Second-hand clothing in the Netherlands:

What drives individuals to buy and sell on online platforms?

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ABSTRACT

The fashion industry is one of the world's most polluting industries. Through the years, more individuals have become aware of this matter and here commenced the growing interested in a more sustainable approach towards the fashion industry. One way in which consumers can play a role is by trading in second-hand clothing. Trading second-hand clothing can be done on recommerce platforms. Recommerce platforms work as a mediator between buyers and sellers of second-hand clothing. As these platforms urge consumers to participate as buyer and seller, this can partake as a manner to increase the circular economy, to decrease the amount of textile waste that is caused by fast fashion companies. A country where the use of recommerce platforms has grown over the years is the Netherlands. However, this country is faced with an imbalance between the amount of buyers and sellers. As there are more individuals offering second-hand clothing, than buying second-hand clothing, this is not optimal for the circular economy. Therefore, the research questions to be answered in this thesis are "*To what extent are individuals in the Netherlands motivated to buy and sell second-hand clothing on online clothing platforms?'* and to extend this question more in-depth "*What are motivational factors for individuals in the Netherlands to buy and sell second-hand clothing on online clothing platforms?"*. The thesis was performed with a quantitative approach utilizing an online survey. The findings of this thesis conclude that individuals living in the Netherlands (buyers, non-buyers, sellers, and non-sellers of second-hand clothing) are certainly willing and motivated to buy and sell second-hand clothing online. Individuals in the Netherlands have a fairly positive attitude towards buying and selling second-hand clothing. However, this attitude can be improved by stimulating certain motivations such as recreational, economic, and critical, as they have proven to be significant in this research. Additionally, the buying and selling intention can be increased by assuring individuals have a positive attitude towards the behavior, a positive subjective norm, and a high perceived behavioral control. By creating campaigns with these motivations incorporated, it would persuade individuals to participate in trading second-hand clothing. This would increase the circular economy and eventually decrease textile waste.

KEYWORDS: Second-hand clothing, theory of planned behavior, buy and sell motivation, buy and sell intention, non-buyers, non-sellers

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1. Introduction

The market of textile production is one of the most world's polluting industries and it is predicted that by 2050, the fashion industry will utilize up to 25% of the world's carbon budget and is therefore in much need of a more sustainable approach (Chen et al., 2021). The global fashion consumption is 400% more in comparison to two decades ago (Chen et al., 2021). Therefore, sustainability has become a topic of great importance in the fashion industry (Ek Styvén & Mariani, 2020; Dabas & Whang, 2022; Puspita & Chae, 2021). Aside from the carbon budget, the pollution is partly from chemical treatments and the high amount of water usage. Additionally, great amounts of fashion products are not reused or recycled, however, the products are collected at landfills or incinerated (Ek Styvén & Mariani, 2020).

Social and environmental issues concerning fashion production and consumption have increased the desire for environmental responsibility among consumers and companies (Puspita & Chae, 2021). One manner in which both consumers and companies take responsibility is through recommerce. Recommerce is a phenomenon where previously owned items are sold on online market places (LaFleur, 2022). Companies participate in this by reselling their clothes slightly cheaper second-hand on their own websites or platforms in business-to-consumer form. Consumers acknowledge the importance of second-hand clothing in reducing textile waste, and are therefore increasingly active on online consumer-to-consumer platforms where clothes are sold second-hand (Ek Styvén & Mariani, 2020; Hore-Thorburn, 2021). Reselling the clothes they have worn, enables consumers to help fight clothing waste and the production of more clothes as long as the demand does not increase.

A country where recommerce has gained popularity is the Netherlands. Research by the European package service Mondial Relay point outs that of the Dutch consumers, 24% buy second-hand goods second-hand and 34% sell second-hand items (Marketing Tribune, 2022). Online market places require individuals to participate in two manners: as a seller, offering second-hand clothing, and as a buyer, purchasing the second-hand clothing (Valor et al., 2022). Therefore, Valor et al. (2022) see online market places as circular business models in the circular economy. However, there is an imbalance in the Dutch market as there are more sellers than buyers of second-hand clothing (Marketing Tribune, 2022). It is of importance that both the numbers of buyers and sellers grow for the market to become more circulate and more sustainable.

In the Netherlands, there are several recommerce platforms where consumers buy and sell second-hand clothing and work on the circular economy. The two largest recommerce

platforms in the Netherlands are Marktplaats and Vinted (Statista, 2023). A study by Statista (2023) points out that of 1600 respondents, 77% of the consumers used Marktplaats. In 2021, Marktplaats had a revenue of €1.5 billion (RTL Nieuws, 2023). Furthermore, 70% of the 1600 respondents utilized Vinted, an online clothing market place that has grown over the years due to the circular economy (Statista, 2023). In 2019, the company had a value of $1 billion which grew to $4.2 billion in 2021 (Hore-Thorburn, 2021). Vinted was furthermore the second most visited fashion retailer of consumers in the Netherlands in 2022 (Statista, 2022). Generally, the online market places all work in the same manner. Both the sellers and buyers create accounts that they can use to interact. The seller adds the clothing pieces that they prefer to sell, by adding pictures and description of the clothing, and a label to indicate how new or old the clothing is. The buyer can acquire the pieces of clothing by bidding on the preferred pieces of clothing. Post offices have provided the consumers with easy manners to make labels to send out the clothing pieces. This increased the ease of use of the platforms for users and enabled the platforms to grow.

In the past, research has looked into consumers' purchase of second-hand clothing and the growth of online platforms (Dabas & Whang, 2022; Ek Styvén & Mariani, 2020; Machado et al., 2019; Puspita & Chae, 2021; Röring, 2022). However, insight into the consumers' motivations and intentions for and selling and buying on recommerce platforms is largely missing. Röring (2022) performed pioneering research to the motivations of consumers to buy and sell second-hand clothing online, and found that the consumers have a desire to take distance from the fast fashion system. However, there are no insights the view of non-participants regarding buying and selling second-hand clothing, which is of importance to research due to the imbalance that currently is present in the Netherlands, and elsewhere, between the number of sellers and buyers of second-hand clothing (Marketing Tribune, 2022). When this disbalance can be restored, it will strengthen the circular economy.

To research if and why individuals in the Netherlands are willing to sell and buy clothes online, the research questions for this thesis are

1. *To what extent are individuals in the Netherlands motivated to buy and sell second-hand clothing on online clothing platforms?*

2. *What are motivational factors for individuals in the Netherlands to buy and sell second-hand clothing on online clothing platforms?*

Academic and Societal Relevance

This thesis is of academic relevance, since it will give insight into why consumers are willing and motivated to not only buy, but also sell second-hand clothes in the Netherlands. Additionally, this research will analyze the non-participants of selling and buying second-hand clothing, to see whether this group could be persuaded to participate and how recommerce platforms can anticipate on this in their marketing. This can either be the business-to-business companies with their own second-hand platforms or the consumer-to-consumer platforms as Marktplaats and Vinted. Communicating the second-hand clothing opportunities of businesses and recommerce platforms creates a competitive advantage compared to other companies, as the consumers are more devoted to sustainable living (Ek Styvén & Mariani, 2020).

This research is of social relevance since it will gain perspective into the growing trend of second-hand fashion consumption by individuals in the Netherlands, and the motivations to buy and sell. Additionally, the aim is to uncover how non-buyers and non-sellers can become part of this sustainable trend. This is of importance for the Dutch government, to be able to target the population with campaigns on sustainability and reducing textile waste. An organization that creates socially relevant campaigns is SIRE (i.e., short for *Stichting Ideële Reclame*, no official English translation, SIRE, n.d.). SIRE is an independent non-governmental organization, however they decide on some campaign topics in collaboration with the government. Their campaigns are polarizing, to make the population think and to create awareness. The insights of this thesis might enable SIRE to create campaigns to decrease the amount of textile waste as the fast fashion companies will notice a decrease in new clothing sales, and the recommerce clothing platforms will provide from this trend. It will stimulate responsible consumer consumption to minimize waste and increase product life (Chen et al., 2021).

This thesis is divided in several chapters. First, the project's theoretical underpinnings will be described. This research is inspired by the research of Guiot and Roux (2010) concerning the motivations for consumers to buy second-hand clothing. Furthermore, to possibly predict consumers' future intentions to participate in the online second-hand clothing market, the theory of planned behavior by Ajzen (1991) is utilized. Based on these theories, hypotheses are introduced and tested by means of a survey and subsequent analyses. We will explore if motivations influence the consumers' buying and selling behavior, and analyze if the consumers' attitude, subjective norm, and perceived control influence consumer's buying and selling intention.

2. Theoretical framework

This chapter will give insight into the literature for this thesis. First, definitions of and previous research on the circular economy, recommerce, theory of planned behavior, and second-hand clothing trading on online platforms are discussed. These insights will provide as base for the hypothesis and will furthermore help in setting expectations of this thesis. Alongside the previously performed research on the sustainable behavior of individuals, the research questions of this thesis concerning the willingness and motivations of individuals to buy and sell second-hand clothing, will be explored. From this discussion, the conceptual model and the hypotheses are drafted.

2.1 Circular economy and recommerce

The negative impacts of the fashion industry on sustainability must be urgently addressed via circular economy strategies (Chen et al., 2021). Chen et al. (2021) and Machado et al. (2019) state that a circular economy strategy is done by adjusting the textile linear economy to circular economy. Meaning, that in the whole supply chain the focus is on the cycle of the products, use and post-use activities. A linear process involves utilizing materials from the earth, creating it into products and in the end throwing it away as waste. Machado et al. (2019), refer to the circular economy as a regenerative cycle of production and consumption. Additionally, in a circular economy, the waste is not created to begin with (MacArthur, 2013).

According to Niinimäki (2017), a circular economy is by nature regenerative, following principles of closed loops. This insinuates that a product should have several life cycles or is biodegradable. As composting is not an option for textile waste, the closing loop must be more technical with the intent to extend the use of apparel. Additionally, it means to have a different look at the fashion industry, where all contributors are included as producers, manufacturer, suppliers, designers, business associates, and consumers. Niinimäki (2017) mentions that there are four principles for the circular economy. The first is to design products to extend the life time use. Therefore, companies have to know the user of their products and their needs to offer a long time use of products. The second principle is design for service, meaning that the goal is to shift from personal to shared utilization of material consumption (Niinimäki, 2017). The third principle is to design for reuse in manufacturing, where broken parts should be replaced resulting in a restored product. The fourth principle is to design for material recovery by ensuring that products are appreciated at the end of life products and

view it as valuable raw material. All these principles ask for new business models (Niinimäki, 2017). The way in which business is done now, has to be adjusted to making profit on different grounds, by attributing to the circular economy.

This thesis will focus mainly on the circular principle to extend life product and design for service, as trading second-hand clothing is seen as a manner to eliminate textile waste and pollution by reusing existing products (Ek Styvén & Mariani, 2020; Dabas & Whang, 2022; Puspita & Chae, 2021). One of the most important accelerators of textile waste is the fast fashion industry. The fast fashion industry consists of companies such as H&M and Zara, that manufacture clothes on a high pace and that are quickly restocked but are thrown away easily by consumers, due to the low quality (Chen et al., 2021). The amount of waste fast fashion companies and the textile industry create has become clearer to governments, organizations, and consumers and there is an urge to redesign the system. Circularity should be applied in the whole supply chain and life cycle of clothes, to reduce resource flows. Therefore, the clothes should be made so they can be reused again, this is where the consumer can play a role.

Machado et al. (2019) mention the importance of understanding the consumer role in the circular economy. As previously mentioned, the consumers are participating in two ways, namely as buyers and sellers. A manner in which consumers can contribute to reusing clothes and minimizing waste is through recommerce. Recommerce is a phenomenon where previously owned items are sold on online market places (LaFleur, 2022). Arman and Mark-Herbert (2021) state that, in the current times of rethinking consumption, the second-hand exchanging movement is increasing momentum. Furthermore, their research states that reusing is better than recycling because product life is extended, the amount of waste is reduced, it decreases production processes, and minimizes carbon related to reproduction and recycling (Arman & Mark-Herbert, 2021). Arman and Mark-Herbert (2021) additionally mention that social media are considered a beloved place for recommerce, a consumer-to-consumer commerce platform where both parties interact. There are several other consumer-to-consumer online second-hand clothing platforms such as Vinted, Vestiaire Collective, The Next Closet, Designer-Vintage, and Marktplaats in the Netherlands (Wouters, 2022). The two most popular ones in the Netherlands are Marktplaats and Vinted (Statista, 2023), the other platforms mentioned are for designer clothing.

