

LAPPEENRANTA UNIVERSITY OF TECHNOLOGY

School of Business and Management

International Marketing Management

MASTER'S THESIS

**CONSUMER PERCEPTIONS AND ATTITUDES TOWARDS SECOND-HAND
C2C ONLINE BUYING**

Reija Nieminen

First supervisor: Professor Sanna-Katriina Asikainen

Second supervisor: Associate professor Anssi Tarkiainen

ABSTRACT

Author	Reija Nieminen
Title	Consumer perceptions and attitudes towards second-hand C2C online buying
Faculty	LUT, School of Business and Management
Master's Program	International Marketing Management
Year	2016
Master's Thesis	Lappeenranta University of Technology 70 pages, 8 figures, 1 table and 1 appendix
Examiners	Professor Sanna-Katriina Asikainen Associate professor Anssi Tarkiainen
Key words	second-hand consumer-to-consumer online buying, consumer-to-consumer e-commerce, consumer-to-consumer market, second-hand consuming

The aim of the research was to lighten up consumer attitudes and perceptions towards the recent topic of second-hand consumer-to-consumer online buying, and to find out what motivates consumers to make purchases from C2C e-commerce marketplace, more precisely Facebook buy-sell-swap groups. The research was conducted through qualitative research method and the data was analysed with content analysis.

The findings of the research suggest that Facebook buy-sell-swap groups are found to be very easy to use, time-saving and convenient marketplaces where one can buy good quality products with a low price. Strict rules of the groups, difficulties of communication between a buyer and a seller and security issues were notified as negative factors. Motivations for buying from Facebook buy-sell-swap groups were easiness of use, quick browsing, economical reasons, a wide selection of products available and environmental reasons. Positive benefits overcame the negative issues in the groups.

TIIVISTELMÄ

Tekijä	Reija Nieminen
Tutkielman nimi	Consumer perceptions and attitudes towards second-hand C2C online buying
Tiedekunta	LUT, School of Business and Management
Maisteriohjelma	International Marketing Management
Vuosi	2016
Pro gradu –tutkielma	Lappeenranta University of Technology 70 sivua, 8 kuvaa, 1 taulukko and 1 liite
Tarkastajat	Professori Sanna-Katriina Asikainen Tutkijaopettaja Anssi Tarkiainen
Hakusanat	käytettyjen tavaroiden vertaisverkkokauppa, käytettyjen tavaroiden ostaminen, nettikirpputorit

Tutkimuksen tavoitteena oli tutkia kuluttajien asenteita ja kokemuksia käytettyjen tuotteiden vertaisverkkokaupasta Facebookin kirpputoriryhmissä, sekä selvittää, mikä motivoi kuluttajia tekemään ostoksia Facebookin kirpputoreilla. Tutkimus toteutettiin käyttäen kvalitatiivista tutkimusta ja aineisto analysoitiin sisällönanalyysin avulla.

Tutkimuksen keskeisenä tuloksena oli, että Facebookin vertaiskaupparyhmät ovat helppokäyttöinen, aikaa säästävä ja käytännöllinen tapa tehdä laadukkaita hankintoja edullisella hinnalla. Negatiivisina tekijöinä tutkimuksessa nousivat esille asiat, jotka liittyivät vertaisverkkokauppapaikkojen sääntöihin, kaupankäynnin turvallisuuteen sekä ostajan ja myyjän väliseen kommunikointiin. Käytettyjen tuotteiden ostamisen motivaatioina Facebookin kirpputoreilla olivat ostamisen helppous, tuotteiden nopea selausmahdollisuus, laaja tuotteiden tarjonta sekä ympäristönäkökulmat. Ryhmissä käytävän kaupankäynnin positiiviset puolet nousivat käyttäjillä negatiivisia suuremmiksi.

TABLE OF CONTENTS

1 INTRODUCTION.....	1
1.1 Background of the research.....	1
1.2 Literature review	4
1.3 The aim of the research and research questions.....	6
1.4 Theoretical framework.....	7
1.5 Key concepts	8
1.6 Delimitations	9
1.7 Research methodology	10
1.8 The structure of the research	10
2 SECOND-HAND C2C ONLINE BUYING	12
2.1 Second-hand market.....	12
2.1.1 Finnish online second-hand market.....	17
2.1.2 Second-hand online marketplaces.....	21
2.1.3 C2C e-commerce.....	25
2.2 Motivations for second-hand consumption.....	31
2.2.1 What is motivation?	31
2.2.2 Second-hand buying motivations.....	32
2.2.3 Economic motivations.....	38
2.2.4 Ethical motivations.....	40
3 RESEARCH METHODOLOGY	42
3.1 Research method.....	42
3.2 Reliability and validity.....	43
3.3 Data collection and analysis	44
4 EMPIRICAL FINDINGS.....	46
4.1 Respondent statistics.....	46
4.2 Consumer perceptions and attitudes towards second-hand C2C online buying	51
4.2.1 Reasons of joining Facebook sales groups	51
4.2.2 Effects on social life	53

4.3 Positive perceptions of Facebook sales groups	55
4.4. Negative perceptions of Facebook sales groups	58
4.5 Consumer motivations for second-hand C2C online buying	62
5 DISCUSSION AND CONCLUSIONS	65
5.1 Theoretical contribution.....	67
5.2 Managerial implications	69
5.3 Limitations and directions for future research	70
REFERENCES.....	72

1 INTRODUCTION

Consumer-to-consumer (C2C) e-commerce has experienced rapid growth in the past years. At the same time, second-hand market is booming. One could say that C2C e-commerce has become a new trend in the area of second-hand market. Besides eBay, Craigslist and other social commerce platforms there is a great number of different buy-sell-swap groups in Facebook, and they have thousands of members in Finland alone. In the groups, people may spend plenty of time browsing through hundreds of sales posts of all kinds of items from utensils to furniture. Local sales groups gather together people from same neighborhoods and encourage local second-hand trading.

This research aims to shed light on second-hand consumer-to-consumer buying in Facebook buy-sell-swap groups. The main focus is in understanding and explaining what are the consumer attitudes towards second-hand C2C online buying and what motivates them to engage in such markets as buyers.

1.1 Background of the research

Flea markets are seemingly recent forms of exchange between buyers and sellers but they are much alike the oldest forms of exchange which took place outside of the house (Belk. et al., 1998, 457). Today, second-hand market has extended from conventional flea markets to the online environment. Chu (2013, 1527) proposes that the great number of sales in online auctions indicates that the whole consumer behavior has changed dramatically from the days of conventional buying. Liao and Chu (2013, 1576), state that consumer online resale is growing to be an everyday method of buying/selling items. However, it has been argued that there is quite a little research over the area of second-hand market in the first

place (Sihvonen and Turunen, 2016). Yet, people are coming more and more interested in ecological aspects of their purchases and avoiding waste. It is no wonder why second-hand buying and selling are becoming a standard in people's day to day lives.

At the same time, consumers have adopted online buying as an important channel to buy many kinds of products and services, and also second-hand online buying has increased. In this study, second-hand online buying is researched in the consumer to consumer (C2C) perspective. Consumer behavior is an area of research that has been studied widely. However, C2C online second-hand buying is an area that has not been studied much yet, and Chu (2013) argues that researchers does not know much about online reselling behavior.

According to Leonard (2012, 16), the research of C2C is still in the stage of infancy and there is yet a lot to be learned. Jones and Leonard (2009, 1) claim that C2C e-commerce is a mounting area of electronic commerce. Online reselling has increased massively in past years alongside with the increase of online and second-hand buying overall, and therefore it is a very interesting and current topic to be discovered more deeply.

Studying C2C second-hand market will give retailers useful information of the competing marketplace. It could be that the whole reselling business will be touched by C2C reselling since as Chu (2013, 1527) proposes: "More consumers nowadays are acting the role of reseller by taking advantage of online consumer-to-consumer (C2C) auction sites." The results from the study will provide researchers and retailers greater knowledge of the consumer motivations for second-hand C2C online buying. The information can be useful especially for those retailers who are willing to broaden their business by starting to compete in the second-hand market.

It was interesting to notice that in 2016 (meanwhile the thesis was written) there were also released many new academic articles concerning C2C social commerce and second-hand shopping motivations such as Chen et al. (2016), Ferraro et al. (2016) and Sihvonen and Turunen (2016) just to name a few. Hence, it seem like in academic literature there has clearly been noted a great gap of research in the area of second-hand C2C markets recently and perhaps research in this area will increase plenty in the near future.

The currency and consumers' huge interest in Facebook buy-sell-swap –groups in Finland could be spotted also in September 2016, when a Finnish Facebook-user wrote an ironic text on her personal Facebook page about the difficulty of creating a sell-post that have enough information for the buyers, and the difficulty to follow the rules of Facebook buy-sell-swap -groups. She created a “perfect” sell-post in order to sell a baby snapsuit for just two euros and tried to make the post so informative that no-one interested to buy the snapsuit could have any more questions about the product.

The text was overly long and ironic, and had information such as how many times the snapsuit had been washed and with which washing powder and fabric softener. The information also included breeds of her dogs and all crucial measures of the snapsuit all the way to the observation tower. In less than 24 hours, the text was shared (by other Facebook users) for more than 8600 times and many Facebook users had commented underneath the post about their personal difficulties of trading products in Facebook sales groups. The fact that the post spread so quickly around Finland had probably much to do with the fact that there were many people who had had similar experiences in those groups in the past. (Aamulehti no. 1)

This study attempts to shed light on the very current and interesting phenomena of second-hand consumer-to-consumer (C2C) online market. The objective of the thesis is to understand and explain what are the consumer perceptions and attitudes towards second-hand C2C online buying in the context of Facebook buy-sell-swap groups. Consumer motivations towards second-hand C2C online buying and perceived positive and negative factors of Facebook sales groups will be studied as well. The research has been conducted for the reason that there was noted a research gap in the area of second-hand C2C online buying.

