main negative driver is the stigma of low social status. The regression model used anticipated that the negative stigma associated with second-hand clothing might vary with the perspective taking and the social distance. This hypothesis was tested with the ANOVA, where it has been found that the feeling of disgust is

influenced by the perspective of the self versus others. It is possible to estimate that the feeling of disgust, which is a more concrete and local reaction (as opposite to distant and abstract), predisposes consumers to active low-level construals and leads to events that are psychologically less distant. This means that “disgust” is a reason with marginally less weight when consumers buy for others than when they buy for themselves, since as the psychological distance increases (target of purchase) individuals feel less “disgust” and predispose them to focus on more abstract factors of second-hand clothing. This result is consistent with the literature on construal level theory, where the distinction between the self and the other, underlies a social distance and that is linked to a level of mental construal, in which more distant and abstract objects will be defined at a higher level and that generates a particular influence on the perception of other events (Liberman & Trope, 1998; Trope & Liberman, 2003; Trope & Liberman, 2010).

In addition, it was possible to conclude that the evocation of nostalgia does not influence the consumption behaviour of older people for second-hand clothing. Findings also showed that this segment perceives second-hand clothing less positively and have lower purchase intent of reused clothing than younger consumers.

5.2 Managerial/Academic Implications

This study contributes to the understanding of second-hand clothing shopping behaviour among young consumers by underlying the variety of motives that shape individuals’ perceptions and attitudes of second-hand stores. Also it extends the research of second-hand clothing shopping behaviour by incorporating the effects of nostalgia appeals and gift giving.

Firstly, the results of this study support the feasibility that developing marketing campaigns that evoke nostalgic feelings, strengthen consumer’s attitudes and perceptions towards brands and products. Moreover, these findings indicate an additive effect of nostalgia stimulus into attitudes and perceived quality of second-hand stores when individuals are attributed to buy clothing for a friend. This outcome might be an indicator that marketers could develop strategies that incorporate gifting second-hand goods and at the same time evoking nostalgic feelings to spur attention and increase the purchase preference of second-hand products.

Furthermore, the results seem to indicate that the purchase of second-hand clothes is driven by ecological consciousness and nostalgic reasons when consumers consider a distant future. At the same time, economic benefits became the principal motive for consumer's purchase at

second-hand stores when focused on shorter-term decisions. This notion is consistent with the studies of Goldsmith, which highlighted that concrete thinking (versus abstract) emphasizes the attractiveness of monetary benefits, and those abstract representations arise for pro-environmental consumption behaviours (Goldsmith, Newman, Dhar, 2016).

From a marketing perspective, it might be wise to consider that promote second-hand clothing should reflect the mental representations of consumers when developing product messaging. This means that, for instance, the format of marketing communications should focus on more abstract benefits to arouse gift giving interest, and at the same time underline second-hand clothing as a sustainable and eco-friendly product, by associating reused clothing with reducing negative impacts on the environment. In addition, marketeers should highlight the economic benefits of shopping at second-hand stores, to attract consumers who are not focused on buying at second-hand stores for others, but rather for themselves.

Moreover, this study provides information about the negative stigma associated with wearing used clothing, indicating that the feeling of disgust is, among other factors, the main motivator consumers do not purchase at second-hand stores. It is possible to assess that the negative aspects of second hand clothing are mainly concrete (disgust, price) and the positive aspects are essentially abstract (environment, travelling to the past). Thus, when buying for themselves, those negative aspects become more evident, leading individuals to buy new clothes, whereas when buying for others, the positive aspects are more prominent. Through marketing efforts, it is important to encourage consumers to shop at second-hand stores, ensuring that the clothes are clean and ready to be sold.

5.3 Limitations and Future Research

The development of the present research has several limitations, that are important to consider when interpreting the results and findings. First, the effectiveness of the nostalgia's manipulation needs to be addressed. It was expected significant differences in the nostalgic feelings of individuals in nostalgia conditions and in present conditions, which did not occur. An increased in the sense of self-continuity, as proposed by Sedikides et al., 2015, should also have happened and it was also not observed. Thus, it is important to consider that the findings of this research should be analysed with caution since it was not proven the effectiveness of the nostalgia stimulus.

The second limitation concerns the findings regarding the reasons to buy second hand clothing. The differences studied about purchasing at Flamingo store at the moment versus become a client in the future were addressed as a way to find a possible interpretation of the findings presented. Although not being a hypothesis, an exploration regarding the purchase likelihood and the purchase intention were conducted.