2.2 Theory of planned behavior

The aim of this research is to focus on the reuse of clothing, as it is of importance to gain insight how to motivate consumers to do so. A suitable theory to examine this is the theory of planned behavior, because it is utilized to predict and explain human behavior in certain contexts (Ajzen, 1991). The origin of the theory of planned behavior lies in the theory of reasoned action (Ajzen & Fishbein 1980; Fishbein & Ajzen 1975). The theory of reasoned action is a theory of attitude-behavior relationships, that links subjective norms (the perceived social pressure), behavioral intentions, and behavior in a set causal sequence (Ajzen & Fishbein 1980; Fishbein & Ajzen 1975). The theory of planned behavior is an extension of the theory of reasoned action (Ajzen & Fishbein 1980; Fishbein & Ajzen 1975), adjusted to situations where individuals deal with the limitations of behavior in encounters where they have no complete volitional control over (Ajzen, 1991). In both theories, the intention to perform a certain behavior is central. The greatest difference is that the theory of planned behavior includes the behavioral control as one more factor that determines the intention and behavior (Ajzen, 1991).

The theory of planned behavior is of importance for this research, since it aims to predict if and what motivations drive individuals to buy and sell second-hand clothing while keeping in mind whether it is within their control. In Figure 1, the theory of planned behavior is depicted (Ajzen, 1991). A consumers' behavioral intention is influenced by three factors: attitude toward the behavior, subjective norm, and perceived behavioral control. The attitude towards the behavior is how the individual feels towards the behavior. In this case, the more positive a person feels towards selling and buying second-hand clothing, the more likely the person will act on it. The subjective norms encompass the influence other people have on the individual selling and buying second-hand clothing, specifically how these other people perceive this behavior (i.e., is it praised or frowned upon). Lastly, the perceived behavioral control is about the degree in which the person perceives the difficulty of selling and buying second-hand clothing, which was the addition of Ajzen (1991) to the theory of reasoned action (Ajzen & Fishbein 1980; Fishbein & Ajzen 1975). Ajzen (1991), argues in the theory of planned behavior that perceived behavioral control would rely on the ability of an individual to perform the behavior.
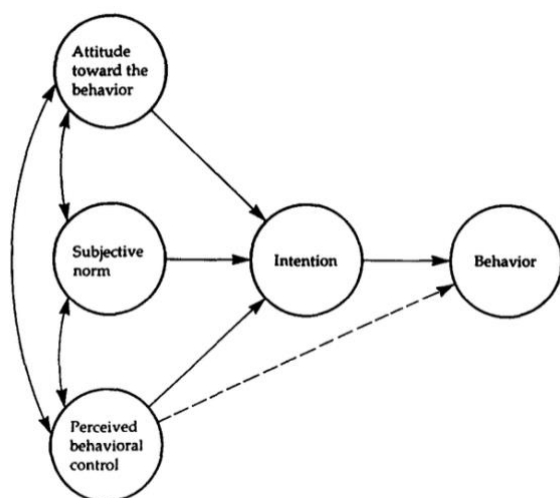
Figure 1. Theoretical model Theory of planned behavior (Ajzen, 1991)

Through the years, the theory of planned behavior is adapted in research for more extensive study towards sustainable individual behavior (Yuriev et al., 2020). For example, Sparks and Shepherd (1992) applied the theory of planned behavior in their research toward the identification with 'green consumerism'. The research examines people's attitudes towards organically produced food and their consumption, and their self-identification as 'green' consumers (Sparks & Shepherd, 1992). Their research showed that measures of self-identification with green consumerism contribute independently to predicting the intentions and contributions of attitude (Sparks & Shepherd, 1992).

Saricam and Okur (2019), utilized the theory to describe how the consumers approached sustainability as a concept or sustainable products and processes such as in organic food consumption, green restaurants, and luxury fashion created in sweat shops. Saricam and Okur (2019) confirmed in their research that the theory of planned behavior confirms the consumer behavior in line with previous studies that applied this theory. Furthermore, the 'perceived behavioral control' was noticed as least significant in predicting sustainable behavior. Furthermore, the behavioral control beliefs may be more influential on the sustainable behavior then the intention (Saricam & Okur, 2019).

Another study that applied the theory for green consumer behavior is by Han et al. (2010). Han et al. (2010) applied the theory of planned behavior in the research towards consumers intention to choose a green hotel. The results showed that the theory of planned behavior is a proper fit to predict the intention. Both the positive attitude, positive subjective norm, and perceived control had a positive influence on the intention to stay at a green hotel

(Han et al., 2010). Lira and Costa (2022) applied the theory to understand the environmental behavior of people in society, including sustainable fashion consumption among others (Lira & Costa, 2022). According to Lira and Costa (2022), consumer attitudes are the most important predictor of sustainable behavioral intentions. Since this study aims to discover what influences the attitude towards buying and selling second-hand clothing, it will focus on motivations that influence the attitude. This research will try to predict what motivations will have a positive influence on the attitude, resulting in buying and selling intention of second-hand clothing.

For the methodology of thesis, the theories by Ajzen (1991), Han et al. (2010), and Lira and Costa (2022), are most of importance due to the measurability of their applied scales. All have credible measurements for the attitude towards behavior, subjective norm, perceived behavioral control and the intention to perform certain behavior.

2.3 Motivations to trade second-hand clothing

According to Guiot and Roux (2010), there are three main psychological motivations in second-hand shopping. These three motivations are economic motivations, recreational motivations, and critical motivations. Economic motivations are related to price: the desire to pay less, looking for a fair price, hunting for a bargain, and the gratifying role of a price (Guiot and Roux, 2010). Within these four categories of economic motivations, statements to measure them could be whether someone can buy more since they pay less or that the consumer pays a fair price for clothing pieces. The second motivation is the recreational motivation containing the categories of treasure hunting, originality, social contact, and nostalgic pleasure (Guiot and Roux, 2010). These four categories exist of statements about finding clothing pieces no one else owns, or buying second-hand objects as they evoke the past. The third motivation, critical motivation, exists of categories about conventional shopping, ecology, and ethical reasons. Examples of statements to measure those motivations can be related to taking a distance from the regular consumer system, or wanting to recycle instead of throwing clothing pieces away (Guiot and Roux, 2010).

Previous research has applied the motivations by Guiot and Roux (2010), to examine the motivations to sell second-hand clothing. Cervellon et al. (2012) applied the motivations to uncover why women prefer vintage clothing over second-hand. According to them, vintage is seen as more unique luxury haute-couture and reliving the past, whereas second-hand clothing is to shop for a unique piece for good pricing. The research found that women's main

motivations to acquire vintage consumption are due to the nostalgic aspects, the uniqueness, and the hunt for a treasure. Second-hand shopping, however, was linked to more frugal motivations. Where the thrill for both second-hand and vintage shopping align, the shop for a unique price is more present at second-hand shopping (Cervellon et al., 2012). Additionally, Padmavathy et al. (2019) applied the motivations by Guiot and Roux (2010) in the research to online second-hand shopping motivation, in combination with other literature. The research confirmed that consumers derive motivation on factors such as reduced price, increasing bargaining ability, acquiring authentic products, and unique products.

Previous research by Röring (2022), applied the motivations to shop online by Guiot and Roux (2010) on the theory of reasoned action by Ajzen and Fishbein (1980) and Fishbein and Ajzen (1975). Röring (2022) state that all three motivations are proven to be effective for buying second-hand clothing online, and that the recreational motivations are most significant. Furthermore, Röring (2022) was the first to apply the motivations by Guiot and Roux (2010), however adjusted to seller perspective, on sellers of second-hand clothing. for the sellers motivations, only the economic and critical motivations seemed completely relevant.

Ek Styvén and Mariani (2020), utilized elements of the theory of planned behavior, the extended model of the theory of reasoned action, with the motivations by Guiot and Roux (2010), to discover the intention to acquire second-hand clothing on sharing economy platforms, and how sustainability, distance from the system, and economic motivations influence this intention. The research finds that the critical motivation 'taking distance from the standard consumer system' is a vital role in having an effect on the attitude towards buying second-hand online (Ek Styvén & Mariani, 2020). Meaning, the distance from the system figures as a mediating role between the other elements.

To find out what motivates individuals in the Netherlands, the three motivations by Guiot and Roux (2010), are incorporated into the theory of planned behavior by Ajzen (1991), to analyze how these motivations influence consumers' attitudes toward second-hand clothing. As previously mentioned, the attitude towards second-hand clothing is most important in predicting individuals behaviors. The results are the conceptual models for this thesis as depicted in Figure 2 and Figure 3. Two conceptual models are utilized as this research analyzes the intention to buy and sell second-hand clothing separately, and both buying and selling motivations contain different items for individuals to perform the behavior.

Starting on the left side, there are the motivations by Guiot and Roux (2010): the economic, critical, and recreational motivations. For this research, the motivations by Guiot

and Roux (2010) are adjusted to represent either motivations to buy, see Figure 2, or motivations to sell, see Figure 3. For example, an economic reason to buy second-hand can be to save money and an economic reason to sell can be to earn money. Continuing from the left to the middle column, the motivations to buy or sell influence the attitude an individual has towards buying or selling second-hand clothing. Motivations can have a positive or negative influence on the attitude. The middle column indicates that individually, the attitude toward the behavior, the subjective norm, and the perceived behavioral control have an influence on the buying and selling intention of second-hand clothing.

In this research, the attitude is conceptualized confirming the measurements by Ek Styvén and Mariani (2020), perceiving the thoughts of individuals towards buying and selling second-hand clothing. Furthermore, following the conceptualization by Lira and Costa (2022), the subjective norm demonstrates how the individual is influenced by the opinions of the people around them. The perceived behavioral control is conceptualized according to Han et al. (2010), exploring the extent to which the individual thinks they are capable of performing the particular behavior, in this case buying or selling second-hand clothing. Lastly, the column on the right is the result of the attitude, subjective norm, and perceived control. The intention to buy or sell second-hand clothing is determined through the willingness of an individual to buy or sell second-hand clothing, and is conceptualized alongside research by Han et al. (2017).
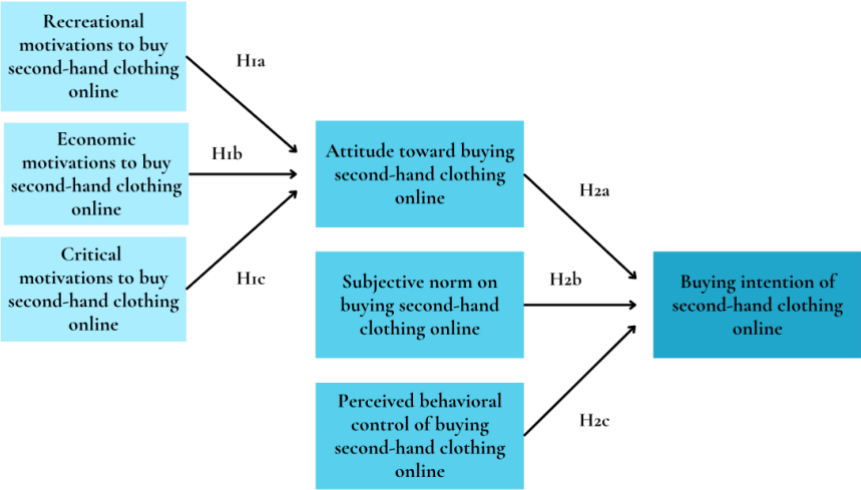
Figure 2. Conceptual model Buying intention (Author, 2023)
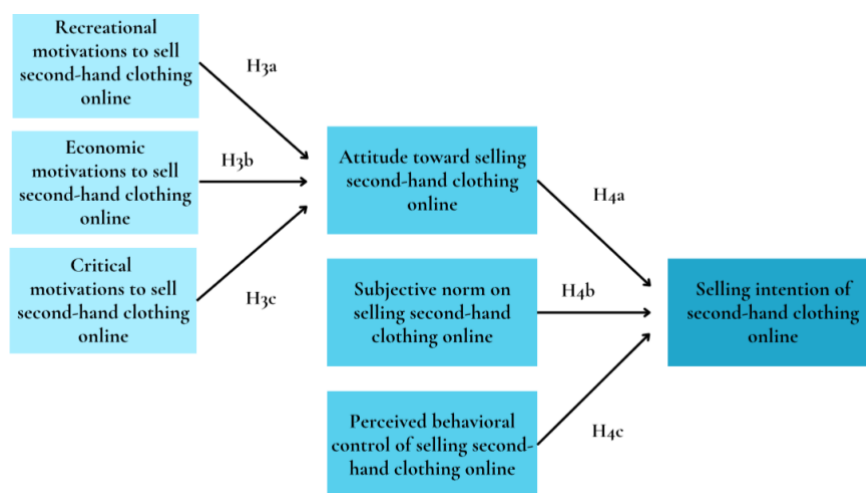
Figure 3. Conceptual model Selling intention (Author, 2023)

2.4 Hypotheses

Alongside the theories incorporated in this research and the conceptual models as depicted in Figure 2 and 3, several hypotheses have been composed and incorporated in the conceptual models. For every hypothesis, the independent and dependent variables are indicated. The theories utilized to compose the hypotheses are by Ek Styvén and Mariani (2020), Han et al. (2010), Hazen et al. (2017), and Lira and Costa (2022). These papers lay the ground work for the hypotheses as the theories by Ajzen (1991) and Guiot and Roux (2010) were applied in their research and they have proven to be of use for this thesis.