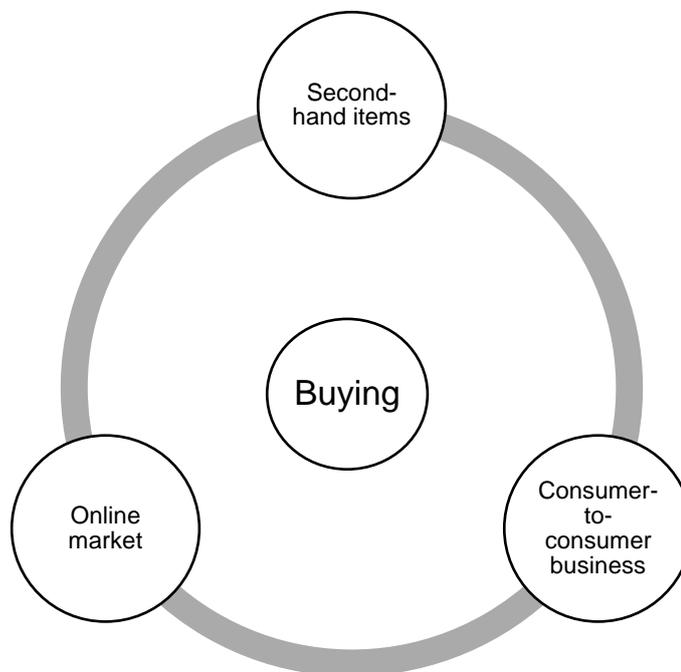


Figure 1. Research area

1.2 Literature review

As Wilkie (1994, 139) points out what, where and how one buy differs within consumers. One needs to understand the reasons for these differences to be able to understand buying behaviour. External factors such as age, income as well as social pressure are reasons for some of the differences in buying behavior.

Former literature over the second-hand consumption is completed in the context of online auctions (Abdul-Ghani et al., 2011, Cameron and Galloway, 2005, Chu and Liao 2007, Jeon et al., 2008), luxury (Turunen and Leipämaa-Leskinen, 2015), vintage (Cervellon et al., 2012) and fashion (Ferraro et al., 2015, Sihvonen and Turunen, 2016). There are also few studies over Facebook C2C social commerce (Chen et al., 2016) and studies of motives for second-hand consumption (Edbring et al., 2015, Guiot and Roux, 2010, Stone et al., 1996, Williams and Paddock, 2003). Chu (2013) studied consumer motivations for resale on C2C websites, thus the motivations of consumers to buy products on C2C websites is still not much covered in the field of second-hand products. Chu (2013, 1527) studied online resale behavior and identified total of four relevant motivations for online resale behavior.

Guiot and Roux, (2010, 357) refer to motivations for second-hand shopping as “*the psychological and material motives that orient consumers toward second-hand products and/or channels*”. In their qualitative research in 2010, they found fourteen dimensions of motivations for buying second-hand products. They sorted them in four domains of motivations: 1) critical concerns, 2) experiential expectations linked to the nature of the offering, 3) experiential expectations linked to channel characteristics and 4) economic orientations.

There have been a lot of research over trust and risk in e-commerce overall, but the area of trust in e-commerce that has not been researched a lot is C2C transactions (Leonard, 2012, 11). In the research by Leonard (2012, 13), that was conducted among U.S. undergraduate university students, she found out that over 96% of those people who had bought something online from C2C had done it more than once and the most common method of buying was online auctions.

Liao and Chu (2013) studied the influence of consumer online resale awareness on their purchase decisions in a Taiwanese online community. They found out that if the product the consumer has bought can easily be resold online, his/her estimation of the value of the product may change complexly with respect to purchase cost or resale return and this may also effect on consumer's willingness to buy new items. They also suggest that consumers' buying and reselling behaviors are affected by the consumers' online resale awareness (and expectation). (Liao and Chu, 2013, 1576).

Sihvonen and Turunen (2016, 287) studied fashion brands in the online second-hand markets. In their recent research, they evidenced a firm increase in the quantity of new online Facebook flea markets in Finland.

1.3 The aim of the research and research questions

This study attempt to shed light on consumer perceptions and attitudes towards the interesting and recent topic of consumer-to-consumer second-hand online market - more precisely, the buyer's side of the market has chosen for the topic of interest. Hence, consumer opinions over second-hand C2C online buying are in the centre of this study.

The research explores also the factors consumers find positive and negative in C2C second-hand buying in Facebook buy-sell-swap groups. Consumer motivations for second-hand products' online buying from C2C perspective are researched as well. The central point is to get a deeper understanding of the phenomena.

The research question of the study is:

What kind of perceptions and attitudes do consumers have towards second-hand C2C online buying?

The main research question is completed with three sub-questions. The sub-questions are:

1. Which factors consumers find positive in second-hand C2C online buying?
2. Which factors consumers find negative in second-hand C2C online buying?
3. What motivates consumers to buy second-hand products online from C2C?

The first and the second sub-questions are centred upon finding those factors which consumers find positive and negative in second-hand C2C buying. The third sub-questions focuses on consumer motivations. When the motivation is researched, one tries to discover many different areas that affect people's purchase decisions such as attitudes, beliefs and motives (DeMooij, 2011, 157). All questions are considered in the context of Facebook buy-sell-swap groups.

1.4 Theoretical framework

Theoretical framework presents the underlying theories behind the research area. This research exists in the field of consumer-to-consumer buying theories, second-hand online market theories and consumer motivations theories. Consumer

motivations, attitudes and perceptions have all their effect on consumer decision making and consumer decision to make a purchase.

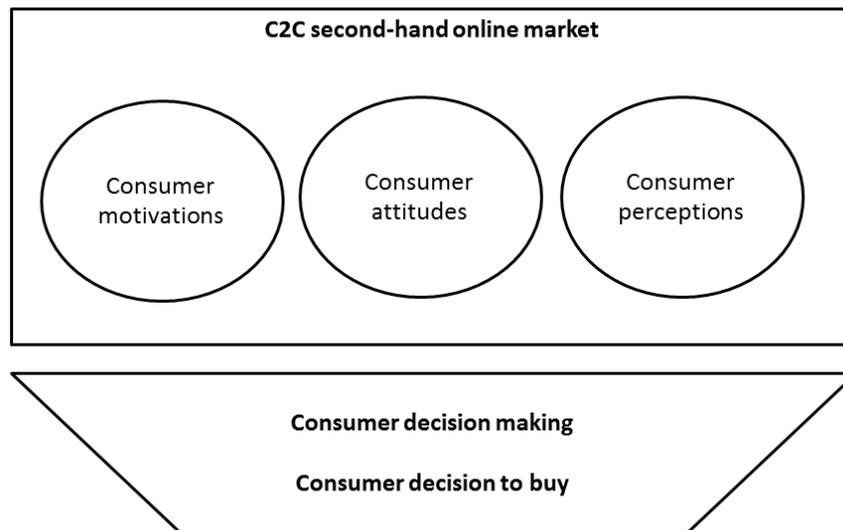


Figure 2. Theoretical framework

1.5 Key concepts

Attitudes

Attitude is a mind-set or a tendency to act in a particular way due both individual's experience and temperament. (Pickens, 2005, 44)

Perceptions

Perception is a process where "a person is confronted with a situation or stimuli". "The person interprets the stimuli into something meaningful to him or her based on prior experiences. However, what an individual interprets or perceives may be substantially different from reality." (Pickens, 2005, 52)

Second-hand shopping

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

C2C e-commerce

“Consumers transacting (buying and selling) electronically. (Leonard, 2012, 11)

Consumer online resale

An online resale in which the products being resold are purchased mainly for self-use, not for resale. (Chu and Liao 2007, 6)

Motivation

Motivation “refers to the processes that lead people to behave as they do. It occurs when a need is aroused that the consumer wishes to satisfy”. (Solomon 2011, 154)

1.6 Delimitations

This study focuses on consumer perceptions and attitudes towards C2C online second-hand buying in Finland. Hence, consumer opinions are in the core of the study. Since the method of the research is qualitative, the idea of the research is to understand and explain the phenomena and not to make generalizations of the attitudes of second-hand consumers overall. The factors consumers find positive and negative are also researched in the study as well as consumer motivations to second-hand C2C online buying. Respondent are all Finnish Facebook users who

belong to one or more Facebook buy-sell-swap groups, hence, the respondents represent a very narrow group of second-hand C2C online buyers.

Consumer preferences may vary across the countries/cultures so other countries are left outside of this study since the respondents are all Finnish. Second-hand market will be researched in the buyer's perspective so the perspective of the seller is left outside of this study. Consumer buying process or consumer decision making process it selves are not in the interest of this study either.

1.7 Research methodology

The research was conducted through qualitative research method and the data was collected from an online survey during November 2016. In the beginning of the qualitative survey the respondents were asked some preliminary questions to make sure they were qualified as informants on the study. Five respondents were screened out of the study because they were not found applicable as informants. The snowballing technique was used to get more respondents to answer the survey and respondents were requested to invite more participants to take part in the survey.

1.8 The structure of the research

The research is structured in six main sections: introduction, theory, methodology, empirical part, discussion and conclusions. Each main section is divided into smaller parts. Introduction section consists of the background of the research, literature review, the aim of the research and research questions. It also presents the theoretical framework, key concepts and delimitations of the study.

Theory section deals with second-hand online buying and motivations for online second-hand consumption from consumer-to-consumer. Second-hand market is inspected with respect to second-hand online marketplaces, Finnish second-hand market and C2C e-commerce.