The third limitation regards the sample size of the study. The validated sample size of younger individuals is not representative of the target population, and as such is not capturing the full extent of the impact nostalgic messages have on consumer's responses to second-hand stores. The fact that randomized scenarios were created, made the sample extremely small for each group. In order to have more reliable results, the sample has to be increased and become representative of the target population.

In addition, the fact that the data collection method used was an online survey, might have led participants to answer according to their ideal intention and not necessarily their actual consumption behaviour.

Concerning future research, it would be interesting to explore the influence of nostalgia appeals on non-fashion clothing items and validate if the same results are common in the market of second-hand products as furniture, cars, watches, jewellery, etc.

In addition to incorporating other perspectives, future research could explore in depth the role of social influence on second-hand shopping behaviour and gather whether second-hand shopping is an individual or social-oriented shopping activity.

Taking into account the scarcity of vintage and second-hand research, it would be also interesting to include qualitative methods, like interviews or focus group, to get new insights and approaches to this field of study. It would be also important to reproduce this study in a simulated real-life scenario, in which the participants have the nostalgia stimulus and vintage/second-hand products in front of them. Research could also include different ways of recalling nostalgia and assess if evoking nostalgia through items or goods leads to a more immersive and stronger impact on consumer's behaviour.

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Appendices

Appendix I- Survey Guide

Block 1: Introduction

Welcome and thank you for taking part in this study.

The following questionnaire was developed within the scope of the final Dissertation at Católica Lisbon SBE. The goal is to assess individual's perceptions towards second-hand fashion.

Your participation in this study should take approximately 5 minutes. It is important to mention that there is no right or wrong answers, and that all your information will be kept confidential.

By moving forward on this survey you are agreeing to voluntarily participate in this study. Thank you for your attention!

Block 2: Nostalgia condition

In this task we are interested in understanding how consumers react to different advertisements and messages. So we ask you to take a few seconds to consider the image and message below.

Participants in the nostalgia condition



Remember special occasions with others from your past...

Take a moment to cherish your childhood memories.

Kodak

This question lets you record and manage how long a participant spends on this page. This question will not be displayed to the participant.

Participants in the present focused condition



A special occasion with others...

Think about making new memories starting today and well into your future.

Kodak

This question lets you record and manage how long a participant spends on this page. This question will not be displayed to the participant.

Nostalgia manipulation

On a scale from 1 (Strongly Disagree) to 7 (Strongly Agree) please rate the following sentences:

- In this moment, I feel quite nostalgic
- In this moment, I'm having nostalgic feelings
- I feel nostalgic right now

Self-Continuity

On a scale from 1 (Strongly Disagree) to 7 (Strongly Agree) please rate the following sentences:

- I feel connected with my past
- I feel connected to who I was in the past
- There's a continuity throughout my life
- There are important aspects in my personality that remain

Block 3: Self Condition

Participants in the self condition

Imagine you went out to buy some clothes for **yourself**. You are looking for a shirt, a sweatshirt, and a small jacket. You explored a few stores and are now deciding between two options from different stores.

Participants in the others condition

Imagine you went out to buy a gift for a **friend**. You decided that the gift will be clothes. You are looking for a shirt, a sweatshirt, and a small jacket. You explored a few stores and are now deciding between two options from different stores.

Block 4: Choice

Please consider the following pieces of clothing (both products have the same price).

Option A is from ABC Vintage store and it is the latest design on sale for the 80's AW collection.

Option B is from Western store and it is the latest design on sale for the 2019/2020 AW collection.

Please indicate your level of preference (being 1 definitely prefer option A and 9 definitely prefer option B)



A

Jacket from the 80's AW collection on sale at ABC Vintage



B

Jacket from the 19/20 AW collection on sale at Western

1

2

3

4

5

6

7

8

9

DEFINITELY

PRODUCT A

DEFINITELY

PRODUCT B

CHOICE |

Option A is from ABC Vintage store and it is the latest design on sale for the 90's AW collection.

Option B is from Western store and it is the latest design on sale for the 2019/2020 AW collection.



A
Sweatshirt from the 90's AW collection on sale at ABC Vintage



B
Sweatshirt from the 19/20 AW collection on sale at Western store

1	2	3	4	5	6	7	8	9
DEFINITELY PRODUCT A								DEFINITELY PRODUCT B
CHOICE								

Option A is from ABC Vintage store and it is the latest design on sale for the 90's SS collection.

Option B is from Western store and it is the latest design on sale for the 2020 SS collection.