The first two hypotheses concern buyers. For the first hypothesis, the motivations are seen as the independent variables and the attitude towards the buying behavior is seen as the dependent variable. This means that the motivations have an influence on the behavior to buy second-hand clothing. Motivations should have a positive influence on attitude towards behavior:

> *H1: Recreational motivations to buy second-hand clothing online (H1a), economic motivations to buy second-hand clothing online (H1b), and critical motivations to buy second-hand clothing online (H1c), have a positive influence on the attitude towards buying second-hand clothing online.*

For the second hypothesis, the attitude toward buying behavior, the subjective norm on buying behavior, and the perceived behavioral control of buying second-hand clothing are seen as the independent variables. The intention to buy second-hand clothing is seen as de dependent variable, meaning that the attitude, subjective norm, and perceived control are seen as influential on the intention. The attitude toward the behavior, the subjective norm, and the perceived behavioral control should affect the intention to perform behavior positively:

> *H2: Attitude toward the behavior to buy second-hand clothing online (H2a), subjective norm towards buying second-hand clothing online (H2b), and perceived behavioral control to buy second-hand clothing online (H2c) positively affect the intention to buy second-hand clothing online.*

The third and fourth hypotheses concern sellers. For the third hypothesis, the motivations to sell second-hand clothing are seen as the independent variables and the attitude towards the selling behavior is seen as the dependent variable. This means that the motivations have an influence on the behavior to sell second-hand clothing. Motivations should have a positive influence on attitude towards behavior:

> *H3: Recreational motivations to sell second-hand clothing online (H3a), economic motivations to sell second-hand clothing online (H3b) and critical motivations to sell second-hand clothing online (H3c), have a positive influence on the attitude towards selling second-hand clothing online.*

For the fourth hypothesis, the attitude toward selling behavior, the subjective norm on selling behavior, and the perceived behavioral control of selling second-hand clothing are seen as the independent variables. The intention to sell second-hand clothing is seen as the dependent variable, meaning that the attitude, subjective norm, and perceived control are seen as influential on the intention. The attitude toward the behavior, the subjective norm, and the perceived behavioral control should affect the intention to perform behavior positively:

> *H4: Attitude toward the behavior to sell second-hand clothing online (H4a), subjective norm to sell second-hand clothing online (H4b), and perceived behavioral control to sell second-hand clothing online (H4c) positively affect the intention to sell second-hand clothing online.*

The fifth, sixth, seventh, and eighth hypotheses are about the non-buyers and non-sellers. As the non-buyers and non-sellers do not buy or sell second-hand clothing, it is predicted that their motivation to buy or sell second-hand clothing is lower than individuals that do buy or sell second-hand clothing. It is of importance to compare these groups, to see what motivations are lacking and individuals could be stimulated by increasing these motivations. Therefore, the independent variable is a grouping variable indicating whether one is a non-buyer or non-seller or not, and the attitude towards buying and selling second-hand clothing are the dependent variables. For the fifth hypothesis, the comparison is made between the recreational, economic, and critical motivations to buy second-hand clothing online. It is predicted that buyers have higher, recreational, economic, and critical motivations to buy second-hand clothing online than non-buyers.

H5: Compared to buyers, non-buyers have lower recreational motivations to buy second-hand clothing online (H5a), economic motivations to buy second-hand clothing online (H5b), and critical motivations to buy second-hand clothing online (H5c).

The sixth hypothesis makes a comparison makes a comparison between the motivations of sellers and non-sellers. It is expected that the sellers show higher levels of recreational, economic, and critical motivations:

H6: Compared to sellers, non-sellers have lower recreational motivations to sell second-hand clothing online (H6a) economic motivations to sell second-hand clothing online (H6b), and critical motivations to sell second-hand clothing online (H6c).

For the seventh and eighth hypotheses, the independent variable is a grouping variable indicating whether one is a non-buyer or non-seller, and the attitude, subjective norm, and control towards buying and selling behavior as well as the buying or selling intention are the dependent variables. The seventh hypothesis tests whether the buyers have a more favorable attitude towards the behavior, a more favorable subjective norm, a higher perceived behavioral control, and a higher intention to buy second-hand clothing online:

H7: Compared to buyers, non-buyers report less favorable attitude toward the behavior to buy second-hand clothing online (H7a), subjective norm on buying second-hand clothing online (H7b), perceived behavioral control to buy second-hand clothing online (H7c), as well as intention to buy second-hand clothing online (H7d).

The eighth and last hypothesis predicts a higher level of favorability towards the behavior, subjective norm, perceived behavioral control, and selling intention of sellers than of non-sellers. The grouping variable is the indicator whether one is a seller or non-seller:

H8: Compared to sellers, non-sellers report less favorable attitude toward the behavior to sell second-hand clothing online (H8a), subjective norm on selling second-hand clothing online (H8b), perceived behavioral control to sell second-hand clothing online (H8c) and intention to sell second-hand clothing online (H8d).

3 Research design and method

This chapter gives an insight into the design of this research. First, the method is described. This research takes a quantitative approach in the form of an online survey. Second, the sample for this research and nonprobability virtual snowball sampling are described. The third part of this chapter is the data collection and the manner in which the applied theories will be researched in the survey. After the data collection the validity and reliability are secured and lastly the data analysis plan are described.

3.1 Method

To research the questions "*To what extent are individuals in the Netherlands motivated to buy and sell second-hand clothing on online clothing platforms?*" and "*What are motivational factors for individuals in the Netherlands to buy and sell second-hand clothing on online clothing platforms?*" this research applied a quantitative approach in the form of an online survey. An online survey, visible in Appendix B, was chosen since the study contains individuals as units of analysis which is too great to research directly (Babbie, 2014). Furthermore, this study aimed for a generalizing insight of buying and selling intention of this group of individuals and therefore a survey that was spread online was most suitable.

The survey was divided in several parts. First, the respondents were provided with some general information such as a plain description of the research. The research was done by a master student at the Erasmus University looking for respondents that do or do not buy or sell second-hand clothing. Additionally, all elements concerning the consent form were discussed, such as the voluntarily participation, that the personal information was strictly confidential, that the outcomes of the research were solely used for thesis purposes and that anonymity was guaranteed. This consent form is visible in Appendix B. The last part of the general information was the duration of the survey, which would be no longer than 10 minutes and the contact information was provided. The respondents had to agree to all of the information above and agree to participating in the research in order to fill out the survey.

To check whether the participants met the inclusion criteria, the respondents had to fill in their age to see whether they fit within the 18-64-year-old group. This group was chosen since individuals between 18 and 64 years old, 88% of the 24 to 44-year-olds and 80% of the 45 to 64-year-olds, shopped most online in 2022 and therefore have the ability to shop online (CBS, 2022). Individuals below the age of 18 were not be taken into account for ethical reasons. Additionally, the respondents filled out whether they had been in the Netherlands for

at least one year. This is of importance since the research is about individuals that live in the Netherlands for at least a year. By ensuring that respondents have been in the Netherlands for a year, individuals such as students that are located in the Netherlands for a half year internship will not be valid as 'individuals in the Netherlands'. After the general information, respondents were faced with a general question concerning second-hand shopping online. It was of interest to see whether the respondents had previous experience with second-hand buying and selling through online platforms and therefore the answer options were 'I buy second-hand clothing online', 'I sell second-hand clothing online', 'I buy and sell second-hand clothing online', and 'I don't buy or sell second-hand clothing online'.

After this question, the participants were informed that the survey was divided in two parts that needed to be completed: the first part about buying second-hand clothing and the second part about selling second-hand clothing. The structure of both parts was similar, it commenced with questions on the attitude towards the behavior to buy and sell second-hand clothing online, to analyze how the participants felt towards it. After the attitude, the survey continued with questions on the buying and selling intention of second-hand clothing online, to see whether the participants would generally buy or sell clothing second-hand. The reason that the attitude towards the behavior and buying/selling intention were questioned before the motivations, was to avoid influencing the respondents vision towards buying and selling second-hand clothing and to prevent any bias or adjusted answers. After the attitude and the intention, there were questions concerning the motivations.

The first motivation was recreational, to start off the topic lightly followed by economic motivations, and lastly the critical motivations. Recreational motivations contained statements as 'liking to hunt for clothing pieces', and the economic and critical motivations were more personal and in-depth and therefore require some general and light questions beforehand, such as the recreational motivations. As the economic motivations included questions on motivations to buy or sell, more related to financial motivations, and critical motivations on how important respondents find the environmental issues, trust had to be gained by asking more superficial questions first. After the motivations, questions concerning the subjective norm and perceived behavioral control were prompted for both buying and selling second-hand clothing. The subjective norm and the perceived behavioral control require personal information and require the respondent to feel comfortable before opening up and to be honest about their feelings and behavior towards second-hand clothing. Therefore, these questions are placed at the end of the buying and selling part of the survey. The subjective norm went in-depth on the vision and opinions of people that are important to the

respondent and how that influenced the individual. The perceived behavioral control asked to what extent the respondent thinks it is able to acquire second-hand clothing online.

The last parts of the survey were more general personal questions. To explore what kind of online consumer-to-consumer platforms the respondent utilizes, the participant was provided with multiple platforms such as Marktplaats, Vinted, and The Next Closet. Subsequent to the platform use, the survey continued on gender, level of education, and work/study situation. Lastly, the respondents were offered a comment opportunity. Most respondents did not have any comments, however there were some suggestions. Several respondents pointed out that the survey did not contain any option to donate clothing to charity. As this was not part of the research aim to find out whether the respondents are motivated to buy or sell online clothing and what motivates them, it was not included. However, this could be incorporated for future research.

Before the survey was spread, a pilot test was done by having three respondents to fill out the survey to see whether the flow and use of language were acceptable. As the survey was translated manually to Dutch, as visible in Appendix C, it should be clear to all and additionally the ease of use was tested. Furthermore, the questions should be comprehensible to every respondent. The three pilot respondents were removed from the data before spreading out the survey.

3.2 Sampling strategy

To summarize, the sample for this thesis are individuals in the Netherlands, of all genders, between 18 and 64 years old. To reach this sample, this research utilizes the nonprobability virtual snowball sampling method. The virtual snowball method is suitable since the survey is shared among respondents in the surroundings and on social websites (Baltar & Icart, 2012). The social websites that were utilized are Instagram, Facebook, LinkedIn, and WhatsApp. Additionally, the researcher asked respondents and surroundings to share the survey with other suitable candidates (Babbie, 2014). Furthermore, this research was shared on SurveyCircle, to find more respondents. SurveyCircle is a platform where individuals share their survey and fill out other surveys to find more respondents. As a researcher, it is possible to fill out criteria that one has for the research in order to solely gain useful respondents. The criteria that were filled out in SurveyCircle were individuals between 18 and 64-years-old, that are either natives or have been in the Netherlands longer than one year.

The total amount of respondents that the research gained is 551, and the valid sample for analysis is 435. Out of the 551 people that were reached, one person (0.2%) did not agree to the terms of the survey and therefore was directed to the end of the survey immediately; 14 people (2.5%) were not eligible to participate due to the age requirements (below 18 or above 64); 17 people (3.1%) were not eligible to participate due to the fact that they are not in the Netherlands longer than one year; and 84 people (15.2%) simply did not reach the end of the survey.

Most respondents in the valid sample were between 18 and 28-years-old, with the mean age being 27.05 ($SD = 9.56$). The majority of the participants was female with a total of 328 (75.4%) and the second-largest group was male with 102 respondents (23.4%). Of the other 5 participants, 2 were non-binary (0.5%) and 3 preferred not to say (0.7%). The level of education of the participants was mostly a bachelor's degree with 231 participants (53.1%), after that a master's degree with 140 (32.2%), and the third biggest group was high school graduates with 32 total (7.4%).

With these respondents, dummy variables were created from the dataset in order to test the final set of hypotheses, classifying respondents as (1) buyers or non-buyers to test H5 and H7 ($n = 204$ (46.9%) vs. $n = 231$ (53.1%)), and (2) sellers or non-sellers to test H6 and H8 ($n = 203$ (46.7%) vs. $n = 232$ (53.3%)). Per background, it is interesting to note that 127 (29.2%) participated as both buyers and sellers in the online clothing market, whereas 155 (35.6%) participated as neither.