Third chapter describes research method and fourth chapter presents empirical findings of the research. In the end, there are discussion and conclusions of the research in the fifth chapter.

2 SECOND-HAND C2C ONLINE BUYING

In this chapter second-hand markets, C2C e-commerce and second-hand online marketplaces will be explored more thoroughly. Also the concept of motivation is introduced and the motivations for second-hand consumption based on the previous literature are presented.

2.1 Second-hand market

According to Guiot and Roux (2010,357) second-hand shopping practices vary highly with respect to the type of products bought, frequency of purchasing, the number of products bought and the channel used.

It is not even twenty years ago when Hansen (2000, 248) reposted that second-hand clothing market in the West is much of a niche market. According to Hansen (2000, 248) for many people the need to buy second-hand clothes has reduced due to affordable mass-produced clothing, income distribution and purchasing power. Thus, till the 19th century second-hand clothing market was influential for the large group of population.

The situation of second-hand market seems to have gone through massive change after Hansen conducted his study in the year of 2000. According to Jack (2009, 20) second-hand items have become more popular because of the economic slowdown and the rise of eBay. However, age, gender and income still determines what kind of second-hand products people are buying. Today, more people are willing to buy second-hand products than before. The research by Lightspeed Researchers, conducted for Marketing Week, revealed that every

single UK citizen would now take second-hand buying into their consideration. (Jack, 2009, 20)

The difference from previous years is notable, and what is interesting is that 16 percent of the respondents told that they only started to buy second-hand items in the past year [year 2008]. (Jack 2009, 19) Edbring et al. (2015, 1) note that there do not exist much knowledge over alternative consumption models (such as second-hand products reselling or access-based consumption) in consumer attitude perspective.

Williams and Paddock (2003, 312) define alternative consumptions modes as “modes of goods acquisition that do not involve obtaining new goods from formal retail outlets (including mail order companies and the Internet)”. Yet, all second-hand and informal types of obtaining goods are counted in alternative consumption practises. Informal types of acquiring goods include acquiring items from friends and relatives or from personal advertisements while second-hand modes include car boot sales, second-hand shops, goods that come with the accommodation as well as market stalls selling used items.

Jack (2009, 20) found out what kinds of product groups and items people are buying second-hand. People tended to buy second-hand more small items than the big ones. Goods that were mentioned to be bought most second hand were books (38%) adult’s clothes, excluding winter clothes (10%), DVDs (10%), toys and games (9%) and CDs (8%). Only 3 percent of the respondents bought mainly children’s clothes second-hand. The most common online market places were eBay (75% of people had bought something in the past) and Amazon.com (41%). (Jack, 2009, 20)

In the study by Global Market Institute (GMI) (Chalal, 2013), it was found out that 35 percent of men and 25 percent of women were buying more second-hand items than new compared with the situation a year ago. According to GMI European marketing director Ralph Risk, the second-hand market will always be strong since people want to maximize their return on income. According to GMI, second-hand books, CDs and DVDs are popular within second-hand consumers.

Chalal (2013) noted that there are differences in the buying behavior between men and women. Men are more likely to buy second-hand DVDs and CDs while women tend to buy more versatile products such as clothes and shoes, books, jewellery and accessories. GMI's European marketing director Ralph Risk points out that, the rise of second-hand CD and DVD purchasing is causing an issue for high street retailers since they are trying to sell those items new. Buying second-hand CDs and DVDs is easy, since one do not need to try them on. (Chalal, 2013)

When it comes to the consumer's preparation to buy second-hand goods as well as the first choice selection between the new and used items, it is a gender that plays a role there too (Jack, 2009, 20). In the research by Jack (2009, 20) majority of the respondents preferred to buy their clothes, shoes and homeware new. However, women (21%) were more willing to buy their clothes second-hand as their first choice than men (15%). Women (27%) also preferred second-hand children's clothes over the new one more often than men (18%). The items that people were more willing to buy used than new were books and cars. The age also plays a part when it comes to people's willingness to buy second-hand products and whether they prefer to buy new or used goods. (Jack, 2009, 20)

Edbring et al. (2015, 4) studied consumer attitudes toward alternative consumption models in relation to furniture and home products. They found out that consumer attitudes vary considerably based on the product group and the consumption

model. Consumer attitudes towards buying used furniture were mostly positive and majority of the respondents had purchased used products before (Edbring et al., 2015, 4).

In the survey conducted among young furniture store IKEA consumers by Edbring et al. (2015, 4) the difference in consumer attitudes in second-hand shopping between the product categories was pointed out. 63 percent of the respondents had very positive feeling about buying chairs or tables (hard materials) second-hand. On the other hand, 67 percent of the respondents had very negative feelings about buying used mattresses, towels or sheets (soft materials).

The difference in attitudes between the age groups was also noted. Younger consumers (20-24 years old) were more likely to replace their existent products by new ones because there were new products available or because they were no longer attracted to the items they owned. Fractionally older respondents (25-35 years old) tended to replace products after the old ones had got broken or worn out. (Edbring et al., 2015, 4)

Xu et al. (2014) studied second-hand clothing consumption by comparing American and Chinese young consumers. They point out that it has been noticed that young consumers are growing target segment for second-hand clothing industry. They found differences in the clothing consumption between this two countries, which is no wonder since the two countries are very different in their cultures. The majority of American respondents had bought second-hand clothes earlier while only less than ten percent of Chinese respondents had done so. The result reflect the difference in the presence of second-hand clothing industry between U.S. and China. In the U.S: there are various different second-hand clothing stores and garage sales while in China new clothes are very cheap and second-hand shops fewer. (Xu et al., 2014, 675-676)

Turunen and Leipämaa-Leskinen (2015, 62) researched second-hand luxury possessions and found out that the experience of luxury is transferrable in the second-hand market, from an owner to another. Surprisingly, second-hand luxury products may create even deeper meanings and closer relationships for their owners compared to owning brand-new luxury products. That is because people seemed to have more active role in acquiring second-hand luxury items compared to acquiring the new ones.

In second-hand buying much emphasis is put on consumers' knowledge and know-how. Consumers need to know how to assess goods in sale (in terms of quality, durability etc.). Their knowledge and skills are also needed if goods bought need repair or maintenance since there are no warranties and guarantees as there is in retail industry. (Gregson and Crewe, 1998, 96)

Roux (2006, 29) studied acceptance and rejection of second-hand clothing through symbolic meanings that were attached to used clothing. Attitudes towards wearing used clothing vary greatly: some even reject the idea of dressing up into a piece of garment that has already been used by someone else and some certainly accept second-hand clothing and may even wear pieces that someone has thrown into the trash. (Roux, 2006, 31)

Wearing used clothes can either extend one's sense of self in a positive manner or degrade one's sense of self (Roux, 2006, 31). Roux (2006, 31) presented four different motives for second-hand cloth usage:

The desire for uniqueness

Smart shopping and social ruse

Nostalgia

Rejection of squandering

Some consumers are worried about losing their personal look and being dressed like 'all others'. As such buying clothes from flea markets can be considered more original and personal (Roux, 2006, 31-32). Other consumers find second-hand clothing rubbish and highlight the problem of hygiene. (Roux, 2006, 33)

Wearing second-hand clothes can widen one's sense of self in a positive way when the previous owner is known. People might be attached to possessions that belonged to their relatives or they might practice cloth-exchange with their friends. On the other hand, for some people buying clothes from unknown people may originate the problem of 'contamination'. (Roux, 2006, 31)

As reported in the study by Edbring et al. (2015, 5) obstacles to second-hand consuming that were mentioned the most (in the order beginning from the most mentioned concern) were concern for hygiene, concern for pests and desire for new products. Many people used the word "unhygienic" when they talked about second-hand products especially among the textiles. The fear of pests was also greater among products containing textile or upholstery. (Edbring et al., 2015, 5)

2.1.1 Finnish online second-hand market

Sihvonen and Turunen (2016) studied online fashion second-hand markets through consumer value perceptions. They collected their empirical data from Facebook online second-hand market forums. As Sihvonen and Turunen (2016, 285) point out, online fashion market between businesses and consumers (BtoC) as well as between consumers alone (CtoC) has moved forward in recent years.

The rise of C2C online market can be noted for instance by looking at the growth of Facebook used goods markets which have thousands of users in Finland alone.

Also Kaupan liitto (2015) pointed out that C2C online market is becoming more common in Finland at a fast pace. Finnish people are selling products online from consumer to consumer already for over hundreds of million euros. Finnish C2C online market even exceeds Finns' consumption in Estonia. There have been approximately two million Finnish people, in past 1, 5 years, who have been either selling or buying products or services online in the context of C2C. (Kaupan liitto, 2015)

Turunen and Leipämaa-Leskinen (2015, 57) researched second-hand luxury brand consumption through qualitative interviews in Finland. Second-hand consumers are largely ignored customer group for luxury brand retailers even though they in fact form a relevant customer segment (Turunen and Leipämaa-Leskinen, 2015, 57). Turunen and Leipämaa-Leskinen (2015, 60-61) found five meaning themes characterizing second-hand luxury possessions: sustainable choice, real deal, pre-loved treasure, risk investment and unique find.