A

Shirt from the 90's SS collection on sale at ABC Vintage



B

Shirt from the 2020 SS collection on sale at Western

1	2	3	4	5	6	7	8	9
DEFINITELY								DEFINITELY
PRODUCT A								PRODUCT B

CHOICE

Block 5: Purchase Likelihood

Please consider that one of the stores you were looking for clothing for your friend is called *Flamingo Store*. This is a second-hand clothing store where the vintage garments are authentic representations of the past.



Please indicate how likely you would be to purchase clothes at *Flamingo store*.

Not likely
at all

1 2 3 4 5 6 7

Extremely
likely

Please indicate your level of agreement with the following statements:

- I intent to buy clothes at Flamingo store in the future
- I would prefer to buy clothes at Flamingo store instead of a fast fashion store like Zara, H&M, or Stradivarius.
- I would shop clothes for my self at Flamingo store.
- I would buy clothes for others at Flamingo store
- I am loyal to the latest fashion trends
- I am loyal to vintage fashion

Block 6: Perceptions

Please indicate your level of agreement with the following statements:

- I think Flamingo Store sells good quality products
- I would find high quality clothes at Flamingo store
- It would be easy for me to become a regular client of Flamingo store
- I perceive Flamingo as a good value for money store
- I consider Flamingo an appealing store
- I think Flamingo to be an out of fashion store

Block 7: Reasons to Buy

There are different reasons for consumers to buy or to avoid buying clothes in second-hand stores.

Please think about yourself as a consumer and indicate your level of agreement with the following reasons to buy or to avoid buying in second-hand/vintage stores.

I would buy second-hand clothing because...

	Strongly disagree						Strongly agree
	1	2	3	4	5	6	7
It is a way to save the environment							
It is a way to save money							
It is a way to express myself							
It is a way to travel to the past							
I would not buy it because it was used by other people							
I would not buy it because it disgusts me the potential lack of hygiene of this clothing							

I would not
 buy it
 because these
 products are
 associated to
 low social
 status

Block 8: Familiarity

Please rate on a scale from 1 (Not familiar at all) to 7 (Very familiar) how familiar are you with second-hand clothing:

	1	2	3	4	5	6	7
	NOT FAMILIAR AT ALL						VERY FAMILIAR
HOW FAMILIAR ARE YOU?							

How often do you purchase second-hand clothing/vintage clothing?

	Never	Rarely	Not very often	Sometimes	Often	Very often	Always
	1	2	3	4	5	6	7

Block 9: Demographics

Please indicate your gender:

- Male
- Female

Please indicate your age

(open response)

Please indicate your nationality

(Drop down list from Qualtrics)

What is your marital status?

- Single
- Married
- Divorced
- Widowed

What is your occupation?

- Student
 - Employed
 - Unemployed
 - Retired
 - Other: _____
-

What is your approximate net yearly income, in euros?

- | | |
|-----------------------|--------------------------|
| (1) Less than €10,000 | (7) €60,000 - €69,999 |
| (2) €10,000 - €19,999 | (8) €70,000 - €79,999 |
| (3) €20,000 - €29,999 | (9) €80,000 - €89,999 |
| (4) €30,000 - €39,999 | (10) €90,000 - €99,999 |
| (5) €40,000 - €49,999 | (11) €100,000 - €149,999 |
| (6) €50,000 - €59,999 | (12) More than €150,000 |

Appendix II- Survey's Results

Sample Description

Attributed Condition			
	Frequency (units)	Percentage (%)	Cumulative Percentage (%)
Nostalgia, Self	58	24,2%	24,2%
Nostalgia, Others	63	26,3%	50,4%
Present, Self	54	22,5%	72,9%
Present, Others	65	27,1%	100,0%
Total	240	100,0%	

Table 15: Attributed Conditions

Gender			
	Frequency (units)	Percentage (%)	Cumulative Percentage (%)
Male	91	37,9%	37,9%
Female	149	62,1%	100,0%
Total	240	100%	

Table 16: Gender

Age			
	Frequency (units)	Percentage (%)	Cumulative Percentage (%)
18-35	85	35,4%	35,4%
36-45	32	13,3%	48,7%
46-55	79	33,0%	81,7%
55 +	44	18,3%	100,0%
Total	240	100,0%	

Table 17: Age

Nationality			
	Frequency (units)	Percentage (%)	Cumulative Percentage (%)
Portuguese	230	95,8%	95,8%
Other	10	4,2%	100,0%
Total	240	100%	