3.3 Data collection

As previously mentioned, the data was collected through a survey. Appendix A contains all the measures that were included, mentioning their origin, items, and response options. Mostly, measures were either copied from Guiot and Roux (2010), Han et al. (2010), and Lira and Costa (2022). As the scales pre-existed of items, no factor analysis was performed. However, only the measures that have a Cronbach's alpha of .70 or higher were incorporated. Two scales that originally did not reach the .70 requirement were excluded from the research and concerns the items of the scales treasure hunting (.50) and nostalgic pleasure (.58) by Guiot and Roux (2010) when discussing buying intention. To measure selling intention, some items were removed or adjusted as well. The recreational motivations by Guiot and Roux (2010), treasure hunting, originality, and social contact were not applicable to selling clothing and are therefore excluded, solely pleasure was applied as a recreational motivation for this research. The concept social contact by Guiot and Roux (2010) was taken

out of this research for both buying and selling, because the users of the platform only have social contact about the price, and not any other interaction. The concept social contact is of importance for the study of Guiot and Roux (2010) as that is about second-hand clothing in physical stores.

All the other credible items are measured with a five-point Likert scale, with higher scores indicating stronger agreement (Taylor, 1997). In the tables below, the Cronbach's alpha is presented for each measurement, along with its observed range, mean, and standard deviation. Table 1 contains information on the measures on buying second-hand clothing and Table 2 the information on the measures included in the survey section on selling second-hand clothing.

Table 1

Measurement Properties Regarding Buying Second-hand Clothing Online

	Cronbach's alpha	Observed range	Mean	SD
Attitude buying	.85	1.00 - 5.00	3.98	0.88
Buying intention	.91	1.00 - 5.00	3.54	1.13
Recreational motivation overall	.76	1.00 - 5.00	2.92	0.96
Recreational motivation: Treasure hunting	.89	1.00 - 5.00	3.23	1.22
Recreational motivation: Originality	.88	1.00 - 5.00	3.10	1.22
Recreational motivation: Nostalgic pleasure	.88	1.00 - 5.00	2.42	1.04
Economic motivation overall	.72	1.00 - 5.00	3.34	0.89
Economic motivation: Gratification of price	.88	1.00 - 5.00	3.51	0.99
Economic motivation: Search for a fair price	.66	1.00 - 5.00	3.18	1.01
Critical motivation overall	.76	1.00 - 5.00	3.36	0.94
Critical motivation: Ethics and ecology	.81	1.00 - 5.00	3.77	0.10
Critical motivation: Distance from the system	.85	1.00 - 5.00	2.96	1.10
Subjective norm	.81	1.00 - 5.00	2.02	0.91
Perceived behavioral control	.71	1.00 - 5.00	4.32	0.69

Note: The overall scores for recreational, economic, and critical motivations are based on their underlying subscales

As can be derived from Table 1, most measures were reliable, having a Cronbach's alpha of .70 or higher (Hair et al., 2010). The theoretical and observed range of all items ranged from 1-5, meaning that all answer options from the Likert scale were selected (Taylor, 1997). Furthermore, it is noticeable to see that the score of attitude toward buying is fairly

high ($M = 3.98$, $SD = 0.88$), the mean of buying intention is high ($M = 3.54$, $SD = 1.13$), the subjective norm is low ($M = 2.02$, $SD = 0.91$), and the perceived control is very high ($M = 4.32$, $SD = 0.69$). It is interesting to see that the respondents, both buyers and non-buyers, had a positive attitude towards buying second-hand clothing and seem to be willing and able to buy it, however, only 204 of 435 respondents actually do so.

Table 2

Measurement Properties Regarding Selling Second-hand Clothing Online

	Cronbach's alpha	Observed range	Mean	SD
Attitude selling	.82	1.00 - 5.00	4.13	0.83
Selling intention	.91	1.00 - 5.00	3.75	1.12
Recreational motivation: Pleasure	.81	1.00 - 5.00	3.01	1.20
Economic motivation overall	.68	1.00 - 5.00	4.12	0.73
Economic motivation: Generate extra income	.62	1.00 - 5.00	4.13	0.81
Economic motivation: Providing a fair price	n/a	1.00 - 5.00	4.12	0.86
Critical motivation overall	.57	1.00 - 5.00	3.41	0.88
Critical motivation: Ethics and ecology	.73	1.00 - 5.00	4.02	0.87
Critical motivation: Distance from the system	.92	1.00 - 5.00	2.81	1.21
Subjective norm selling	.87	1.00 - 5.00	2.12	1.03
Perceived behavioral control selling	.78	1.00 - 5.00	4.33	0.72

Note: The overall scores for economic and critical motivations are based on their underlying subscales. No Cronbach's alpha is provided for the subscale "providing a fair price", because it consists of a single item.

As can be derived from Table 2, again most measures were reliable. However, the reliability for the overall measure of critical motivation was not satisfactory, and therefore the analyses for critical motivation were performed separately for the subscales Ethics and ecology and Distance from the system. The theoretical and observed range of all items ranged from 1-5, meaning that all answer options from the Likert scale were selected (Taylor, 1997). Again, it is of interest to see that the mean scores of attitude towards selling ($M = 4.13$, $SD = 0.83$), selling intention ($M = 3.75$, $SD = 1.12$), and perceived behavioral control of selling second-hand clothing ($M = 4.33$, $SD = 0.72$) are high, however only 203 respondents, including sellers and non-sellers, state to sell second-hand clothing online even though the mean scores indicate that all respondents have a positive attitude towards selling second-hand clothing, and seem to have the intention and perceive to be able to sell the second-hand

clothing. The subjective norm is noticeably low ($M = 2.12$, $SD = 1.03$), which would indicate that respondents are not influenced by their surroundings in their behavior.

3.4 Reliability and validity

The reliability of this research was satisfied due to the use of previous research and existing measurements. Furthermore, the internal validity was assured since the survey was based on the theories of Guiot and Roux (2010) and Ajzen (1991) which are utilized in previous research (Ek Styvén & Mariani, 2020; Han et al., 2010; Hazen et al., 2017; Lira & Costa, 2022) and therefore comparable in outcome and reliable enough to build further research on it (Winter, 2000). Furthermore, the survey was provided in a clear manner and respondents were able to select their language of preference and hence the usability was increased. Additionally, the external validity is preserved due to the expected outcomes of the respondents behavior and whether it is generalizable (Winter, 2000). Whether the respondents will actually buy or sell second-hand clothing cannot be secured, however, due to the not so sensitive questions, it was expected that the answers provided are true in nature. Furthermore, the external validity was assured by the high amount of respondents. By obtaining 435 respondents, the outcomes were generalizable and more valid to compare to the population (Winter, 2000).

3.5 Data analysis

The data was collected into the computer program SPSS. SPSS is a program to run analyses on the dataset, and derive results from the tests (Pallant, 2016). Furthermore, the tests allowed the researcher to test the hypotheses and conclude if these could be accepted or rejected. Finally, this enabled the researcher to answer the research question. For this thesis there were several analyses run. Prior to the analyses, the data was cleaned. The first step of data cleaning was to remove all the automatically gathered personal data such as IP address, date, status, progress, duration, and location to guarantee the respondents anonymity. Furthermore, cleaning the data meant that the data set had to be checked for errors (Pallant, 2016). The error that occurred in this research, was the amount of participants that did not complete the whole survey. As previously mentioned, 435 respondents were useful of the 551 that started the survey. These 116 respondents were deleted from the data set. After all the data was cleaned, the measurement properties, Cronbach's alpha, observed range, mean, and standard deviation of all variables were analyzed as visible in Table 1 and Table 2.

4 Results

The data that was collected through Qualtrics was downloaded as SPSS file, enabling the researcher to use SPSS to run analyses on the dataset. After all the data was cleaned, several multiple regression analyses were run to see whether the recreational, economic, and/or critical motivations had an influence on the respondents' buying and selling intention (H1, H3) and to find out whether the attitude, subjective norm, and perceived behavioral control affected the buying and selling intention (H2, H4). Furthermore, independent t-tests were run to make comparisons between buyers and non-buyers, and sellers and non-sellers, more specifically their recreational, economic, and critical motivation to buy (H5) and sell (H6), as well as their attitude towards buying and selling, subjective norm on buying and selling, perceived control of buying and selling, and the intention to buy or sell second-hand clothing (H7, H8). The outcomes of these analyses are presented below.

4.1 Hypothesis testing

4.1.1 Motivations on attitude towards buying second-hand clothing

A single linear regression analysis was conducted to test the effects of recreational motivations (H1a), economic motivations (H1b), and critical motivations to buy (H1c) on attitude towards buying second-hand clothing. Attitude was entered as the dependent variable, and the motivations as the independent variables. The overall model was found to be significant $F(3, 431) = 54.814$, p < .001, and it was able to explain 28% of the variance in respondents' attitudes. Zooming into the effect of the individual variables, we find that all three motivations, being recreational ($b = .26$, $\beta = .28$, $p <.001$), economic ($b = .25$, $\beta = .25$, $p <.001$), and critical motivations ($b = .10$, $\beta = .10$, $p = .049$) were a significant predictor. All beta's of the three motivations have a positive small effect on the attitude towards buying second-hand clothing (Cohen, 1988), with recreational, being the strongest, then economic, and lastly critical. This implies that the more an individual is motivated on a recreational, economic, or critical motivation, the more likely they are to have a positive attitude towards buying second-hand clothing online. Hence, H1a, H1b, and H1c were confirmed.

4.1.2 Influence on intention to buy second-hand clothing

A linear regression was conducted to test the effects of attitude toward behavior to buy second-hand clothing (H2a), subjective norm towards buying second-hand clothing (H2b),

and perceived behavioral control to buy second-hand clothing (H2c) on intention to buy second-hand clothing. Intention to buy was entered in the analysis as dependent variable, the other three predictors were put in as independent variables. The model was found to be significant, $F(3, 431) = 186.17$, $p < .001$, and was able to explain 56.1% of the variance of the variance of the intention to buy second-hand clothing. All three, that is attitude toward behavior to buy second-hand clothing ($b = .83$, $\beta = .65$, $p < .001$), subjective norm towards buying second-hand clothing ($b = .27$, $\beta = .22$, $p < .001$), and perceived behavioral control to buy second-hand clothing ($b = .19$, $\beta = .12$, $p < .001$) were found to be a significant predictor for intention to buy second-hand clothing. Attitude towards buying second-hand clothing had a positive strong effect on the buying intention of second-hand clothing online, both subjective norm and perceived behavioral control have a positive small effect on the buying intention with subjective norm being the stronger one (Cohen, 1988). This insinuates that the more positive a person feels towards buying second-hand clothing (attitude), the more a person is influenced by the opinion of their surroundings (subjective norm), and the more a respondent thinks they are able to buy second-hand clothing (perceived behavioral control), the higher their intention is to buy second-hand clothing online. Hence, H2a, H2b, and H2c were accepted.

4.1.3 Motivations on attitude towards selling second-hand clothing

The third hypothesis was tested along a single linear regression analysis to test the effects of recreational motivations (H3a), economic motivations (H3b), and critical motivations to buy (H3c) on attitude towards selling second-hand clothing. Attitude was entered as the dependent variable, and the motivations as the independent variables. As shown in Table 2, the overall critical motivation to sell had a Cronbach of .57 and therefore the critical motivations were tested separately in this analysis. The overall model was found to be significant $F(4, 430) = 75.75$, $p < .001$, and it was able to explain 41.3% of the variance in respondents' attitudes. Zooming into the effect of the individual variables, we found that only the critical motivation 'distance from the system' was an insignificant predictor ($b = -.04$, $\beta = .03$, $p = .209$). The other motivations, namely recreational ($b = .14$, $\beta = .20$, $p = <.001$), economic ($b = .36$, $\beta = .32$, $p = <.001$), and the remaining critical motivation ethics and ecology ($b = .29$, $\beta = .31$, $p <.001$) were found significant predictors. The recreational motivation and the critical motivation ethics and ecology had a positive small effect on attitude towards selling second-hand clothing online and the economic motivation had a positive moderate effect. Economic has the strongest effect, followed by ethics and ecology

and lastly recreational motivation (Cohen, 1988). This indicates that the more individuals are motivated on an economic, recreational, and partially critical level, the more positive the attitude towards selling second-hand clothing online is. Therefore, H3a and H3b were accepted, H3c was partially accepted.

4.1.4 Influence on intention to sell second-hand clothing

The fourth hypothesis was tested through an single linear regression, with selling intention as outcome criterium. Predictors were attitude toward behavior to sell second-hand clothing (H4a), subjective norm towards selling second-hand clothing (H4b), and perceived behavioral control to sell second-hand clothing (H4c). Intention to sell was entered in the analysis as dependent variable, the other three predictors were put in as independent variables. The model was found to be significant, $F(3, 431) = 160.31$, $p < .001$, and it was able to explain 52,7% of the variance in respondents' attitudes. Analyzing the individual effects, attitude toward behavior to sell second-hand clothing ($b = .82$, $\beta = .61$, $p < .001$), subjective norm towards selling second-hand clothing ($b = .17$, $\beta = .16$, $p < .001$), and perceived behavioral control to sell second-hand clothing ($b = .26$, $\beta = .16$, $p < .001$) were found to be a significant predictors for intention to sell second-hand clothing. Attitude had a strong positive effect on the selling intention (Cohen, 1988). Next are subjective norm and perceived behavioral control with a positive low effect with perceived control as the stronger one. The implications of these results were the more positive an individual feels towards second-hand clothing, the higher the subjective norm is on second-hand clothing, and the higher the perceived behavioral control is, the more likely one was to sell second-hand clothing online. Hence, H4a, H4b, and H4c were confirmed.