Sustainable choice refers to the ecological and responsible aspects of buying and owning second-hand luxury products while real deal refers to bargain hunting and making good (price) deals. Pre-loved treasure refers to strong emotional thoughts that the item is authentic, has seen time passing by and has the spirit of the past in it. However, the fourth theme 'risk investment' refers to the flipside of the authenticity which is the fear of inauthenticity. Unique find indicates to owning an item that represents oneself. Finally, the theme of unique find was found to overlap with all other four themes. (Turunen and Leipämaa-Leskinen, 2015, 60-61)

According to the research conducted by Kaupan liitto in the end of year 2015 (Kaupan liitto, 2016), the online C2C fashion market is growing extremely rapidly in Finland. More and more consumers are buying clothes and other fashion products from each other. Good quality combined with cheap price is an attractive combination. When buying fashion from online second-hand marketplaces, consumers are naturally looking for cheaper prices and rare products but they are also looking for a new sense of communality. C2C online market for clothes, accessories, shoes, bags and children's products in Finland is worth around 100 million euros, which is around 20 percent of the overall C2C market for consumer goods.

There have always been C2C networks, yet their importance has growth after the digitalization. Chief economist of Kaupan liitto, Jaana Kurjenoja, states that the price is an essential driver in C2C online market but it is not the only one. Other important drivers are sense of communality and ecological factors. Kurjenoja points out that in the research by Kaupan liitto, there was found out that those people who shopped for clothes in C2C online market experienced more feelings of pleasure than for example those who shopped for electronical products. So it is the sense of communality that appeals to C2C second-hand fashion online buyers. (Kaupan liitto, 2016)

Most people that have bought clothes in online C2C market are doing C2C transactions often. Between years 2014 and 2015, 38 percent of those Finnish consumers that had earlier bought clothes in online C2C market said they had bought over five times a year. 26 percent had bought from three to five times and 21 percent from one to two times a year. Likewise, 34 percent had sold something over five times a year, 22 percent had sold something from three to five times and 26 percent from one to two times a year. (Kaupan liitto, 2016)

Online C2C market in Finland is growing quickly in different forums and marketplace in the internet. Families with children seem to favour online C2C market and the most common items in the market are electronics, household appliances, furniture, clothes and shoes. The biggest age group to buy C2C online are under 50 year olds and both Finnish men and women are buying nearly evenly. However, C2C service market, such as house and apartment rental service Airbnb and taxi driver service Uber, has still been pretty rare in Finland. The majority of the users of Airbnb and Uber are under 35 years old. (Kaupan liitto, 2015)

The C2C online market is large in size, yet the big picture of the market may be exaggerated if we just look at the number selling announcements in the online marketplace. For example one third of those trying to sell or rent their houses will not succeed to close the deal and 25 percent are forced to sell at lower price they opted for. It seems like cars and boats are items that are quite difficult to sell, since most attempts to sell those vehicles either failed or the vehicle was sold at the lower price. (Kaupan liitto, 2015)

Despite the fact that sellers dislike bargaining, C2C online buyers value saving money and they consider low prices important in the market. As much as 78 percent of the respondents in the Finnish C2C online market study thought they were saving money by buying C2C. At the same time who bought C2C online thought their economic situation was worse than those buying same items new in conventional B2C online stores. On the other hand, more than one third of consumers told they enjoyed C2C online buying. (Kaupan liitto, 2015)

Facebook buy-sell-swap-groups are very popular in Finland. Many of the popular groups have thousands of members. For example, in the Facebook buy-sell-swap group named "Kallio kierrättää" (Buy-sell-swap group in Kallio, Helsinki) there are

already over 31 400 members in the group. There are also many kinds of different groups for selling and buying items within tight guidelines of the suitable brands sold in the group. For example group named “Kirpputori PO.Pitus” (36 900 members) is a group for buying and selling clothes and other items of the popular children’s clothing brand Polarn O. Pyret. (Facebook.com)

2.1.2 Second-hand online marketplaces

Some methods for buying via C2C e-commerce are online auctions, third-party consumer listings, e-mail groups, chat rooms and web-based discussion forums. Leonard (2012, 13) found out that the most common methods for utilizing C2C e-commerce were online auctions (70,2% of respondents had used them in buying) and third party consumer listings (59% of respondents had used them in buying). Overall 71,8 % of the respondents had bought something online from other consumers and 66, 35% had bought something during the past six months. The reasons for not buying C2C online (for those people who had never done so) were risk, distrust and the lack of desire/need. Some people had also heard some bad experiences from their friends or did not owned a credit card or disliked the time lag. (Leonard, 2012, 13)

EBay is the largest online second-hand trading platform in the world (Clausen et al., 2010, 1811). EBay was found by Pierre Omidyar in 1995 and was first called AuctionWeb. The site was “dedicated to bringing together buyers and sellers in an honest and open marketplace”. (Ebay no.1). After that, the growth of the company has been enormous and according to their website the amount of active eBay buyers in 2016 is 164 million in 190 markets. (Ebay no.2)

According to research by Kaupan liitto (2015), the most common C2C online market places in Finland have been tori.fi and huuto.net. 50 percent of Finnish

people have been selling something in tori.fi and 45 percent have been buying something. In huuto.net the numbers have been 38 and 50 percent. Other very common market places have been different Facebook Buy/Sell – groups, 22 percent of Finns have sold something and 21 percent bought something in such groups.

Lodorfos et al. (2006, 89) studied consumers' re-purchase intentions in online commodity market. They found out that consumers' are highly contributed by convenience with respect to their attitude to buy online (Lodorfos et al., 2006, 87). Security was found to be the second and trust the third highest contributor for consumers' online purchase attitude.

According to Jack (2009, 20) people under 35 years old are the most likely to buy their second-hand products online from eBay and amazon.com. At the same time, they are the least likely to buy from conventional charity shops. Older people, over 45 years old, are the ones that are the most likely to buy their second-hand from charity shops. Perhaps older people are not comfortable to use online marketplaces because they have concerns on how to operate in such websites. Younger people might be more comfortable to use such online auction and swap sites. (Jack, 2009, 20)

So when people get used to shopping at home and saving money by buying second-hand, the retailers will face a big challenge to actually get people in stores. Risk thinks that mainstream shops still remain important since they provide an experience for consumers. (Chalal, 2013)

The most popular offline marketplaces are charity shops: 67 percent of people have bought items in them, and women more likely than men. Younger consumers

are more likely to purchase used items online and the most popular online market place is eBay. According to Ralph Risk, the younger people are more comfortable with online buying overall, no matter if it is new or used items. (Chalal, 2013) Vintage items and second-hand items can sometimes be purchased from similar marketplaces in the internet (Cervellion, 2012, 958)

When asked the reasons to buy online over 66% stated that they were attracted to the ability to shop from home. 54 percent of the respondents also mentioned the easiness and the variety for the reasons to buy second-hand online. (Chalal, 2013)

Willigness to buy second-hand items online, does seem to be very uneven throughout the world. As stated in the research by Xu et al. (2014, 675-676) both American (U.S.) and Chinese consumers were pretty uninterested in buying second-hand clothes online. The authors consider that the low interest in online second-hand buying could originate from the limitations and concerns of the shopping channel. (Xu et al., 2014, 675-676)

Since the operational environment has changed, stores operating in the field of fashion are pushed towards new ways of making business. Businesses need to get there where trading happens, for example, one might open a new second-hand shop alongside with the existent clothing store. It might be easier for consumers to buy new products when they are aware of the available aftermarket. A good example is a Swedish clothing brand Filippa K, which has an own second-hand store in the middle of Stockholm. CEO Tuula Loikkanen from Muotikaupan Liitto points out an interesting fact that the value that comes from second-hand products is not out of your own business but part of it. At the same time a company can build up responsible brand image. (Kaupan liitto, 2016)

Chu and Liao (2007) studied consumer resale behaviour in C2C online auctions in Taiwan and China. Chu and Liao (2013), researched the influence of consumer online resale awareness on purchase decisions in a Taiwanese online community, and found out that the consumers' decision to buy a new product can be influenced by their awareness of the resale value of the used product. Leonard (2012,11) studied C2C e-commerce buyers' and sellers' risk and trust, and found out that both the buyer's trust as well as risk of the seller affect his/her attitude towards C2C online buying.

Today, celebrity endorsers influence consumers' clothing behaviour (Joung and Park-Poaps, 2013, 110). Clausen et al. (2010, 1811) note that the opportunities for sustainable consumption are increasing due to various internet based trading platforms (e.g. eBay) and online auctions. Until now, second-hand trading has largely been limited to regional markets only, and private households have suffered from high transaction costs in products' reuse. Because of those difficulties local second-hand markets did not obtain the critical mass or become very attractive before the high increase of online trading platforms in recent years. Alongside with the increase of the market participants, online markets have also changed the role of consumers. In online auction and other exchange sites users act buyers and sellers at the same time.

Clausen et al. (2010, 1815-1816) studied environmental attitudes and trading motives of eBay. Also the attitudes towards second-hand products and handling of second-hand products were researched. In the research, large part of the respondents express sensitive attitudes towards the environment (e.g. 62, 8 percent of the respondents agree on proposition that "we should not use more resources than are renewable"). However, environmental protection was as low as in the bottom third of personal motivations for people who bought used items on eBay. Most important motives for buying on eBay were found to be practical and

financial reasons. Fun was also mentioned as a significant reason but only in the motives for selling on eBay.

As reported by Cameron and Galloway (2005, 181) research over online auctions has largely concentrated on the process in internet auctions and consumers' motivations and concerns with respect to online auctions have not given much concern. Since there are already millions of people using online auction sites daily, it is very important for traditional retailers to understand the reasons why increasing number of consumers' is turning to use online auction sites.