Table 18: Nationality

Occupation			
	Frequency (units)	Percentage (%)	Cumulative Percentage (%)
Student	33	13,8%	13,8%
Employed	179	74,9%	88,7%
Unemployed	7	2,9%	91,6%
Retired	10	4,2%	95,8%
Other	10	4,2%	100,0%
Total	240	100,0%	

Table 19: Occupation

Familiarity			
	Frequency (units)	Percentage (%)	Cumulative Percentage (%)
Not familiar at all	94	39,5%	39,5%
Unfamiliar	44	18,5%	58,0%
Somewhat unfamiliar	33	13,9%	71,9%
Neither familiar or unfamiliar	23	9,7%	81,6%
Somewhat familiar	31	13,0%	94,6%
Familiar	8	3,4%	98,0%
Very Familiar	5	2,1%	100%
Total	238	100,0%	

Table 20: Familiarity with Second-hand

Frequency			
	Frequency (units)	Percentage (%)	Cumulative Percentage (%)
Never	123	52,8%	52,8%
Rarely	64	27,5%	80,3%
Not very often	22	9,4%	89,7%
Sometimes	18	7,7%	97,4%
Often	5	2,1%	99,6%
Very often	1	0,4%	100,0%
Total	233	100%	

Table 21: Frequency of Purchase of Second-hand

Independent T-Test of Age

		Levene's Test for Equality of Variances		T-Test for Equality of Means					95% Confidence Interval	
		F	Sig	t	df	Sig. (2 tailed)	Mean difference	Std. Error difference	Lower	Upper
Purchase Likelihood	Eq Var	1,945	0,164	3,166	228	0,002	0,796	0,252	0,301	1,292
	No Eq Var			3,221	179,223	0,002	0,796	0,247	0,309	1,284
Purch. Likelihood average	Eq Var	0,497	0,482	2,086	236	0,038	0,46	0,22	0,225	0,895
	No Eq Var			2,1	177,092	0,037	0,46	0,219	0,027	0,893
Quality	Eq Var	0,003	0,956	0,576	238	0,565	0,09	0,1569	-0,218	0,399
	No Eq Var			0,592	190,886	0,554	0,0903	0,152	-0,21	0,3914
Attitudes	Eq Var	0,348	0,556	0,949	231	0,344	0,146	0,154	-0,157	0,451
	No Eq Var			0,96	184,134	0,339	0,1467	0,152	-0,154	0,448
Choice	Eq Var	1,166	0,281	3,009	235	0,003	-0,7907	0,2627	-1,308	-0,273
	No Eq Var			3,096	192,268	0,002	-0,7907	0,2554	-1,294	0,2869

Table 22: Independent Samples T-Test of Age

Cronbach's Alpha

Cronbach's Alpha		
Variables	#items	Total
Nostalgia manipulation	3	0,863
Self continuity manipulation	4	0,806
Choice	3	
Purchase Intentions	3	0,896
Attitudes	3	0,868
Quality	2	0,871

Table 23: Cronbach's Alpha of Variables

Manipulation Checks

Independent Samples T-Test of Nostalgia Manipulation Check

	Levene's Test for Equality of Variances		T-Test for Equality of Means					95% Confidence Interval	
	F	Sig.	t	df	Sig. (2 tailed)	Mean difference	Std. Error difference	Lower	Upper
Eq Var	0,114	0,736	1,154	83	0,252	0,325	0,281	-0,235	0,88
No Eq Var			1,154	82,869	0,252	0,325	0,281	-0,235	0,88

Table 24: T-Test of Nostalgia Manipulation

Independent Samples T-Test of Self Continuity

	Levene's Test for Equality of Variances		T-Test for Equality of Means					95% Confidence Interval	
	F	Sig.	t	df	Sig. (2 tailed)	Mean difference	Std. Error difference	Lower	Upper
Eq Var	0	0,99	0,923	83	0,359	0,21	0,227	-0,242	0,663
No Eq Var			0,923	82,196	0,359	0,21	0,227	-0,242	0,663

Table 25: T-Test of Self Continuity Manipulation

Anova

Variable: Choice

Tests of Between- Subjects Effects								
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent Parameter	Observed Power
Corrected Model	3,292 ^a	3	1,097	0,328	0,805	0,012	0,985	0,111
Intercept	2311,816	1	2311,82	691,51	0,000	0,895	691,511	1,000
Nostalgia_Present	1,878	1	1,878	0,562	0,456	0,007	0,562	0,115
Self_Others	0,523	1	0,523	0,157	0,693	0,002	0,157	0,068
Nostalgia_Present * Self_Others	0,831	1	0,831	0,249	0,619	0,003	0,249	0,078
Error	270,794	81	3,343					
Total	2593,333	85						