4.1.5 Buyers versus non-buyers on motivations to buy second-hand clothing

An independent t-test compared buyers to non-buyers to analyze whether the non-buyers have lower recreational motivations to buy second-hand clothing (H5a). As expected, participants that did not buy second-hand clothing ($M = 2.49$, $SD = 0.94$) scored significantly lower on recreational motivations than participants that did buy second-hand clothing ($M = 3.40$, $SD = 0.738$), $t(429) = -11.371$, $p < .001$. The Cohen's d value is 0.84 meaning that the distribution of the groups is not similar. The difference in means of the two groups were classified as large (Cohen, 1988). Hence, H5a was accepted.

The second comparison was done with an independent t-test to see whether non-buyers have lower economic motivations to buy second-hand clothing than respondents that buy second-hand clothing (H5b). As predicted participants that did not buy second-hand clothing (*M* = 3.11, *SD = 0.89)* showed significantly lower economic motivations than the participants that bought second-hand clothing (*M* = 3.61, *SD* = 0.80) *t*(433) = -6.137, *p* <.001. Cohen's d value is 0.85, meaning the effect size between the two groups is large and that the groups were not similar in their distribution (Cohen, 1988). Therefore, H5b was confirmed.

Another t-test was executed to see whether the means of the buyers and non-buyers differed based on critical motivations to buy second-hand clothing (H5c). As expected, participants that did not buy second-hand clothing (*M* = 3.13, *SD = 0.95)* showed significantly lower critical motivations than the 204 participants that bought second-hand clothing (*M* = 3.63, *SD* = 0.85) *t*(433) = -5.776, *p* <.001. Cohen's d value is 0.91, meaning the effect size between the two groups was large and the groups have very little overlap (Cohen, 1988). Hence, H5c was accepted.

4.1.6 Sellers versus non-sellers on motivations to sell second-hand clothing

The sixth hypothesis exists of three comparisons of the sellers and non-sellers performed with independent t-tests. The first was a comparison based on the recreational motivations, where the sellers should have higher motivations to sell second-hand clothing online than non-sellers (H6a). As indicated, participants that did not sell second-hand clothing (*M* = 2.67, *SD = 1.13)* showed significantly lower recreational motivations than the participants that sold second-hand clothing (*M* = 3.39, *SD* = 0.082) *t*(433) = -6.530, *p* <.001. The 1.15 Cohen's d indicated a very large effect size between the two groups, meaning that the seller and non-sellers group were not similar in the distribution (Cohen, 1988). Hence, H6a was accepted.

The second comparison constructed from sellers and non-sellers based off the level of economic motivation, where sellers were predicted to have a higher level than non-sellers (H6b). As envisioned, the participants that did not sell second-hand clothing (*M* = 3.90, *SD = 0.73)* showed significantly lower economic motivations than the 203 participants that sold second-hand clothing (*M* = 4.38, *SD* = 0.82) *t*(433) = -7.154, *p* <.001. The Cohen's d value of 0.69 indicated a medium effect level between the two groups. Meaning, that the groups means were 0.69 standard deviation apart (Cohen, 1988). Hence, H6b was accepted.

The last motivational comparison was between sellers and non-sellers based on critical motivations, where non-sellers were expected to have lower motivation than sellers. As estimated, the participants that did not sell second-hand clothing ($M = 3.27$, $SD = 0.90$) showed lower critical motivations than the participants that sold second-hand clothing ($M = 3.57$, $SD = 0.84$) $t(433) = -3.642$, $p < .001$. The Cohen's d value of 0.87 measured a large effect of the compared means, indicating that the two group populations do not have a lot of overlap (Cohen, 1988). Therefore, H6c is confirmed.

4.1.7 Attitude, subjective norm, perceived control, and buying intention buyers versus non-buyers

Four subsequent t-test were conducted to determine the difference in scores between participants that do and that do not buy second-hand clothing online. We found significant differences on attitude towards buying second-hand clothing online (H7a) (buyers: $M = 4.43$, $SD = 0.64$; non-buyers: $M = 3.58$, $SD = 0.87$; $t(419) = -11.716$, $p < .001$), subjective norm of buying second-hand clothing online (H7b) (buyers: $M = 1.88$, $SD = .84$, non-buyers: $M = 2.17$, $SD = 0.95$; $t(407) = -3.357$, $p < .001$), perceived behavioral control of buying second-hand clothing online (H7c) (buyers: $M = 4.15$, $SD = 0.71$, non-buyers: $M = 4.50$, $SD = 0.62$; $t(433) = -5.408$, $p < .001$), and intention to buy second-hand clothing online (H7d) (buyers: $M = 2.90$, $SD = 1.03$, non-buyers: $M = 4.27$, $SD = 0.73$; $t(414) = -16.053$, $p < .001$). The Cohen's d value of the comparison of attitude indicated a fair medium effect (0.77), subjective norm a large effect (0.89), perceived behavioral control a medium effect (0.67), and buying intention a very large effect (0.90). This meant that the distributions of subjective norm and buying intention have little overlap and the distributions of attitude and behavioral control have a little more similarity (Cohen, 1988). Since non-buyers consistently score lower than buyers, H7a, H7b, H7c, and H7d were confirmed.

4.1.8 Attitude, subjective norm, perceived control, and selling intention sellers versus non-sellers

The last hypothesis was tested through four subsequent t-test to determine the difference in scores between participants that did and that did not sell second-hand clothing online. We found significant differences on attitude towards selling second-hand clothing online (H8a) (sellers: $M = 3.83$, $SD = 0.84$; non-sellers: $M = 4.48$, $SD = 0.84$; $t(428) = -8.962$, $p < .001$), perceived behavioral control of selling second-hand clothing online (H8c) (sellers:

M = 4.15, *SD* = *0.76,* non-sellers*: M* = 4.53, *SD* = 0.62; *t*(431) = -5.748, *p* <.001), and intention to buy second-hand clothing online (H8d) (sellers: *M* = 3.21, *SD* = *1.05,* non-sellers*: M* = 4.46, *SD* = 0.69; *t*(402) = -15.883, *p* <.001). Insignificant differences were found on the subjective norm of selling second-hand clothing online (H8b) (sellers: *M* = 2.07, *SD* = 1.04*,* non-sellers*: M* = 2.18, *SD* = 1.02; *t*(433) = -1.047, *p* = .296*).* The Cohen's d value of the comparison of attitude indicates a fair medium effect (0.76), subjective norm a very large effect (1.03), perceived behavioral control a medium effect (0.69), and buying intention a large effect (0.90). This insinuated that the distributions of subjective norm and buying intention had little overlap and the distributions of attitude and behavioral control had a little more similarity (Cohen, 1988) Since non-sellers consistently scored lower than sellers on all except for subjective norm, H8a, H8c, and H8d were confirmed, and H8b was rejected.

5 Conclusion and Discussion

This last chapter contains the interpretation of the outcomes of the results and the hypotheses, that were answered in the previous chapter. Furthermore, it will answer the research questions, and will elaborate on the limitations, strengths, and theoretical implications that came along with this thesis.

5.1 Discussion

We first set out to determine whether recreational motivations to buy second-hand clothing online (H1a), economic motivations to buy second-hand clothing online (H1b), and critical motivations to buy second-hand clothing online (H1c), had a positive influence on the attitude towards buying second-hand clothing online. All sub-hypotheses were confirmed, yet the positive effects which were found were not that strong. The motivation that was most influential for a positive attitude towards buying second-hand clothing online was the recreational motivation. This existed of treasure hunting for unique pieces of clothing, finding original pieces of clothing and reliving nostalgic moments. The second most influential motivation was the economic motivations, which existed of a gratification role of a price to be able to pay less for more clothing pieces and to search for a fair price second-hand. The least influential motivation was the critical one, where the respondents showed the lowest interest in buying second-hand in order to buy ethically or to distance themselves from the system.

The findings that economic and critical motivations were influential on attitude towards buying were in line with previous research discussed in the theoretical framework by Ek Styvén and Mariani (2020), where economic motivations are stronger than critical motivations. It was important to note that Ek Styvén and Mariani did not include recreational motivations into the theory of planned behavior. As Cervellon et al. (2012) stated, that the most important motivation for women to buy second-hand clothing is to find unique pieces (recreational), products for a good price (economic). Furthermore, Padmavathy et al. (2019), found a reduced price (economic), authenticity and uniqueness (recreational) as most important motivations, which is similar to the outcomes of this research. Additionally, the findings are in line with the research by Guiot and Roux (2010) that recreational motivations are more significant to intention to buy second-hand clothing than economic motivations.

The second test shows that indeed, the attitude (H2a), subjective norm (H2b), and perceived behavioral control (H2c) of buying second-hand clothing positively affect the intention to buy second-hand clothing. The element that mostly and strongly impacted the

buying intention was the attitude towards the behavior which contains elements such as liking the idea of buying second-hand clothing and thinking it is a good idea. The next influential element was the subjective norm, existing of items as feeling social pressure and performing behavior because people they care about think it is important to do so. Lastly, the last motivation that influenced the buying intention the least was the perceived behavioral control, with statements about feeling confident to be able to buy second-hand clothing or whether it is up to the respondent to do so. To conclude, all elements influenced the intention to buy second-hand clothing positively, which was measured by items as willingness and effort to buy second-hand clothing. To conclude, the more positive the respondents felt towards the behavior, the more pressure they felt to perform sustainable, and the more they perceived to be able to buy it, the higher the respondents intention to buy second-hand clothing online.

The results of this research are in line with the theories mentioned in the theoretical framework on the theory of planned behavior. Ajzen (1991), states that the more positive ones attitude, the more positive the subjective norm, and the more positive the perceived behavioral control, the more likely one is to perform certain behavior. These implications were confirmed by Han et al. (2010). Additionally, all three predictors, attitude towards buying second-hand clothing, subjective norm on buying second-hand clothing, and perceived control of buying second-hand clothing are proven to be positive indicators for buying second-hand clothing online by Lira and Costa (2022). Furthermore, they point out that the attitude towards sustainable fashion consumption is the most important predictor while looking at intentone

ions, which is in line with this thesis and the intention to buy. Lastly, Saricam and Okur (2019), state that the perceived behavioral control was the least significant predictor for intentions perform certain behavior, which aligns with the results of this research as well.

The third analysis showed that not all motivations positively influenced the attitude towards selling second-hand clothing, however, the majority was. This implied that the more motivations an individual had, the more positive they felt towards selling second-hand clothing online. The motivation that was found most influential was the economic motivation (H3b) stating that respondents could generate extra income and provide a fair price for buyers. The next influential motivation was the critical motivation ethics and ecology (H3c), with statements on wanting to fight against waste. The other critical motivation, distance from the system (H3c), is not an influential motivation, meaning respondents would not sell clothing second-hand online to distance themselves from the regular consumer stream. The last and least influential motivation was the recreational motivation (H3a) to enjoy preparing

clothing pieces for the sale. To conclude, the more the respondents felt motivated the more positive they felt towards selling second-hand clothing online.

The above mentioned results were partially in line with previous research done by Röring (2022), as mentioned in the theoretical framework, on motivations to sell second-hand clothing online. Their research points out that economic and critical motivations positively influence the attitude towards selling, recreational is only partially supported. This thesis, points out that economic and recreational motivations fully influence attitude positively, and critical motivations only partially. This could be due to the fact that individuals might not view selling second-hand clothing as distancing themselves from the system. As previously mentioned, some respondents commented that donating second-hand clothing was not part of the survey, while this should have been an option in their view. On the other hand, respondents might not view selling second-hand clothing as distancing oneself due to the growing understanding of the harm caused by the fashion industry, and therefore selling second-hand clothing might not be new in their view (Sorensen & Jorgensen, 2019).

The fourth hypothesis showed that the intention to sell second-hand clothing online was positively influenced by the attitude, subjective norm, and the perceived behavioral control. The strongest effect reached by the attitude towards the behavior (H4a). This means, that the more a respondent liked the idea of selling second-hand clothing, the more likely they were to sell it online. A less strong influence was exerted by perceived behavioral control (H4c). This implied that the more confident the respondents were that they could perform selling second-hand clothing online, the more likely they were to do so. Lastly, the least strong influence of the selling intention is the subjective norm (H4b), so respondents did not feel a lot of pressure from their surroundings to sell second-hand clothing online. To conclude, the more positive a respondent felt towards selling second-hand clothing online, the more confident they were in their ability and the more pressure they felt, the more they were willing to sell second-hand clothing.