2.1.3 C2C e-commerce

E-commerce between consumers is a booming area for both interactions and transactions. Yet, there is not much information about buyers and sellers in these C2C transactions. Leonard developed a model of attitude: towards buying and towards selling. Online auctions are one C2C online marketplace. C2C online market forms an area for people to build new relationships and as well as form new interactions. According to Leonard, there are insincere activities on the Internet every day, even when many people have good intentions in their interactions. (Leonard, 2012, 11)

In the research by Murphy and Liao (2013, 201), they noted that many eBay resellers had begun as buyers and moved on to be sellers later on. The buyer has more extensive responsibilities when he/she buys from another individual. This applies also to the situations in which items are bought from marketplaces maintained by companies, such as online auction sites or online forums, in all those situations where it can be pointed out that both sides of the transaction are individuals. When an individual consumer buys a second-hand item from another individual The Consumer Protection Act does not apply (contrary to the situation

where the second-hand item is bought from a company/business). (Finnish Competition and Consumer Authority, 2014)

There are volunteer administrators in Facebook buy-sell- groups. Administrators are individuals who are willing to do the job without salary. Administrators' job includes deleting sales post of the products that have already been sold, creating events in the groups and answering users' questions over trading and the rules of the group. There can be very strict rules in Facebook buy-sell-groups and administrators can even remove users in the group if the rules are violated. (Aamulehti no. 2)

In C2C e-commerce, an individual can put an item for sale (on the internet) and other people can bid to buy the item. When a consumer acts as a reseller he or she will no longer act in a traditional way; just as a consumer / purchaser (Liao and Chu, 2013, 1577).

Below, there is an example of how a consumer-to-consumer transaction may be carried through in a web-based discussion forum (Jones and Leonard, 2009, 2).

- A seller has an item to be sold and she announces it to the other participants of the forum.
- Another participant has a need for the item and she expresses it in the forum.
- The seller and the prospect exchange addresses and when the seller has received the payment from the buyer, He/she sends the item to the buyer.
- Therefore, all interaction with respect to the transaction was conducted in that same web-based forum.

Transactions in the third-party consumer listing services and online auctions are similar to those in the previous example, but the difference can be found in the intent of the venue between the forum and the other two. (Jones and Leonard, 2009, 2) Abdul-Ghani et al. (2011, 1060) conducted a study over consumer engagement with a C2C auction site. They discovered the emic and etic interpretations of the phenomena by conducting in-depth interviews with consumers. Abdul-Ghani et al. (2011, 1060) claim that there are three kinds of bases for engagement with the online auction site:

- Utilitarian benefits
 - Ease of use
 - Convenience
 - Wide selection of items
 - Low prices, and
 - Information on the market

- Hedonic benefits
 - Hunting
 - Browsing
 - Owning
 - Thrill of winning the auction

- Social benefits
 - Offline social exchange
 - Membership of a community
 - Acceptance by a peer group
 - Praise and admiration from friends
 - Pleasure of sharing stories of your own experiences in the action sites

Abdul-Ghani et al. (2011, 1065) found out the interesting fact that in online auction sites, the contacts between seller and buyers may lead to long-term offline exchange relationships. Hence, it seems like online auctions can increase also social contacts between buyers and sellers outside of the online environment. The relations are not only transactional but also social (Abdul-Ghani et al., 2011, 1065).

Consumer resellers need to be separated from professional resellers. Products that are sold through consumer online resale limit to personal use items and they are not sourced for resale. Consumer resellers do not repurchase the same items they have sold successfully in order to increase their profit. Attitudes and behaviors of consumer online resellers may be very different to those of professional online resellers. Consumer resellers do not need to care about the risk of product depreciation and holding inventory and they can always make use of the products they fail to resell themselves. (Chu and Liao, 2007, 6) Consumers who intend to resell online have lower risk of purchase because they know that they can get rid of the items they find unsatisfying (Chu and Liao, 2007, 12).

According to Stephen and Toubia (2010, 215), who studied “the economic value implications of a social network between sellers in a large online social commerce marketplace”, social commerce is a booming trend. Social shopping communities are getting bigger in size as well as growing in number. Broadly, one can state that social shopping and social commerce are forms of online “social media”. People are allowed to participate actively in the marketing and sales of products or services online.

In social commerce, sellers are individuals who are connected in social networks in the internet. The difference between social commerce and social shopping is that social commerce combines sellers while social shopping combines

customers. Consumers can have different roles across Web sites. For instance, in some Web sites they can create content (e.g. product reviews) and in others they can act sellers and curators of online shops. (Stephen and Toubia 2010, 215).

According to Bosnjak et al. (2006, 102-103) online auctions are becoming more popular while consumers learn and experience qualities of online bidding and sellers are willing to find customers without geographical limitations. Academic literature has got interested in online auctions as well. The fact that online auctions have many advantages for both buyers and sellers shows clear connection to the success of the phenomenon. Those advantages include information of product availability and product competition, accessibility of more/otherwise unavailable products, comparison and market-determined price points as well as entertainment.

Bosnjak et al. (2006, 111-112) studied the propensity to bid in online auctions by comparing two theories: Theory of planned behavior and Technology acceptance model. They found out that both theories explained the propensity to bid in online auctions well and there could not be found any significant difference in predictive power of those two theories.

Chen et al. (2016, 57, 60) conducted a study over Facebook C2C social commerce. They researched online impulse buying in Facebook C2C buy and sell groups in Taiwan. These types of groups differ from ordinary electronic commerce websites since the commercial activities are based on content that has been generated by the users. The consumers will perceive and process the quality on information as an environmental cue and then make their decision to buy or not to buy. Facebook's "like"-button and the use of "likes" is one of its key features. Therefore, the number of "likes" the post receives is another matter consumers might be interested in. One may assume that when the user clicks "like" he/she

has a positive attitude and feeling towards the post (e.g. a product on sale). (Chen et al., 2016, 57, 60)

Chen et al. (2016, 60) argue that information quality is very important environmental cue in buy and sell groups in Facebook and both buyers and sellers should be aware of it. Most ordinary e-commerce websites can reduce consumer uncertainty with their third party assurance systems and online reputation, yet it is not possible on Facebook buy-sell groups. The findings of the study by Chen et al. (2016, 64) indicate that the six tested information quality dimensions (high relevancy, easy to understand, accurate, complete, well formatted and current) have positive impact on consumers urge to buy impulsively.

Those consumers who saw advertisements containing high levels of textual information quality had stronger urge to buy impulsively compared to those consumers exposed to advertisements containing low levels of textual information quality. Thus, researchers suggest that when one wants to increase consumers urge to buy impulsively in C2C Facebook's buy and sell groups, one should concentrate on giving textual information relating the six information quality dimensions, mentioned before. In particular, sellers should concentrate on three of the dimensions (completeness, format and currency, since those were found to have the biggest effects in raising consumers' urge to buy impulsively (Chen et al., 2016, 67). Chen et al. (2016, 64) also found out that a high number of pressed "likes" on FB buy and sell group could increase consumers' urge to buy impulsively.

Nowadays Facebook groups are widely used to carry out commercial activities from consumer-to-consumer. Facebook users can make advertisements of the items they want to sell on the Facebook site. The items can be either new or second-hand and services can be offered as well. When people in the group

(consumers) see the post and are interested in buying the item they will directly get in touch with the seller about the arrangements for the transaction. (Chen et al., 2016, 57-58)

Chen et al. (2016, 59) note that the information about the product to be sold in Facebook buy and sell groups can be put up in four different ways: picture, text, video and audio. Their empirical observations evidence that picture and text are the most common ways of giving information about the product. The information quality can be vary a lot across different sellers since FB sellers are often ordinary people having very different ways of creating textual information. Sellers have different personal characteristics, they are from different cultures and have different backgrounds and educations.

2.2 Motivations for second-hand consumption

2.2.1 What is motivation?

The motivation research, the combination of individual's needs, wants, and drives, is very important in understanding behavior. The study of motivation, tries to find out the underlying reasons ("why") for our behavior and identify our motives, beliefs, attitudes and all other pressures for our buying decisions. (DeMooij, 2011, 157) Drives are "the motivational forces that cause individuals to be active and to strive for certain goals" (De Mooij, 2011, 158).

According to DeMooij (2011, 158) the three main types of explanations of motivations are: physiological explanations, behavioural explanations and psychological explanations. Physiological explanations emphasize the importance of "primary drives" or "internal" drives/needs, such as thirst and hunger. Behavioral

explanations rely on those drives that are acquired through learning, called “external” drives. For example we have learned to avoid too hot or cold temperatures. Psychological explanations are related to complex human behaviors. Motivations are seen as a process or a chain of processes which goes from the start to the end. (DeMooij, 2011, 158)

Motivation occurs when a need, that consumer wants to satisfy arises. The need creates a tension that the consumer will try to eliminate or reduce. The need may be either utilitarian (i.e. eating vegetables for nutrition) or hedonic (i.e. desire for a chocolate bar). Utilitarian needs are to achieve practical or functional benefits while hedonic needs are experiential needs that involve fantasies or emotional responses. A basic need may be satisfied numerous different ways and the path a person chooses to satisfy his/her need is influenced by one’s personal experiences and cultural values. Together those personal and cultural factors create a concept of ‘want’ that is one mode of a need. (Solomon 2011, 154) The amount of how much energy an individual will spend to reach a goal reflects his/her motivation to reach the goal. (Solomon, 2011, 155)

2.2.2 Second-hand buying motivations

Conforming to Ferraro et al. (2016, 262) there does not exist much knowledge over how second-hand motivations at the moment affect the growth of the field. The motivations and channels for choosing second-hand vary across gender and age group (Chalal, 2013).

Edbring et al. (2015, 4-5) researched the main reasons for second-hand consumption for home products. They were economic reasons (47 percent of the respondents), desire to be unique (25 percent), environmental reasons (14 percent) and other reasons (14 percent) (Edbring et al., 2015, 4-5). Economic

reasons to buy used items were even stronger among students (62 %) and males (58%) were more motivated by economic reasons than females (46%). In open comments by people who desired to be unique, the ability to renew old items (e.g. by colour) was expressed. In the category of “other” Edbring et al. (2015, 5) identified four additional categories: “high-quality”, “non-availability” (no longer produced/available items), “specific design” and “fun”.