Corrected Total 274,086 84

a. R Squared = 0,012 (Adjusted R Squared= - ,025)

b. Computed using alpha = 0,05

Table 26: ANOVA: Choice towards clothing

Variable: Choice (Older consumers)

Tests of Between- Subjects Effects								
Source	Type III Sum of Squares	df	Mean Square	F	Sig	Partial Eta Squared	Noncent Parameter	Observed Power b
Corrected Model	2,660 ^a	3	0,887	0,213	0,887	0,004	0,638	0,089
Intercept	5331,5	1	5331,5	1279,29	0,000	0,896	1279,29	1,000
Nostal_Present	2,561	1	2,561	0,615	0,434	0,004	0,615	0,122
Self_Others	0,065	1	0,065	0,016	0,901	0,000	0,016	0,052
Nostal_Present * Self_Others	0,009	1	0,009	0,002	0,963	0,000	0,002	0,05
Error	616,795	148	4,168					
Total Corrected Total	6023,67	152						
	619,455	151						

a. R Squared = 0,004 (Adjusted R Squared= -0,016)

b. Computed using alpha = 0,05

Table 27: ANOVA: Choice towards clothing (older people)

Variable: Quality

Tests of Between- Subjects Effects								
Source	Type III Sum of Squares	df	Mean Square	F	Sig	Partial Eta Squared	Noncent Parameter	Observed Power b
Corrected Model	9,542 ^a	3	3,181	2,809	0,045	0,094	8,428	0,656
Intercept	1523,0	1	1523,0	1345,1	0,000	0,943	1345,16	1,000

Nostalgia_Present	2,951	1	2,951	2,606	0,11	0,031	2,606	0,358
Self_Others	1,188	1	1,188	1,049	0,309	0,013	1,049	0,173
Nostalgia_Present * Self_Others	5,692	1	5,692	5,027	0,028	0,058	5,027	0,601
Error	91,711	81	1,132					
Total	1617,50	85						
Corrected Total	101,253	84						

a. R Squared = 0,094 (Adjusted R Squared= 0,061)

b. Computed using alpha = 0,05

Table 28: ANOVA: Quality towards Flamingo

Variable: Quality (Older consumers)

Tests of Between- Subjects Effects								
Source	Type III Sum of Squares	df	Mean Square	F	Sig	Partial Eta Squared	Noncent Parameter	Observed Power b
Corrected Model	0,942 ^a	3	0,314	0,214	0,886	0,004	0,643	0,09
Intercept	2626,51	1	2626,51	1791,94	0,000	0,922	1791,94	1,000
Nostal_Present	0,763	1	0,763	0,52	0,472	0,003	0,52	0,111
Self_Others	0,168	1	0,168	0,115	0,735	0,001	0,115	0,063
Nostal_Present * Self_Others	0,004	1	0,004	0,003	0,96	0	0,003	0,05
Error	221,325	151	1,466					
Total	2877,25	155						
Corrected Total	222,268	154						

a. R Squared = 0,004 (Adjusted R Squared= -0,016)

b. Computed using alpha = 0,05

Table 29: ANOVA: Quality towards Flamingo (older people)

Variable: Attitudes

Tests of Between- Subjects Effects								
Source	Type III Sum of Squares	df	Mean Square	F	Sig	Partial Eta Squared	Noncent Parameter	Observed Power b
Corrected Model	7,029 ^a	3	2,343	1,954	0,127	0,067	5,862	0,487
Intercept	1220,79	1	1220,79	1018,081	0,000	0,926	1018,08	1,000
Nostalgia_Present	4,114	1	4,114	3,431	0,068	0,041	3,431	0,449
Self_Others	2,161	1	2,161	1,802	0,183	0,022	1,802	0,264
Nostalgia_Present * Self_Others	1,043	1	1,043	0,87	0,354	0,011	0,87	0,152
Error	97,127	81	1,199					
Total	1321,44	85						
Corrected Total	104,157	84						

a. R Squared = 0,067 (Adjusted R Squared= 0,033)

b. Computed using alpha = 0,05

Table 30: ANOVA: Attitudes towards Flamingo

Variable: Attitudes (Older consumers)