These findings were in line with previous performed research by Röring (2022), which states that a positive attitude towards selling second-hand clothing online and a positive subjective norm towards selling second-hand clothing online positively influence the intention to sell second-hand clothing online. However, Röring applied the theory of reasoned action by Ajzen and Fishbein (1980) and Fishbein and Ajzen (1975) and not the theory of planned behavior by Ajzen (1991), and therefore the impact of the perceived behavioral control could not be compared.

The comparisons between the motivations of buyers and non-buyers showcase large differences, meaning that the recreational (H5a), economic (H5b), and critical (H5c) motivations are much higher for buyers than non-buyers. The smallest difference is with the recreational motivation, which was the most important motivation for buyers and the greatest difference in motivation is with the critical motivation. Meaning, the critical motivation is an important motivation to focus on to, as there could be the highest amount of individuals to persuade.

The test to compare the means of the motivations of sellers and non-sellers point out that there were large effect differences. This means that the sellers had higher recreational (H6a), economic motivations (H6b), and critical motivations (H6c). The least impactful effect difference was with the economic motivation, meaning that the difference of the means between the economic motivations of the sellers and non-sellers is smallest here, and therefore the non-sellers do see the economic motivation as the most important one to sell. Both critical and recreational motivation were low, meaning that there is the highest amount to gain in terms of motivating individuals to sell second-hand clothing.

The independent t-tests show that buyers had a more favorable attitude towards selling second-hand clothing online, a more positive subjective norm, a higher perceived behavioral control and a higher intention to buy second-hand clothing. The largest mean difference was between the buying intention of second-hand clothing, the smallest was of the perceived behavioral control to buy second-hand clothing online.

The last tested hypotheses was done with an independent t-test to uncover differences between the attitude toward selling second-hand clothing, the subjective norm, the perceived behavioral control, and the intention to buy second-hand clothing. The sellers scored higher on all elements, except for the subjective norm, both the sellers and non-sellers were equally influenced by the people that care about them when it concern selling second-hand clothing online.

5.2 Conclusion

The aim of this thesis was to answer the research questions "*To what extent are individuals in the Netherlands motivated to buy and sell second-hand clothing on online clothing platforms?*" and "*What are motivational factors for individuals in the Netherlands to buy and sell second-hand clothing on online clothing platforms?*" based off the previously discussed results. The analyses show that individuals in the Netherlands between 18 and 64-

years old were very willing and motivated to buy and sell second-hand clothing online. The results of the analyses showed that the respondents have a favorable attitude towards the behavior, a positive perceived behavioral control and buying and selling intention. For buyers, all motivations were proven to be motivational for buying second-hand clothing. The most substantial motivation to buy second-hand clothing online was the recreational motivation, thus for the individual to enjoy the hunt for a unique piece. Additionally, all motivations for selling were significant, except for one to distance themselves from the system. The most important motivation to sell second-hand clothing online is economic, to earn some extra money by selling used clothes.

5.3 Limitations & Strengths

From the method, results, and conclusion, some limitations can be derived. First the choice for a quantitative method comes with its downsides. Most important for the current research was the focus on closed versus open ended questions. From the results it could be derived that respondents felt more social pressure to buy second-hand clothing online, rather than to sell second-hand clothing online. This was an unanticipated finding that now could not be followed up on. It is of interest to see why there is a difference in subjective norm of buying and selling second-hand clothing. Also, the respondents were unable to add other types of motivations to those included in the questions. Though, admittedly, no-one made use of the comment box at the end of the survey to add such suggestions.

Another limitation of the current methodology is that, even though the measures were carefully selected, the reliability for the measure for the overall scale of critical motivation to sell was insufficient (i.e., .57). Hence, the subscales for critical motivation had to be used instead. Thankfully, these were reliable (.733 and .92) and using them both actually revealed some interesting results. Additionally, as hypothesis 3c, concerning critical motivation 'distance from the system' to sell second-hand clothing was rejected, this gave insight into how the respondents currently viewed selling second-hand clothing. As previously discussed, this could be due to the changes from the past years that second-hand clothing has become more regular in society and therefore is not viewed as 'distancing one from the system' (Sorensen & Jorgensen, 2019).

The last limitation of this research is that we will not know for certain that the respondents will perform according to the behavior they intent to perform. The theory of planned behavior by Ajzen (1991) was used to predict certain behavior, but cannot be know

for sure. We do not know for certain whether they will actually buy or sell second-hand clothing online in the near future. However, hopefully with the insights of this research, more individuals in the Netherlands can be motivated to do so.

Aside from the limitations, this thesis also has several strengths, among which the high number of respondents, the relevant target audience, and the reliability of all the other scales. The minimum requirement of the Erasmus University is 150 respondents. This thesis counts a total of 551 reached respondents of which 435 were found useful for the further analyses that were performed. Furthermore, this thesis is of importance due to the academic knowledge gap that exists within academics concerning the willingness and motivations of Dutch consumers to buy and sell second-hand clothing and thereby contribute to the circular economy to preserve nature. Additionally, this target audience was of particular interest due to the Dutch imbalance between the current relative number of buyers (24%) and sellers (34%) of second-hand clothing online. And lastly this thesis had strength due to the reliability of the scales applied in the analyses. As Table 1 and Table 2 pointed out, all Cronbach alpha's of the individual scales were above .70, which ensures reliability (Hair et al., 2010).

5.4 Theoretical and societal implications

The results and discussion of this thesis have enabled theoretical implications for academic and social relevance. To commence with the academic implications. As mentioned in the introduction of this thesis, there was a gap in the knowledge on Dutch individuals and the willingness and motivations to buy and sell second-hand clothing online. It turns out, these individuals are certainly willing and motivated to buy and sell second-hand clothing online. As this research pointed out, about half of our sample were buying or selling (i.e., 204 buyers and 203 sellers). However, importantly, only 127 respondents did both. This imbalance can be taken care of by companies or the government by creating campaigns that focus on the motivations that turn out to be most important: critical and economic for non-buyers and economic and recreational for non-sellers.

By focusing campaigns on critical aspects, such as the ethical and ecological advantages of buying second-hand clothing, or recreational, by emphasizing how much pleasure buying second-hand clothing can bring, it could stimulate more individuals to participate. Consumer-to-consumer and business-to-consumer recommerce companies and governments should stress the matter that clothes have longer life time use then one would expect, and buying second-hand clothing is a better opportunity then to buy new clothing.

This will set a trend that fast fashion companies will redesign their business models into more sustainable manners of selling clothes. Furthermore, the campaigns focused on the advantages of selling second-hand clothes to non-sellers, focused on economic or recreational advantages, will increase the amount of sellers on the recommerce platforms. The economic campaigns should focus on the extra money individuals can earn, by simply cleaning out their closets, taking pictures of the clothing, and posting it online. It should be made attractive, easy, and fun in order to motivate as much individuals as possible. By stimulating the individuals, not only the companies-to-consumer and business-to-consumer recommerce companies make more growth, the circular economy is stimulated and growth is inevitable then. This relates back to the social relevance of this thesis, the importance of reducing the amount of waste that is created by the fashion industry.

Furthermore, the results, discussion, and limitations have resulted in possible suggestions for future research. For future research is it interesting to analyze what type of campaigns individuals reply most to, based off the newly applied motivations. The designs of these campaigns can be tested through experiments, to analyze what texts or images respondents most apply to. Additionally, it could be of interest to examine what platforms attract certain target groups. Is there a difference in motivation per platform, are more high end platforms attractive to a different target audience. The last suggestion for possible research is based on Table 1 and Table 2 in chapter 3.3. These pointed out that individuals have a high buying and selling intention, but not all respondents already do so. It could be of interest to go further into these thoughts with in-depth interviews to get into the head of the individual. By gaining more in-depth insights of the minds that acquire clothing, we could get a better grasp on how to save the world.

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Appendix A Research items

Table 1 Motivations to buy second-hand clothing (Author, 2023)

Theory	Concept	Item	Scale
Attitude towards buying second-hand clothing (Ek Styvén & Mariani, 2020; Hazen et al., 2017).		1. I like the idea of buying second-hand clothes 2. Purchasing second-hand clothing online is a good idea 3. I have a positive attitude towards buying second-hand clothes	5-point Likert scale (strongly disagree-strongly agree)
Buying Intention (Han et al., 2010)		1. I am willing to buy second-hand clothing on online platforms 2. I plan to buy second-hand clothing on online platforms 3. I will make an effort to buy second-hand clothing on online platforms	5-point Likert scale (strongly disagree-strongly agree)
Motivations to buy second-hand clothing (Guiot and Roux, 2010)			
Recreational motivation (Guiot and Roux, 2010)			
	Treasure hunting	1. I like to scroll on online marketplaces hoping to find a real treasure 2. I go to certain second-hand outlets to rummage around and try to find something 3. I'm often on the look-out for a find when I go to certain online second-hand platforms	5-point Likert scale (strongly disagree-strongly agree)
	Originality	1. I hope to come across clothing pieces that nobody else has 2. I hope to come across original articles that are not found in mainstream stores	5-point Likert scale (strongly disagree-strongly agree)
	Nostalgic pleasure	1. I am attracted more to vintage clothing 2. I buy clothing second-hand because they are old and have a history 3. I like buying second-hand clothes because I find them authentic	5-point Likert scale (strongly disagree-strongly agree)
Economic motivations (Guiot and Roux, 2010)			
	Gratification role of price	1. I can afford more things because I pay less second-hand 2. I can have more things for the same amount of money if I buy second-hand 3. I feel that I have lots of things for a not much money by buying them second-hand	5-point Likert scale (strongly disagree-strongly agree)
	Search for a fair	1. I don't want to pay more for clothes	5-point Likert scale

	price	2. By buying second-hand, It feels like I'm paying a fair price for things	(strongly disagree-strongly agree)
Critical motivation (Guiot and Roux, 2010)			
	Ethics and Ecology	1. I enjoy buying second-hand because I don't like objects being thrown away that can still be of use 2. By buying second-hand, I feel I'm helping fight against waste	5-point Likert scale (strongly disagree-strongly agree)
	Distance from the system	1. By buying second-hand, I feel like I'm escaping the regular consumption system 2. Buying second-hand is for me a revenge on the consumption system 3. Buying second-hand enables me to distance myself from the regular consumer society	5-point Likert scale (strongly disagree-strongly agree)
Subjective norm (Author, 2023; Lira & Costa, 2022;)		1. Most people who are important to me think I should buy second-hand clothing 2. When it comes to buying second-hand clothing, I want to do what important people think I should do 3. I feel under social pressure to buy second-hand clothing	5-point Likert scale (strongly disagree-strongly agree)
Perceived behavioral control (Han et al., 2010; Lira & Costa, 2022)		1. Whether or not I buy second-hand clothing on online platforms is up to me 2. I am confident that I can buy second-hand clothing on online platforms 3. If I desire, it is easy for me to buy second-hand clothing on online platforms	5-point Likert scale (strongly disagree-strongly agree)

Table 2 Motivations to sell second-hand clothing (Author, 2023)

Theory	Concept	Item	Scale
Attitude towards buying second-hand clothing (Author, 2023; Ek Styvén & Mariani, 2020; Hazen et al., 2017;).		1. I like the idea of selling second-hand clothes 2. Selling second-hand clothes online is a good idea 3. I have a positive attitude towards selling second-hand clothes	5-point Likert scale (strongly disagree-strongly agree)
Selling Intention (Author, 2023; Han et al., 2010)		1. I am willing sell second-hand clothing on online platforms 2. I plan to sell second-hand clothing on online platforms 3. I will make an effort to sell second-hand clothing on online platforms	5-point Likert scale (strongly disagree-strongly agree)

Motivations to sell second-hand clothing (Guiot and Roux, 2010)			
Recreational motivation (Author, 2023; Guiot and Roux, 2010)			
	Pleasure	1. I like preparing the clothes for the second-hand sale: make pictures etc. 2. I like deciding the price when selling clothes online	5-point Likert scale (strongly disagree-strongly agree)
Economic motivations (Author, 2023; Guiot and Roux, 2010)			
	Generate extra income	1. I can earn money by selling my clothes second-hand 2. It is better to earn money with selling my clothes than to earn nothing by throwing them away	5-point Likert scale (strongly disagree-strongly agree)
	Providing a fair price	1. I ask a fair price hoping that other do it as well	5-point Likert scale (strongly disagree-strongly agree)
Critical motivation (Author, 2023; Guiot and Roux, 2010)			
	Ethics and Ecology	1. I enjoy selling second-hand because I don't like clothes being thrown out that can still be used 2. By selling second-hand, I feel I'm helping fight against waste	5-point Likert scale (strongly disagree-strongly agree)
	Distance from the system	1. By selling second-hand clothes, I feel like I'm not participating in the regular consumption system 2. Selling second-hand is for me a revenge on the consumption system 3. Selling second-hand is a way for me to distance myself from the traditional consumer society	5-point Likert scale (strongly disagree-strongly agree)
Subjective norm (Author, 2023; Lira & Costa, 2022)		1. Most people who are important to me think I should sell second-hand clothing 2. When it comes to selling second-hand clothing, I want to do what important people think I should do 3. I feel under social pressure to sell second-hand clothing	5-point Likert scale (strongly disagree-strongly agree)
Perceived behavioral control (Author, 2023; Han et al., 2010; Lira & Costa, 2022)		1. Whether or not I sell second-hand clothing on online platforms is up to me 2. I am confident that I can sell second-hand clothing on online platforms 3. If I desire, it is easy for me to sell second-hand clothing on online platforms	5-point Likert scale (strongly disagree-strongly agree)

Appendix B English survey

Survey Master Thesis Second-hand Clothing

_____

Screen 1

Dear participant,

Thank you very much for participating in this research. I am a student of the master Media & Business at Erasmus University Rotterdam. This research consists of a survey with questions on your experiences with buying and selling second-hand clothing online. Please also participate if you have little or no experience with buying and selling second-hand clothing online.