Stone et al. (1996) conducted a study over shopping motives in car boot sales. They discovered that shopping motives in car boot sales were either functional, such as acquiring goods with bargain prizes or hedonic such as social interaction. Motives could also be the combination of the two. Words such as “fun”, “enjoyable” and “excitement” were indications of how car boot sale environment touched people’s hedonistic sides. (Stone et al., 1996, 14)

Ferraro et al. (2016, 264) conducted a study over second-hand buying motivations within Australian second-hand consumers. They highlighted that motivations for buying used items have advanced, and instead of just searching for economic, recreational and critical motivations for second-hand shopping, they added the aspect of fashion in their study. The fashion motivation refers to the desire of finding fashionable items and fashionability of shopping at stores that sell second-hand items.

Ferraro et al. (2016, 266) segmented second-hand consumers and found four different segments in which three segments were found to be driven by fashion motivations (in some degree). The segments driven by fashion motivations were: “Infrequent Fashionistas” (38%), “Fashionable Hedonists” (39%) and “Treasure Hunting Influencers” (6%). Infrequent fashionistas are the ones who are principally driven to shop by fashion motivation but their shopping in second-hand shops is

quite infrequent. They tend not to be price conscious and do not really like shopping.

Fashionable hedonists are primarily driven by hedonic motivations: fashionability and the “surprise” of finding items in second-hand stores. They are also price conscious to some extent and they do not shop for enjoyment. Treasure hunting influencers tend to shop very frequently and they enjoy shopping. They are highly price conscious. Besides fashion motivation, they are motivated by recreational, critical and economic motivations. They search for unique pieces for cheap price. (Ferraro et al., 2016, 266) As these three categories of fashion seeking second-hand shoppers comprise 83% of all second-hand shoppers, the importance of fashion motivation in second-hand shopping can be seen.

As reported by Bardhi and Arnould (2005, 226-227) thrift shoppers (the ones who regularly shopped at thrift stores) were motivated to do thrift shopping for two reasons: “thriftiness and fun”. They identified six practices in which consumers practiced thriftiness while they thrift shopped. The three most common practices were: “preplanning and pre-shopping”, “bargain hunting” and “recycling”. The other three practices were: “minimize first-hand shopping”, “restrict spending resources when shopping” and “extend domestic plc” (search for missing part for products one already have at home).

Besides the practices of thriftiness, Bardhi and Arnould (2005, 230) identified two kinds of hedonic values of the shoppers which originate from thrift shopping: “realization of consumer fantasies and the pursuit of the unexpected”. Thrift shopping is not practiced for just to satisfy basic needs but to satisfy for example desires for luxury or collecting. Consumers may see shopping in thrift stores in a way that the fulfillment of desires can be justified by moral while being thrifty. A

crucial motivation for thrift shopping is the pursuit for hedonic pleasures (Bardhi and Arnould 2005, 231)

As stated in the research by Bardhi and Arnould (2005, 230), “thrift shopping is economic shopping where consumers derive hedonic benefits”. In their study, thrift shoppers described thrift shopping with the words “fun”, “exciting”, “hobby”, “satisfying”, “unexpected” and “treasure hunt”.

There are occasional second-hand consumers as well as those who buy from many different product categories intensively and use multiple channels. The critical motivations in Guiot and Roux (2010, 358-359), study were divided in three dimensions: “possibility of avoiding conventional channels”, supporting ethical and ecological concerns about recycling and combating waste” and “avoiding ostentation”. “Anti-ostentation” motivation was found to be characterized by rejecting mass consumption and everything fashionable as well as finding value in things other people undervalue.

In the second category “experiential motivations linked to the nature of the offering” Guiot and Roux (2010, 359) present four motivational drivers: “the originality of the products”, “the nostalgic pleasure of finding objects from the past”, “self-expression through the restoration, repair or transformation of objects” as well as “congruence between the object and the consumer”. The third category called “experiential motivations linked to channel characteristics” includes three motivational drivers: “social contact”, “stimulation” and “treasure hunting”. (Guiot and Roux, 2010, 360).

The fourth group of motivations called “economic motivations” consists of the last four motivational drivers noted in the study: “the wish to pay less”, “the search for a

fair price”, “bargain hunting”, and “the gratificative role of price” The gratificative role of price refers to the idea that consumers have to allocate their budget and second-hand consuming enables them to fulfil their most important needs and they still do not have to give up their less necessary purchases. (Guiot and Roux, 2010, 360)

According to Williams and Paddock (2003, 317) in the affluent neighbourhoods people tend to buy second-hand by choice. For example in the affluent neighbourhood of East Knighton as much as 71 percent of the respondents admitted to buy used items by choice. They described second-hand buying as the following: “good fun trying to find something different to what everybody else has”, “ a leisure activity”, “good fun”, and “a chance to haggle”. (Williams and Paddock 2003, 317)

Sihvonen and Turunen (2016, 291) studied consumers’ fashion brand value perceptions in online thrift shops. They found six different antecedents for consumers’ value perceptions: “quality, price, design, brand availability, origin and authenticity”. By quality, one means product’s condition and features. A seller can refer to product’s condition as being “as good as new”. For buyers, pictures and information about materials are important for evaluating product quality. (Sihvonen and Turunen 2016, 291)

Price is thought to be an important signal of the value of the item. Especially with expensive second-hand items, the seller often mentions the price of the brand new item in online marketplaces. Often, the price of the second-hand fashion items are not more than half of the price of the new ones. Brand availability stands for the perceived rareness/commonness and uniqueness of products. Origin of the brand has three aspects: the country of origin, the place/country of purchase and the former user. There are also other aspects that can affect consumer decision

making process in purchasing second-hand such as ideological resistance of fur products. (Sihvonen and Turunen, 2016, 289-291)

The Lightspeed Researcher's research over second-hand consumption suggests that there are differences between men and women in their second-hand buying behavior. People were asked about their main reason to buy second-hand. Men (48%) were more likely to buy second-hand goods to save money, than women (38%). On the other hand, women (32%) were more likely to love to get a bargain than men (24%). 12 percent of women and 9 percent of men also stated that their main reason to buy second-hand was to "support the charity but still get something for themselves". Some people also bought second-hand mainly because of they could not afford buying new things, loved vintage/retro things, thought greener and did not want to encourage new production or they considered themselves as collectors. (Jack, 2009, 20)

As reported by Chalal (2013) main reason to shop used items for most young people (18-24 years) was to save money. Older people were more likely to buy second-hand to support a charity (54% of the 55-64 years old). Women's motivations were "green", love for bargain or charity supporting more often than men's. (Chalal, 2013)

Roux (2006, 32) presented a smart shopping motive. Roux describes smart shopping motive so that people benefit from second-hand shopping both financially (as they can afford pieces of clothes they could not afford new) and psycho-social way (as they can impress others but wearing expensive clothing brands). Smart shoppers feel satisfied for being able to purchase "items of high social value at a very low price". Roux (2006, 32) describes social ruse as a paradoxical position where a person feels satisfaction for deceiving others with one's conspicuous display but at the same time one despises it. (Roux, 2006, 32)

2.2.3 Economic motivations

As stated in the research by Jack (2009, 20) young respondents between the ages 18 and 24 were most likely to admit that their main reason to buy second-hand was saving money. However, saving money was still the most attractive reason for every age group. (Jack, 2009, 20)

Williams and Paddock (2003, 311) conducted 120 face-to-face interviews among urban consumers in Leicester, England to find out whether economic necessity is the main reason for alternative consumption models such as second-hand purchasing, or do consumers actually consume second-hand items out of choice. Their study suggest that economic necessity is still principal reason for second-hand consuming for those urban populations with lower income. Thus, people with relatively high income were found to be motivated by fun, sociality and other reasons and buy second hand out of choice rather than because of the economic reasons.

The research by Williams and Paddock (2003, 316) in Leicester, England, suggest that second-hand channels to acquire goods are most widely used by people from deprived neighbourhoods. In their study, alternative consumption spaces were more used by deprived people compared to the wealthier neighbourhood citizens. Likewise, people from deprived neighbourhoods were only 33 percent of the sample but they made 72 percent of the acquisitions made through alternative consumption channels. Thus, the study strengthens the idea that even though consumers from wealthier neighbourhoods would constitute the majority of the alternative consumption site visitors, it is the deprived ward that really are the heavy users.

Williams and Paddock (2003, 316) asked their interviewees where they would refer to buy certain 17 different items in an ideal world. 93 percent of the respondents told they would prefer buying the items new through conventional consumption channels. Only 7 percent of the respondents told they would prefer buying the items through alternative consumption channels.

According to Williams and Paddock (2003, 317) 71 percent of all purchases were made by choice and only 29 percent of the purchases were made by economic reasons /necessity. However, the case is very different when you look at the situation by the neighbourhood. For people who lived in most deprived wards, 94 percent of the acquisitions were made because of the economic reasons and not out of choice. Thus, those people did mostly buy second-hand in the first case but it was not their first choice

Williams and Paddock (2003, 318) state that majority of people in deprived wards feel that their reliance of alternative consumption practices make them “outsiders” and unable to be like “everyone else”. They also note that alternative consumption spaces have become more inaccessible for deprived people since those spaces tend to be re-located closer to richer neighbourhoods in order to appeal to customers living in them. Stone et al. (1996, 14) found out that people from lower social groups benefitted more from car boot sales environment in terms of functional benefits as well as experiential satisfaction.