Tests of Between- Subjects Effects								
Source	Type III Sum of Squares	df	Mean Square	F	Sig	Partial Eta Squared	Noncent Parameter	Observed Power b
Corrected Model	3,425 ^a	3	1,142	0,856	0,466	0,018	2,568	0,233
Intercept	1962,76	1	1962,76	1471,43	0,000	0,911	1471,44	1,000
Nostal_Present	0,566	1	0,566	0,424	0,516	0,003	0,424	0,099
Self_Others	0,51	1	0,51	0,382	0,537	0,003	0,382	0,094
Nostal_Present * Self_Others	2,098	1	2,098	1,573	0,212	0,011	1,573	0,238
Error	192,082	144	1,334					
Total	2165,78	148						
Corrected Total	195,508	147						

a. R Squared = 0,018 (Adjusted R Squared= -0,003)

b. Computed using alpha = 0,05

Table 31: ANOVA: Attitudes towards Flamingo (older people)

Variable: Purchase Likelihood

Tests of Between- Subjects Effects								
Source	Type III Sum of Squares	df	Mean Square	F	Sig	Partial Eta Squared	Noncent Parameter	Observed Power
Corrected Model	14,549 ^a	3	4,85	1,641	0,187	0,059	4,924	0,415
Intercept	1313,324	1	1313,324	444,539	0,000	0,851	444,539	1,000
Nostalgia_Present	1,848	1	1,848	0,625	0,431	0,008	0,625	0,122
Self_Others	12,13	1	12,13	4,106	0,046	0,050	4,106	0,517
Nostalgia_Present * Self_Others	0,927	1	0,927	0,314	0,577	0,004	0,314	0,086
Error	230,439	78	2,954					
Total	1565,00	82						
Corrected Total	244,988	81						

a. R Squared = 0,059 (Adjusted R Squared= 0,023)

b. Computed using alpha = 0,05

Table 32: ANOVA: Purchase Likelihood towards Flamingo

Variable: Purchase Intentions

Tests of Between- Subjects Effects								
Source	Type III Sum of Squares	df	Mean Square	F	Sig	Partial Eta Squared	Noncent Parameter	Observed Power
Corrected Model	15,840 ^a	3	5,28	2,151	0,1	0,075	6,453	0,529
Intercept	1196,496	1	1196,5	487,428	0,000	0,859	487,428	1,000
Nostalgia_Present	0,936	1	0,936	0,381	0,539	0,005	0,381	0,094
Self_Others	12,486	1	12,486	5,087	0,027	0,060	5,087	0,606
Nostalgia_Present * Self_Others	2,713	1	2,713	1,105	0,296	0,014	1,105	0,18

Error	196,377	80	2,455
Total	1406,00	84	
Corrected Total	212,217	83	

a. R Squared = 0,075(Adjusted R Squared= 0,040)

b. Computed using alpha = 0,05

Table 33: ANOVA: Purchase Intentions

Variable: Purchase Intentions (Older consumers)

Tests of Between- Subjects Effects								
Source	Type III Sum of Squares	df	Mean Square	F	Sig	Partial Eta Squared	Noncent Parameter	Observed Power b
Corrected Model	9,155 ^a	3	3,052	1,118	0,344	0,022	3,353	0,297
Intercept	1722,67	1	1722,67	630,915	0,000	0,808	630,915	1,000
Nostal_Present	2,056	1	2,056	0,753	0,387	0,005	0,753	0,139
Self_Others	1,72	1	1,72	0,63	0,429	0,004	0,63	0,124
Nostal_Present * Self_Others	4,558	1	4,558	1,669	0,198	0,011	1,669	0,25
Error	409,565	150	2,73					
Total	2149,89	154						
Corrected Total	418,719	153						

a. R Squared = 0,022 (Adjusted R Squared= 0,002)

b. Computed using alpha = 0,05

Table 34: ANOVA: Purchase Intentions (older people)

Repeated Measures Anova of Purchase Intention

Tests of Within-Subjects Contrasts									
	PI Flamingo	Type III Sum of Squares	df	Mean Square	F	Sig	Partial Eta Squared	Noncent Parameter	Observed Power ^a
PI Flamingo	Linear	29,84	1	29,84	18,616	0,000	0,187	18,616	0,989
PI Flamingo x Nostalgia_Present	Linear	1,135	1	1,135	0,708	0,402	0,009	0,708	0,132