Your participation is completely voluntarily, meaning that you can quit at any time during your participation. Furthermore, your personal information will be kept strictly confidential, and the findings of this survey will be used solely for thesis purposes. Hence, your anonymity is guaranteed. Completing the survey takes approximately 10 minutes.

If you have any questions during or after your participation, please feel free to contact me, Thebe, at 580486tj@eur.nl. This survey is available in English and Dutch. To switch to Dutch, please use the language dropdown menu in the top right corner.

 I understand the above and agree on participating in this research.
-I agree
-I do not agree

_____

Screen 2

(Q1- Age) What is your age?
Dropdown menu for all age options
- *17 years or younger*
- *18*
- *19*
- *...*
- *64*
- *Above 64*

(Q2 – stay in the Netherlands)
-Have you been in the Netherlands longer than a year? Yes / no

_____

Screen 3

(Q3 – active buyer/seller)

- I buy second-hand clothing

- I sell second-hand clothing
- I sell and buy second-hand clothing
- I don't buy or sell second-hand clothing

Screen 4

This survey exists of two parts. The first part is about buying second-hand clothing online and the second part is about selling second-hand clothing online. Your responses are very valuable whether you are a buyer, seller, or neither of those. I am very curious to see what the motivations to buy or sell are. The statements might be similar for buying and selling, but all responses are of great importance.

(Q4- Attitude toward buying behavior)
So first, to what extent do you agree with the following statements about **buying second-hand** clothing? Please provide honest answers, there is no right or wrong.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
(Q4_1) I like the idea of buying second-hand clothing online	1	2	3	4	5
(Q4_2) Purchasing second-hand clothing online is a good idea	1	2	3	4	5
(Q4_3) I have a positive attitude towards buying second-hand clothing online	1	2	3	4	5

Screen 5

(Q5- buying intention)
The following statements are about the intention to buy second-hand clothing online.
To what extent do you agree with the following statements?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
(Q5_1) I am willing buy second-hand clothing on online	1	2	3	4	5

platforms					
(Q5_2) I plan to buy second-hand clothing on online platforms	1	2	3	4	5
(Q5_3) I will make an effort to buy second-hand clothing on online platforms	1	2	3	4	5

Screen 6

(Q6- Motivations to buy: recreational: treasure, originality, nostalgic pleasure)
The next statements are about motivations to buy second-hand clothing. To what extent do you agree with the following statements?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
(Q6_1) I like to scroll on online platforms hoping to find a real treasure	1	2	3	4	5
(Q6_2) I go to certain second-hand platforms to rummage around and try to find something	1	2	3	4	5
(Q6_3) I'm often on the look-out for a find when I go to certain online second-hand platforms	1	2	3	4	5
(Q6_4) I hope to come across clothing that nobody else has	1	2	3	4	5
(Q6_5) I hope to come across clothing that is not found in mainstream stores	1	2	3	4	5
(Q6_6) I am attracted more to vintage clothing	1	2	3	4	5

(Q6_7) I buy clothing second-hand because they are old and have a history	1	2	3	4	5
(Q6_8) I like buying second-hand clothing because I find them authentic	1	2	3	4	5

_____

Screen 7

(Q7- Motivations to buy: economic: gratification role of price, search for fair price)
And, to what extent do you agree with these statements?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
(Q7_1) I can afford more clothing because I pay less second-hand	1	2	3	4	5
(Q7_2) I can have more clothing for the same amount of money if I buy second-hand	1	2	3	4	5
(Q7_3) I feel that I have lots of things for not much money by buying them second-hand	1	2	3	4	5
(Q7_4) I don't want to pay more for clothes just because they are new	1	2	3	4	5
(Q7_5) By buying second-hand, It feels like I'm paying a fair price for things	1	2	3	4	5

_____

Screen 8

(Q8- Motivations to buy: critical: 1/3 distance from system, 4/6 ethics and ecology)

Also, to what extent do you agree on the following statements?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
(Q8_1) I enjoy buying second-hand because I don't like clothing being thrown away that can still be of use	1	2	3	4	5
(Q8_2) By buying second-hand, I feel I'm helping fight against waste	1	2	3	4	5
(Q8_3) By buying second-hand, I feel like I'm escaping the regular consumption system	1	2	3	4	5
(Q8_4) Buying second-hand is for me a revenge on the consumption system	1	2	3	4	5
(Q8_5) Buying second-hand enables me to distance myself from the regular consumer society	1	2	3	4	5

_____

Screen 9

(Q9 – Subjective norm)
Next we have some questions about how the people that matter to you feel towards buying second-hand clothing online.
To what extent do you agree with the following statements?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
(Q9_1) Most people who are important to me think I should buy second-hand clothing online	1	2	3	4	5
(Q9_2) When it comes to buying second-hand clothing online, I want to do what important people think I should do	1	2	3	4	5

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
(Q9_3) I feel under social pressure to buy second-hand clothing online	1	2	3	4	5

_____

Screen 10

(Q10 – Perceived behavioral control)
These are the last statements about buying second-hand clothing. To what extent do you agree with the following statements?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
(Q10_1) Whether or not I buy second-hand clothing online is up to me	1	2	3	4	5
(Q10_2) I am confident that I can buy second-hand clothing online	1	2	3	4	5
(Q10_3) If I desire, it is easy for me to buy second-hand clothing online	1	2	3	4	5

_____

Screen 11

The next statements are about **selling second-hand clothing**. Many statements seem similar to those you already responded to, however, they are different and also very important.

(Q11– Attitude towards selling)
To start, to what extent do you agree to the following statements?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
(Q11_1) I like the idea of selling second-hand clothing online	1	2	3	4	5
(Q11_2) Selling second-hand	1	2	3	4	5

clothing online is a good idea					
(Q11_3) I have a positive attitude towards selling second-hand clothing online	1	2	3	4	5

Screen 12

(Q12 – Selling intention)
The following statements are about the intention to sell second-hand clothing online.
And, to what extent do you agree with the following statements?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
(Q12_1) I am willing sell second-hand clothing online	1	2	3	4	5
(Q12_2) I plan to sell second-hand clothing online	1	2	3	4	5
(Q12_3) I will make an effort to sell second-hand clothing online	1	2	3	4	5

Screen 13
(Q13 – motivation to sell: recreational: pleasure)

The next statements are about motivations to sell second-hand clothing. Even though you might not be selling second-hand clothing, think of what might motivate you to do so.
To what extent do you agree with the following statements?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
(Q13_1) I like preparing the clothes for the second-hand sale: create a nice setting, take the pictures, etc.	1	2	3	4	5

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
(Q13_2) I like deciding the price when selling clothing online	1	2	3	4	5

Screen 14

(Q14 – Motivations to sell: economic: generate income, providing fair price)
To what extent do you agree with the following statements?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
(Q14_1) I can earn money by selling my clothing second-hand online	1	2	3	4	5
(Q14_2) It is better to earn money with selling my clothes online than to earn nothing by throwing them away	1	2	3	4	5
(Q14_3) I ask a fair price hoping that others do it as well	1	2	3	4	5

Screen 15

(Q15 – Motivation to sell: critical motivations: distance from system, ethics ecology)
To what extent do you agree with the following statements?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
(Q15_1) I enjoy selling second-hand because I don't like clothes being thrown out that can still be used	1	2	3	4	5
(Q15_2) By selling second-hand, I feel I'm helping fight	1	2	3	4	5

against waste					
(Q15_3) By selling second-hand clothing online, I feel like I'm not participating in the regular consumption system	1	2	3	4	5
(Q15_4) Selling second-hand clothing online is for me a revenge on the consumption system	1	2	3	4	5
(Q15_5) Selling second-hand clothing online is a way for me to distance myself from the traditional consumer society	1	2	3	4	5

_____

Screen 16

(Q16 – Subjective norm on selling)
Next we have some questions about how the people that matter to you feel towards selling second-hand clothing online. To what extent do you agree with the following statements?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
(Q16_1) Most people who are important to me think I should sell second-hand clothing online	1	2	3	4	5
(Q16_2) When it comes to selling second-hand clothing online, I want to do what important people think I should do	1	2	3	4	5
(Q18_3) I feel under social pressure to sell second-hand clothing online	1	2	3	4	5

_____

Screen 17

(Q17 – Perceived control to sell)
To what extent do you agree with the following statements?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
(Q17_1) Whether or not I sell second-hand clothing online is up to me	1	2	3	4	5
(Q17_2) I am confident that I can sell second-hand clothing online	1	2	3	4	5
(Q17_3) If I desire, it is easy for me to sell second-hand clothing online	1	2	3	4	5

_____

Screen 18

The end is almost near! You have now answered all statements, I just have some general questions left.

(Q18 Familiarity Vinted)
→ Have you familiar with Vinted?
Yes/no

(Q19 – Use of other platforms?)
For selling or buying clothes online I use/ would use:
- Vinted
- Marktplaats
- Rebelle
- Vestiare Collective
- Zalando pre-loved
- Reloaved
- Sellpy
- The Next Closet
- Depop
- I don't know any platforms
- Other.. _____

(Q20-Level of education)
- Less than high school
- High school

- Bachelor's degree
- Master's degree
- PhD, MBA, or other equivalent
- Other..

(Q21 – Gender)
- Female
- Male
- Non-binary
- Rather not say

(Q22- Working/student)
- What is applicable to you? You can choose multiple answers.
- -I study parttime
- -I study fulltime
- -I work parttime
- -I work fulltime
- -None of the above

Screen 19

(Q23 end)
Thank you for taking the time to participate in my research, you have now reached the end. If you have any questions or comments you can list them here of contact me via 580486tj@eur.nl
(Text box)

End button

Appendix C Dutch survey

Survey Master Thesis Tweedehandskleding

Screen 1

Beste deelnemer,

Hartelijk dank voor uw deelname aan dit onderzoek. Ik ben student van de master Media & Business aan de Erasmus Universiteit Rotterdam en mijn onderzoek bestaat uit een enquête met vragen over uw ervaringen met het online kopen en verkopen van tweedehandskleding. U kunt ook meedoen als u weinig of geen ervaring hebt met het online kopen en verkopen van tweedehandskleding.

Houd er rekening mee dat uw deelname volledig vrijwillig is, wat betekent dat u tijdens uw deelname op elk moment kunt stoppen. Bovendien zullen uw persoonlijke gegevens strikt vertrouwelijk worden behandeld en zullen de bevindingen van dit onderzoek uitsluitend voor thesisdoeleinden worden gebruikt. Uw anonimiteit is dus gegarandeerd. Het invullen van de enquête duurt ongeveer 10 minuten.

Mocht u tijdens of na uw deelname nog vragen hebben, neem dan gerust contact op met mij, Thebe, via 580486tj@eur.nl. Deze enquête is beschikbaar in het Engels en Nederlands. Om over te schakelen naar het Engels, gebruikt u het vervolgkeuzemenu voor talen in de rechterbovenhoek.

Ik begrijp het bovenstaande en ga akkoord met deelname aan dit onderzoek.
-Ik ga akkoord
-Ik ga niet akkoord

Screen 2

(Q1- Age) Hoe oud bent u?
Dropdown menu voor alle leeftijdsopties
- *Onder 18*
- *18*
- *19*
- *...*
- *64*
- *Ouder dan 64*

(Q2 – verblijf in Netherland)
- Bent u langer dan 1 jaar in Nederland*? Yes / no*

Screen 3

(Q3 – active buyer/seller)

- Ik koop tweedehandskleding online
- Ik verkoop tweedehandskleding online
- Ik koop en verkoop tweedehandskleding online
- Ik koop of verkoop geen tweedehandskleding online

_____

Screen 4

Dit onderzoek bestaat uit twee delen. Het eerste deel gaat over het online kopen van tweedehandskleding en het tweede deel gaat over het online verkopen van tweedehandskleding. Uw reacties zijn zeer waardevol, of u nu een koper, verkoper of geen van beiden bent. Ik ben erg benieuwd wat de beweegredenen zijn om te kopen of te verkopen. De stellingen kunnen vergelijkbaar zijn voor kopen en verkopen, maar vul ze allemaal in, aangezien ze van groot belang zijn voor mijn onderzoek.