In the research by Lightspeed Researchers, there do not seem to be any link between income and the willingness to buy second-hand. However, income affected on the decision of which online brands were chosen when buying used goods online. Those who earned over £50 000 a year were the most likely to buy second-hand on ebay (83%) and Amazon (55%). In comparison, of those who earned less than £20 000 a year, just 73% was buying on ebay and 36% in

Amazon. All in all, people who always try to buy second-hand are the most likely to buy second-hand on ebay, Amazon as well as on various auction and swap sites. (Jack, 2009, 21)

Cervellon et al. (2016, 966-967) pointed out that there cannot be found any significant main effect of income or education on second-hand clothing purchase intentions. On the other hand, income and especially education do have an effect on vintage shopping: in higher levels of education and income, people are more willing to purchase vintage. Thus the motives and profile of second-hand buyers differ greatly from vintage buyers. (Cervellon et al., 2012, 969)

Some people are motivated to buy stuff from garage sales and thrift shops just because they can find there items to sell forward online for example on eBay. Likewise, people can buy new items from manufacturers with the purpose to resell them immediately online. (Murphy and Liao, 2013, 194-198)

2.2.4 Ethical motivations

Niinimäki (2010, 150) studied eco-fashion in the clothing field and consumer values and attitudes in the ethical consumption among Finnish consumers. Niinimäki (2010, 161) found out that ethical values drive strongly for recycled clothing consumption.

In the research by Jack (2009, 20) charity supporting was found to be most typical for older generations. 20 percent of the respondents over 55 years claimed that supporting a charity was their main reason to buy second-hand. However, there

seemed to be differences between the age groups with respect to which product categories were preferred to buy new versus second-hand. Older generations (over 55 year olds) liked to buy their CDs and DVDs new while young (18 to 24 year olds) chose second hand CDs and DVDs over the new ones (Jack, 2009, 20).

3 RESEARCH METHODOLOGY

The research method is presented in this chapter as well as validity and reliability issues of the research. Also data collection method and the technique for data analysis will be presented.

3.1 Research method

The research was conducted through qualitative research method. The idea in qualitative research is to understand and explain, not make generalizations (Metsämuuronen, 2008, 18).

The most common methods to gather information in qualitative research are interviews, surveys, observation and documentary based information. They can be used either alternatively, side by side or mixed in different ways based on the research question and resources. (Tuomi and Sarajärvi, 2009, 71) The idea behind interviews and surveys is simple. If we want to know what a person is thinking or why one acts in a certain way, we must ask himself/herself (Tuomi and Sarajärvi, 2009, 72). The difference between the interview and the survey is in the way the informant acts in the phase of data collection (Tuomi and Sarajärvi, 2009, 73).

There is some complexity in the use of survey as data collection method when compared to interview. In the interview, the interviewer is able to correct possible misunderstandings and clarify expressions of phrasing, which is not possible in the data collection method of survey. Answers to the open questions of survey may also be very short. In survey, it is assumed that respondents are able to and will

express themselves in writing in the way they aim to express themselves. (Tuomi and Sarajärvi, 2013, 73-74)

In surveys, problems may occur also if the respondents do not have any experience of the research phenomenon. In that case, the research material can be very scarce and the research may not give any information about the research phenomenon. (Tuomi and Sarajärvi, 2013, 73-74) In this research the problem is overcome with preliminary research questions for respondents. With those preliminary questions those respondents that did not have any experiences of Facebook buy-sell-swap groups were screened out of the research.

Qualitative survey was chosen as data collection method for this research because it is really time-saving method compared to interviews. Another reason for survey method was that the topic of the research is kind of sensitive because it can be related to one's income as the reason for second-hand buying. Thus, it was assumed that the respondents would give more truthful and realistic answers in the shelter of anonymity.

3.2 Reliability and validity

Validity refers to the question how well the research (or the measure) describes the researched phenomena (Ronkainen et al., 2013, 130). Validity is divided in inner and outer validity. Criteria of inner validity is trustworthiness (luotettavuus) and in outer validity portability (siirrettävyys). Portability can be indicated by rich description over the research area which makes it possible to relocate the description to another location. (Koskinen et al., 2005, 257).

Inner validity refers to the logicality and consistency of interpretation, while outer validity refers to the possibility to generalise interpretation in elsewhere than in

those areas in the research. (Koskinen et al., 2005, 254) Presentation of enough citation from the research's empirical data is needed in qualitative research so that a reader may evaluate the arguability of interpretive choices made in the research (Ronkainen et al., 2011, 136).

According to Ronkainen et al. (2013, 130) reliability refers to the accuracy of measurement. Koskinen et al. (2005, 255) state that reliability refers to four things: congruence, exactness and objectivity of the instrument as well as continuance of the phenomena.

In the context of qualitative research, use of concepts of validity and reliability have been criticised since they have both been born midst quantitative research area. Therefore they meet basically only the needs of quantitative research. (Tuomi and Sarajärvi, 2013, 136) Hence, there does not exist any strict guidelines how to evaluate the validity in qualitative researches (Tuomi and Sarajärvi, 2013, 140).

Validity and reliability has been taken into consideration in the research by focusing on clear and accurate descriptions over research method and the collection of survey data. The research also includes many straight citations from survey data to ensure validity. Enough details and justifications of choices have also been presented.

3.3 Data collection and analysis

The information was gathered through qualitative online survey conducted in November 2016. First respondents were asked to take part in the survey because their active roles in Facebook buy-sell-swap groups. Other respondents were

gathered by asking the first respondents to recruit more respondents to take part in the survey. All in all 25 respondents took part of the survey within few days in November 2016. Respondents were all Finnish.

Respondents were asked about their perceptions and attitudes towards C2C second-hand online buying in Facebook buy-sell-swap groups as well as their motivations to buy items in such groups. Respondents were also asked to name the factors they find positive and negative in second-hand C2C online buying in the context of Facebook buy-sell-swap groups.

The data was analysed through content analysis and classification of the themes in question. In content analysis a researcher aims to find some kind of logic of action or typicalities from the data (Tuomi and Sarajärvi, 2013, 110-115). The themes were formed based on the data and then the data was reduced so that all irrelevant information was left out. Then, similar attitudes, motivations et cetera were categorized and new groups based on the themes and typical answers were formed.

4 EMPIRICAL FINDINGS

In this chapter the empirical findings of the research will be presented. In the beginning of the chapter there are some figures over the statistics of the respondents in the study.

4.1 Respondent statistics

In the qualitative survey of the research, there were total of 25 respondents. Five of those 25 respondents were screened out of the research because they did not take part in any of the Facebook buy-sell-swap groups. So, then there were total of 20 applicable respondents in the survey. The respondent group was homogenous in gender since all respondents were female. According to Jack (2009, 20), a gender plays a role when it comes to the first choice selection between new and used items as well as one's preparation to buy second-hand goods. Women tend to be more willing to buy second-hand as their first choice. Women also preferred buying second-hand children's clothes more often.

According to Jack (2009, 20) there are several factors influencing on why different age groups behave in different ways. First of all, the motivations and attitudes towards second-hand products and certain second-hand product categories vary across the age groups. Secondly, different age groups have different levels of income which have an impact on their consuming. (Jack, 2009, 20) Respondents in the study were fairly homogenous in age since they were all from 26 to 60 years old. Under 26 years old and over 60 years old were missing in the study.

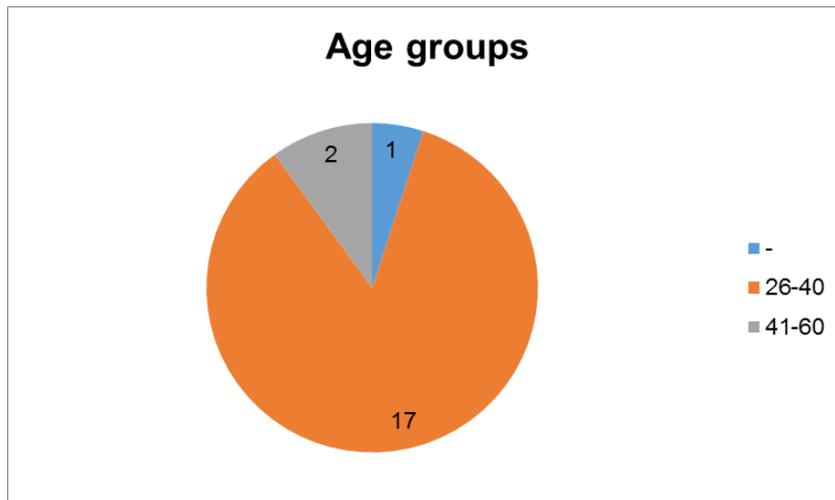


Figure 3. Age groups

Most of the respondents considered themselves as active or somewhat active users of social media. Only three respondents found themselves as somewhat passive social media users.

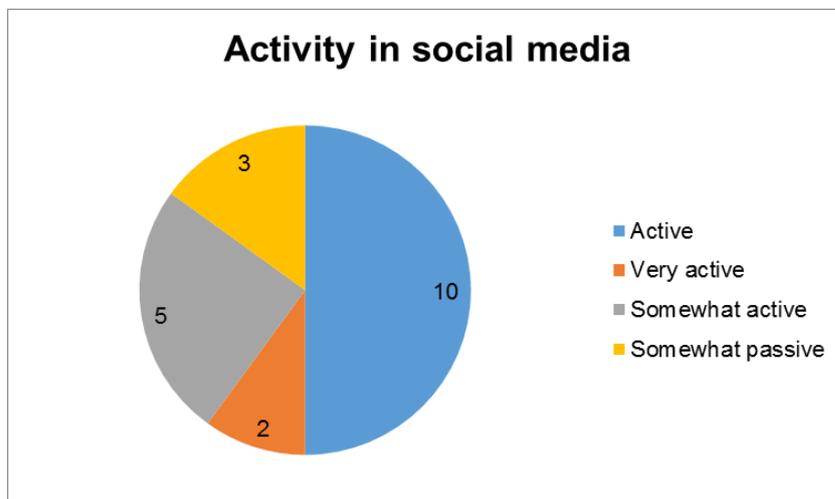


Figure 4. Activity in social media

All respondents bought items online yearly or more often, most of them every month. None of the respondents bought items online weekly or more often.