PI Flamingo x Self_Others	Linear	0,071	1	0,071	0,044	0,834	0,001	0,044	0,055
PI Flamingo x Nostalgia_Present x Self_Others	Linear	0,762	1	0,762	0,476	0,492	0,006	0,476	0,105
Error (PI Flamingo)	Linear	129,839	1	1,603					

a. Computed using alpha = .05

Tests of Between- Subjects Effects								
Source	Type III Sum of Squares	df	Mean Square	F	Sig	Partial Eta Squared	Noncent Parameter	Observed Power ^a
Corrected Model	2368,11	1	2368,11	497,377	0	0,86	497,377	1
Intercept	2,464	1	2,464	0,517	0,474	0,006	0,517	0,110
Nostal_Present	12,21	1	12,21	2,565	0,113	0,031	2,565	0,353
Self_Others	6,865	1	6,865	1,442	0,233	0,017	1,442	0,22
Nostal_Present * Self_Others	385,657	1	4,761					
Error		81						

a. Computed using alpha = 0,05

Table 35: Repeated Measures ANOVA of Purchase Intention

Regression Model

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of Estimate	R Square Change	F Change	df1	df2	Sig F Change
1	0,522 ^a	0,273	0,235	1,521	0,273	7,219	4	77	0,000

a. Predictors: (Constant), Reasons_4, Reasons_2, Reasons_1, Reasons_3

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	66,814	4	16,703	7,219	0,000b
	Residual	178,174	77	2,314		
	Total	244,988	81			

a. Dependent variable: Purchase Likelihood

b. Predictors: (Constant), Reasons to buy

Coefficients^a

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	0,850	0,634		1,341	0,184
	Save the environment	0,178	0,128	0,164	1,393	0,168
	Save money	0,269	0,120	0,253	2,239	0,028
	Self expression	0,174	0,143	0,177	1,214	0,228
	Travel to the past	0,126	0,137	0,137	0,920	0,360

a. Dependent variable: Purchase Likelihood

Table 36: Regression Model of reasons to buy second-hand

**Model
Summary**

Model	R	R Square	Adjusted R Square	Std. Error of Estimate	R Square Change	F Change	df1	df2	Sig F Change
1	0,586 ^a	0,343	0,31	1,191	0,343	10,436	4	80	0,000

a. Predictors: (Constant), Reasons to buy

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59,244	4	14,811	10,436	0,000
	Residual	113,533	80	1,419		
	Total	172,776	84			

a. Dependent variable: Become a client

b. Predictors: (Constant), Reasons to buy

Coefficients^a

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	0,710	0,492		1,442	0,153
	Save the environment	0,250	0,095	0,277	2,621	0,010
	Save the money	0,059	0,086	0,069	0,683	0,497
	Self expression	-0,007	0,108	-0,008	0,062	0,951

Travel to the past	0,313	0,105	0,411	2,978	0,004
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a. Dependent variable: Become a client

Table 37: Regression Model of reasons to buy second-hand

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of Estimate	R Square Change	F Change	df1	df2	Sig F Change
1	0,521 ^a	0,271	0,243	1,513	0,271	9,662	3	78	0,000

a. Predictors: (Constant), Reasons not to buy

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	66,377	3	22,126	9,662	0,000b
	Residual	178,611	78	2,29		
	Total	244,988	81			

a. Dependent variable: Purchase Likelihood

b. Predictors: (Constant), Reasons not to buy

Coefficients^a

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5,723	0,416		13,762	0,000
	Used by others	-0,595	0,143	-0,617	-4,162	0,000
	Disgusting Social	0,109	0,143	0,117	0,762	0,448
	status	0,070	0,150	0,050	0,470	0,640

a. Dependent variable: Purchase Likelihood

Table 38: Regression Model of reasons not to buy second-hand

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of Estimate	R Square Change	F Change	df1	df2
1	0,567 ^a	0,322	0,297	1,203	0,322	12,815	3	81

a. Predictors: (Constant), Reasons not to buy

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	55,61	3	18,537	12,815	0,000b
	Residual	117,166	81	1,446		
	Total	172,776	84			

a. Dependent variable: Become a client

b. Predictors: (Constant), Reasons not to buy

Coefficients^a

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4,320	0,319		13,547	0,000
	Used by others	-0,587	0,113	-0,742	-5,216	0,000
	Disgusting Social status	0,173	0,114	0,223	1,520	0,133
		0,272	0,119	0,232	2,292	0,024