(Q4- Attitude toward buying behavior)

Dus om te beginnen, in hoeverre bent u het eens met de volgende stellingen over het **kopen van tweedehandskleding**? Probeer eerlijk te antwoorden, er is geen goed of fout.

	Sterk oneens	Enigszins oneens	Niet eens, niet oneens	Enigszins mee eens	Sterk mee eens
(Q4_1) Ik vind het een leuk idee om tweedehandskleding online te kopen	1	2	3	4	5
(Q4_2) Online tweedehandskleding kopen is een goed idee	1	2	3	4	5
(Q4_3) Ik sta positief tegenover het online kopen van tweedehandskleding	1	2	3	4	5

_____

Screen 5

(Q5- buying intention)
De volgende stellingen gaan over de intentie om tweedehandskleding online te verkopen.
In hoeverre bent u het eens met de volgende stellingen?

	Sterk oneens	Enigszins oneens	Niet eens, niet oneens	Enigszins mee eens	Sterk mee eens
(Q5_1) Ik ben bereid tweedehandskleding te kopen op online platforms	1	2	3	4	5
(Q5_2) Ik ben van plan tweedehandskleding te kopen op online platforms	1	2	3	4	5
(Q5_3) Ik zal mijn best doen om tweedehandskleding te kopen op online platforms	1	2	3	4	5

_____

Screen 6

(Q6- Motivations to buy: recreational: treasure, originality, nostalgic pleasure)
De volgende stellingen gaan over motivaties om tweedehandskleding te kopen. In hoeverre bent u het eens met de volgende stellingen?

	Sterk oneens	Enigszins oneens	Niet eens, niet oneens	Enigszins mee eens	Sterk mee eens
(Q6_1) Ik scrol graag op online platforms in de hoop een echte schat te vinden	1	2	3	4	5
(Q6_2) Ik ga naar bepaalde tweedehands platforms om rond te snuffelen en iets te vinden	1	2	3	4	5
(Q6_3) Ik ben vaak op zoek naar een vondst als ik naar bepaalde online tweedehands platforms ga	1	2	3	4	5
(Q6_4) Ik hoop kleding tegen te komen die niemand anders heeft	1	2	3	4	5

(Q6_5) Ik hoop kleding tegen te komen die niet in reguliere winkels te vinden is	1	2	3	4	5
(Q6_6) Ik voel me meer aangetrokken tot vintage kleding	1	2	3	4	5
(Q6_7) Kleding koop ik tweedehands omdat ze oud zijn en een geschiedenis hebben	1	2	3	4	5
(Q6_8) Ik koop graag tweedehands kleding omdat die kleding authentiek is	1	2	3	4	5

_____

Screen 7

(Q9- Motivations to buy: economic: 1/3 gratification role of price, 4/5 search for fair price)
En in hoeverre bent u het eens met deze stellingen?

	Sterk oneens	Enigszins oneens	Niet eens, niet oneens	Enigszins mee eens	Sterk mee eens
(Q7_1) Ik kan meer kleding veroorloven omdat ik voor tweedehands minder betaal	1	2	3	4	5
(Q7_2) Tweedehands koop ik meer kleding voor hetzelfde geld	1	2	3	4	5
(Q7_3) Ik heb het gevoel dat ik veel dingen voor weinig geld heb door ze tweedehands te kopen	1	2	3	4	5
(Q7_4) Ik wil niet meer betalen voor kleding alleen maar omdat het nieuw is	1	2	3	4	5
(Q7_5) Door tweedehands te kopen, voelt het alsof ik een eerlijke prijs voor dingen betaal	1	2	3	4	5

_____

Screen 8

(Q8- Motivations to buy: critical: distance from system, ethics and ecology)
En in hoeverre bent u het eens met de volgende stellingen?

	Sterk oneens	Enigszins oneens	Niet eens, niet oneens	Enigszins mee eens	Sterk mee eens
(Q8_1) Ik koop graag tweedehands, want ik houd er niet van dat er kleding wordt weggegooid die nog bruikbaar is	1	2	3	4	5
(Q8_2) Door tweedehands te kopen, heb ik het gevoel dat ik help tegen verspilling	1	2	3	4	5
(Q8_3) Door tweedehands te kopen, heb ik het gevoel dat ik aan het reguliere consumptiesysteem ontsnap	1	2	3	4	5
(Q8_4) Tweedehands kopen is voor mij een revanche op het consumptiesysteem	1	2	3	4	5
(Q8_5) Door tweedehands te kopen, neem ik afstand van de gewone consumenten maatschappij	1	2	3	4	5

Screen 9

(Q9 – Subjective norm)
De volgende stellingen gaan over hoe mensen om u heen zich voelen tegenover het verkopen van tweedehandskleding online. In hoeverre bent u het eens met de volgende stellingen?

	Sterk oneens	Enigszins oneens	Niet eens, niet oneens	Enigszins mee eens	Sterk mee eens
(Q9_1) De meeste mensen die belangrijk voor me zijn, vinden dat ik tweedehandskleding online moet kopen	1	2	3	4	5

(Q9_2) Als het gaat om het online kopen van tweedehandskleding, wil ik doen wat belangrijke mensen vinden dat ik moet doen	1	2	3	4	5
(Q9_3) Ik voel sociale druk om online tweedehandskleding te kopen	1	2	3	4	5

_____

Screen 10

(Q10 – Perceived behavioral control)
Dit zijn de laatste stellingen over het kopen van tweedehandskleding. In hoeverre bent u het eens met de volgende stellingen?

	Sterk oneens	Enigszins oneens	Niet eens, niet oneens	Enigszins mee eens	Sterk mee eens
(Q10_1) Of ik tweedehandskleding online koop, is aan mij	1	2	3	4	5
(Q10_2) Ik heb er alle vertrouwen in dat ik tweedehandskleding online kan kopen	1	2	3	4	5
(Q10_3) Als ik wil, koop ik gemakkelijk tweedehandskleding online	1	2	3	4	5

_____

Screen 11

De volgende stellingen gaan over het **verkopen van tweedehands kleding**. Sommige uitspraken lijken misschien enigszins op de stellingen over kopen, maar ze zijn anders en allemaal even belangrijk.

(Q11– Attitude towards selling)
Om te beginnen, in hoeverre bent u het eens met de volgende stellingen?

	Sterk oneens	Enigszins oneens	Niet eens, niet	Enigszins mee eens	Sterk mee eens

			oneens		
(Q11_1) Ik vind het een leuk idee om tweedehandskleding online te verkopen	1	2	3	4	5
(Q11_2) Tweedehandskleding online verkopen is een goed idee	1	2	3	4	5
(Q11_3) Ik sta positief tegenover het online verkopen van tweedehandskleding	1	2	3	4	5

Screen 12

(Q12 – Selling intention)
De volgende stellingen gaan over de intentie om tweedehandskleding online te verkopen.
In hoeverre bent u het eens met de volgende stellingen?

	Sterk oneens	Enigszins oneens	Niet eens, niet oneens	Enigszins mee eens	Sterk mee eens
(Q12_1) Ik ben bereid tweedehandskleding online te verkopen	1	2	3	4	5
(Q12_2) Ik ben van plan tweedehandskleding online te verkopen	1	2	3	4	5
(Q12_3) Ik zal mijn best doen om tweedehandskleding online te verkopen	1	2	3	4	5

Screen 13

De volgende stellingen gaan over motivaties om tweedehandskleding te verkopen. Ook al verkoopt u geen tweedehandskleding, denk aan wat u zou kunnen motiveren om het wel te doen.

(Q13 – motivation to sell: recreational: pleasure)

In hoeverre bent u het eens met de volgende stellingen?

	Sterk	Enigszins	Niet	Enigszins	Sterk

	oneens	oneens	eens, niet oneens	mee eens	mee eens
(Q13_1) Ik vind het leuk om de kleding klaar te maken voor de tweedehandsverkoop: een mooie setting creëren, de foto's maken, enz.	1	2	3	4	5
(Q13_2) Ik vind het leuk om de prijs te bepalen bij het online verkopen van kleding	1	2	3	4	5

_____

Screen 14

(Q14 – Motivations to sell: economic: generate income, providing fair price)
In hoeverre bent u het eens met de volgende stellingen?

	Sterk oneens	Enigszins oneens	Niet eens, niet oneens	Enigszins mee eens	Sterk mee eens
(Q14_1) Ik kan geld verdienen door mijn kleding tweedehands online te verkopen	1	2	3	4	5
(Q14_2) Het is beter om geld te verdienen met het online verkopen van mijn kleding dan niets te verdienen door ze weg te gooien	1	2	3	4	5
(Q14_3) Ik vraag een eerlijke prijs in de hoop dat anderen dat ook doen	1	2	3	4	5

_____

Screen 15

(Q15 – Motivation to sell: critical motivations: distance from system, ethics ecology)
In hoeverre bent u het eens met de volgende stellingen?

	Sterk oneens	Enigszins oneens	Niet eens, niet oneens	Enigszins mee eens	Sterk mee eens
(Q15_1) Ik vind het leuk om tweedehands te verkopen, want ik houd er niet van dat er kleding wordt weggegooid die nog gebruikt kan worden	1	2	3	4	5
(Q15_2) Door tweedehands te verkopen, heb ik het gevoel dat ik help tegen verspilling	1	2	3	4	5
(Q15_3) Door tweedehandskleding te verkopen heb ik het gevoel dat ik ontsnap aan het normale consumptiesysteem	1	2	3	4	5
(Q15_4) Tweedehandskleding online verkopen is voor mij een revanche naar het normale consumptiesysteem	1	2	3	4	5
(Q15_5) Tweedehandskleding verkopen is voor mij een manier om mezelf te distantiëren van de reguliere consumptiemaatschappij	1	2	3	4	5

Screen 16

(Q16 – Subjective norm on selling)
In hoeverre bent u het eens met de volgende stelling?

	Sterk oneens	Enigszins oneens	Niet eens, niet oneens	Sterk mee eens	Sterk mee eens
(Q16_1) De meeste mensen die belangrijk voor me zijn, vinden dat ik tweedehandskleding online moet verkopen	1	2	3	4	5

(Q16_2) Als het gaat om het online verkopen van tweedehandskleding, wil ik doen wat belangrijke mensen vinden dat ik moet doen	1	2	3	4	5
(Q18_3) Ik voel sociale druk om tweedehandskleding online te verkopen	1	2	3	4	5

_____

Screen 17

(Q17 – Perceived control to sell)
In hoeverre bent u het eens met de volgende stellingen?

	Sterk oneens	Enigszins oneens	Niet eens, niet oneens	Enigszins mee eens	Sterk mee eens
(Q17_1) Of ik tweedehandskleding online verkoop, is aan mij	1	2	3	4	5
(Q17_2) Ik heb er alle vertrouwen in dat ik tweedehandskleding online kan verkopen	1	2	3	4	5
(Q17_3) Als ik wil, kan ik gemakkelijk tweedehandskleding online verkopen	1	2	3	4	5

_____

Screen 18

Het einde is nabij! U heeft nu alle stellingen beantwoord, er zijn alleen nog wat algemene vragen.

(Q18 Bekendheid Vinted)
→ Bent u bekend met Vinted?
Ja/nee

(Q19 – Use of other platforms?)
Welke platformen zou u gebruiken / gebruikt u voor het kopen en verkopen van tweedehandskleding?

- Vinted
- Marktplaats
- Rebelle
- Vestiare Collective
- Zalando pre-loved
- Reloaved
- Sellpy
- The Next Closet
- Depop
- Ik ken geen platformen
- Other.. _____

(Q20- Opleidingsniveau)
- Lagere school
- Middelbare school
- MBO
- Bachelor's degree
- Master's degree
- PhD, MBA, of iets gelijk
- Anders..

(Q21 – Geslacht)
- Vrouw
- Man
- Non-binary
- Zeg ik liever niet

(Q22- Werkend/student)
- What is applicable to you? You can choose multiple answers.
- -I study parttime
- -I study fulltime
- -I work parttime
- -I work fulltime
- -None of the above

_____

Screen 19

(Q23 end)
Bedankt dat u de tijd heeft genomen om deel te nemen aan mijn onderzoek, u bent nu aan het einde gekomen. Als u vragen of opmerkingen heeft, kunt u deze hier vermelden of mij mailen naar 580486tj@eur.nl. Heeft u momenteel vragen of opmerkingen?
(Text box)
End button