a. Dependent variable: Become a client

Table 39: Regression Model of reasons not to buy second-hand

ANOVAS**Dependent Variable: Environmental reason**

Tests of Between- Subjects Effects								
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent Parameter	Observed Power b
Corrected Model	12,523 ^a	3	4,174	1,682	0,177	0,059	5,045	0,425
Intercept	2074,298	1	2074,298	835,69	0,000	0,912	835,69	1,000
Nostalgia_Present	1,951	1	1,951	0,786	0,378	0,01	0,786	0,141
Self_Others	4,100	1	4,100	1,652	0,202	0,020	1,652	0,246
Nostalgia_Present * Self_Others	6,881	1	6,881	2,772	0,100	0,033	2,772	0,377
Error	201,053	81	2,482					
Total	2279,00	85						
Corrected Total	213,576	84						

a. R Squared = 0,059 (Adjusted R Squared= 0,024)

b. Computed using alpha = 0,05

Table 40: ANOVA: Environmental reasons

Dependent Variable: Nostalgic reasons

Tests of Between- Subjects Effects								
Source	Type III Sum of Squares	df	Mean Square	F	Sig	Partial Eta Squared	Noncent Parameter	Observed Power b
Corrected Model	22,289 ^a	3	7,43	2,191	0,095	0,075	6,572	0,538
Intercept	1019,065	1	1019,065	300,463	0,000	0,788	300,463	1,000
Nostalgia_Present	10,169	1	10,169	2,998	0,087	0,036	2,998	0,402
Self_Others	3,735	1	3,735	1,101	0,297	0,013	1,101	0,179
Nostalgia_Present * Self_Others	9,177	1	9,177	2,706	0,104	0,032	2,706	0,369
Error	274,723	81	3,392					
Total	1307,00	85						
Corrected Total	297,012	84						

a. R Squared = 0,075 (Adjusted R Squared= 0,041)

b. Computed using alpha = 0,05

Table 41: ANOVA: Nostalgic reasons

It was used by others reason

Tests of Between- Subjects Effects								
Source	Type III Sum of Squares	df	Mean Square	F	Sig	Partial Eta Squared	Noncent Parameter	Observed Power b
Corrected Model	5,195 ^a	3	1,732	0,519	0,671	0,019	1,556	0,152
Intercept	1117,017	1	1117,02	334,487	0,000	0,805	334,487	1,000
Nostal_Present	2,291	1	2,291	0,686	0,41	0,008	0,686	0,13
Self_Others	2,291	1	2,291	0,686	0,41	0,008	0,686	0,13
Nostal_Present * Self_Others	0,838	1	0,838	0,251	0,618	0,003	0,251	0,079
Error	270,499	81	3,339					
Total	1399,00	85						
Corrected Total	275,694	84						

a. R Squared = 0,019 (Adjusted R Squared= -0,017)

b. Computed using alpha = 0,05

Table 42: ANOVA: Used by others reason

Disgusting reason

Tests of Between- Subjects Effects								
Source	Type III Sum of Squares	df	Mean Square	F	Sig	Partial Eta Squared	Noncent Parameter	Observed Power b
Corrected Model	8,800 ^a	3	2,933	0,85	0,47	0,031	2,551	0,227
Intercept	870,459	1	870,459	252,363	0,000	0,757	252,363	1,000
Nostal_Present	0,541	1	0,541	0,157	0,693	0,002	0,157	0,068
Self_Others	6,865	1	6,865	1,99	0,162	0,024	1,99	0,286
Nostal_Present * Self_Others	1,624	1	1,624	0,471	0,495	0,006	0,471	0,104
Error	279,388	81	3,449					
Total	1165,00	85						
Corrected Total	288,188	84						

a. R Squared = 0,031 (Adjusted R Squared= -0,005)

b. Computed using alpha = 0,05

Table 43: ANOVA: Disgusting reason

Social status reason

Tests of Between- Subjects Effects								
Source	Type III Sum of Squares	df	Mean Square	F	Sig	Partial Eta Squared	Noncent Parameter	Observed Power b
Corrected Model	4,075 ^a	3	1,358	0,904	0,443	0,032	2,711	0,24
Intercept	322,317	1	322,317	214,46	0,000	0,726	214,46	1,000
Nostal_Present	0,019	1	0,019	0,012	0,912	0	0,012	0,051
Self_Others	3,830	1	3,830	2,549	0,114	0,031	2,549	0,351
Nostal_Present * Self_Others	0,222	1	0,222	0,148	0,701	0,002	0,148	0,067
Error	121,737	81	1,503					
Total	450,00	85						
Corrected Total	125,812	84						

a. R Squared = 0,032 (Adjusted R Squared= -0,003)

b. Computed using alpha = 0,05

Table 44: ANOVA: Social status reason