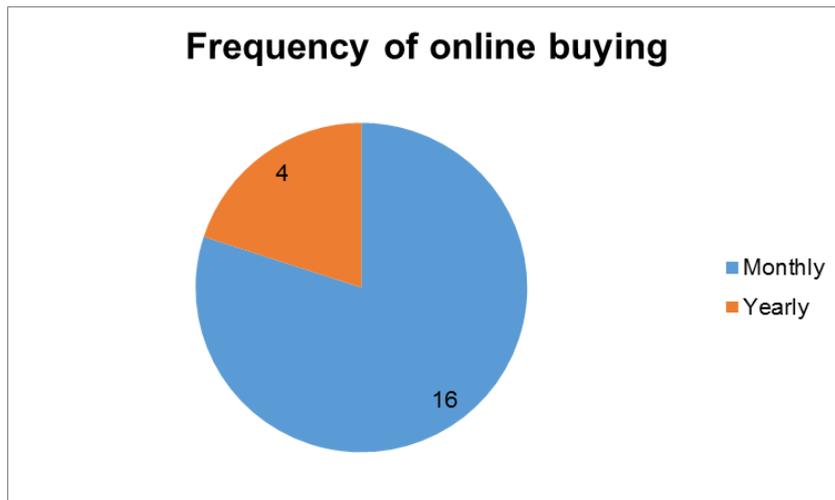


Figure 5. Activity of online buying

Most of the respondents (11 respondents) visited Facebook buy-sell-swap groups weekly. Five of the respondents visited groups daily and two respondents visited groups monthly. Two of the respondents told they only visited Facebook flea market groups yearly.

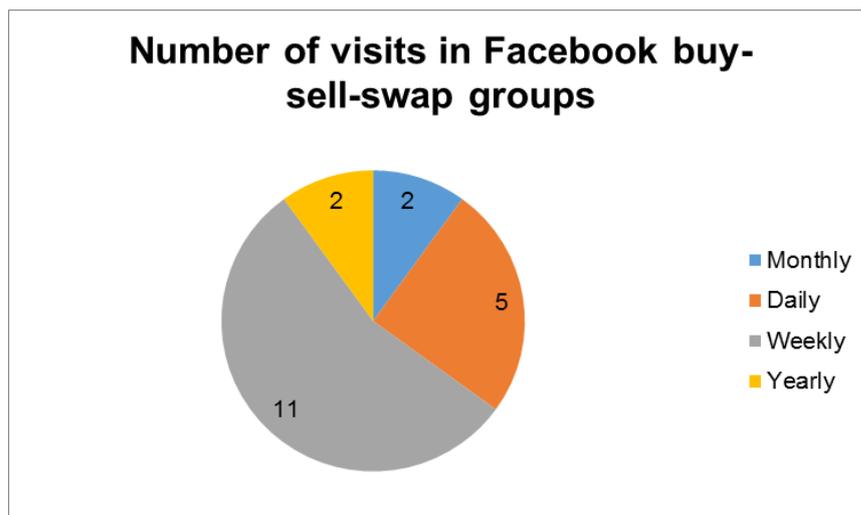


Figure 6. Number of visits in Facebook buy-sell-swap groups

None of the respondents was found to be really heavy Facebook flea market group buyer, since none of the respondents told to be buying items from those groups weekly or more often. Eight of the respondents bought items monthly and the rest did buy items from Facebook only yearly or less frequently than yearly.

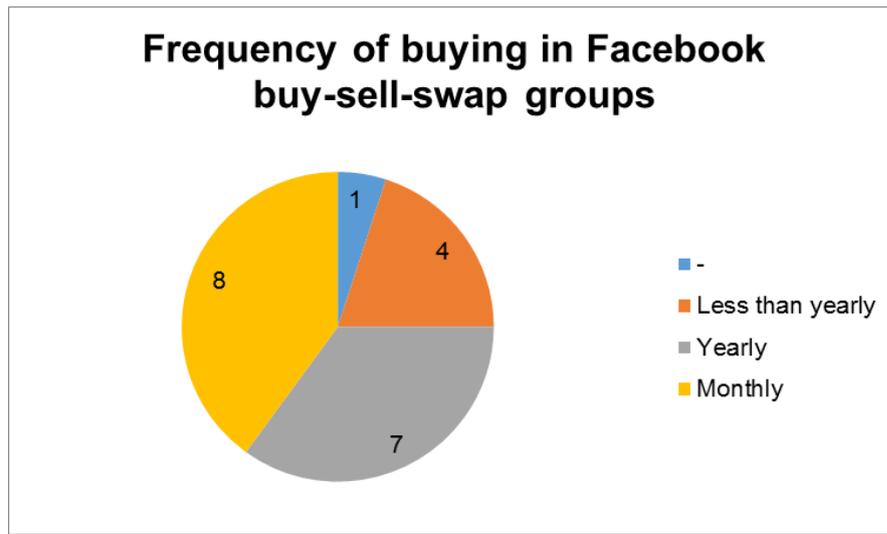


Figure 7. Frequency of buying in Facebook buy-sell-swap groups

Since those respondents that did not belong to any Facebook C2C merchandise groups were eliminated from the study, all of the respondents did belong to one or more of such groups. Six of the respondents belonged to 3-5 different groups and five of the respondents belonged to 5-10 groups. Five responded belonged to only 1-2 groups and two respondents belonged to more than 10 groups.

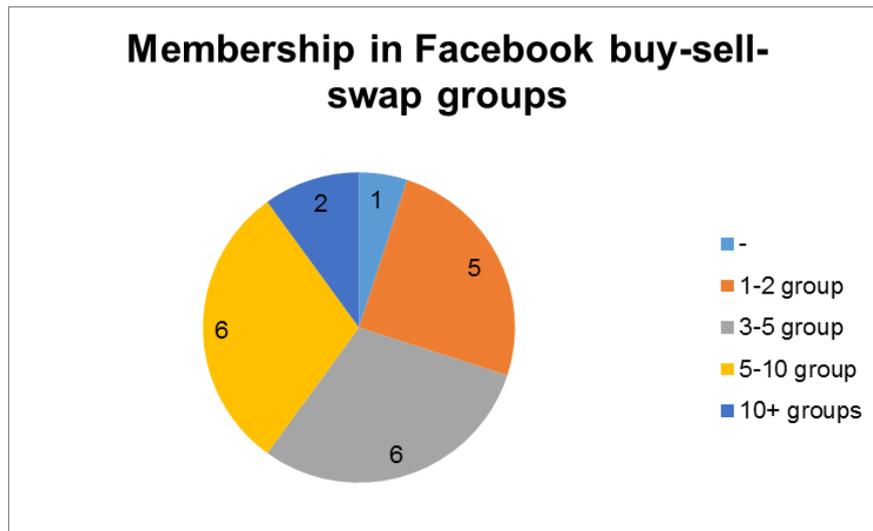


Figure 8. Membership in Facebook buy-sell-swap groups

In the next table respondent's background information and statistics are listed all together.

Table 1. Background information of the respondents

Respondent	Gender	Age group	Activity in social media	Frequency of online buying	Number of visits in Facebook buy-sell-swap groups	Frequency of buying in Facebook buy-sell-swap groups	Membership in Facebook buy-sell-swap groups
#2	Women	26-40	Somewhat active	Monthly	Daily	Monthly	-
#3	Women	26-40	Somewhat active	Monthly	Weekly	Yearly	1-2 group
#4	Women	26-40	Active	Monthly	Yearly	Less than yearly	3-5 group
#5	Women	26-40	Somewhat active	Yearly	Weekly	Less than yearly	3-5 group
#6	Women	26-40	Active	Monthly	Daily	Yearly	3-5 group
#7	Women	26-40	Active	Monthly	Daily	Monthly	5-10 group
#8	Women	-	Active	Yearly	Weekly	Yearly	10+ groups
#9	Women	41-60	Somewhat passive	Yearly	Monthly	-	1-2 group
#10	Women	26-40	Active	Monthly	Daily	Monthly	3-5 group
#12	Women	41-60	Very active	Monthly	Weekly	Monthly	5-10 group
#13	Women	26-40	Active	Monthly	Weekly	Less than yearly	3-5 group
#14	Women	26-40	Somewhat passive	Monthly	Weekly	Yearly	5-10 group
#15	Women	26-40	Somewhat passive	Monthly	Yearly	Less than yearly	1-2 group
#17	Women	26-40	Active	Monthly	Weekly	Monthly	1-2 group
#18	Women	26-40	Active	Yearly	Weekly	Yearly	5-10 group
#19	Women	26-40	Very active	Monthly	Weekly	Monthly	3-5 group
#20	Women	26-40	Active	Monthly	Weekly	Yearly	1-2 group
#22	Women	26-40	Active	Monthly	Monthly	Yearly	5-10 group
#23	Women	26-40	Somewhat active	Monthly	Daily	Monthly	5-10 group
#25	Women	26-40	Somewhat active	Monthly	Weekly	Monthly	10+ groups

Excluded respondents: #1, #11, #16, #21 and #24

4.2 Consumer perceptions and attitudes towards second-hand C2C online buying

A total of 20 Facebook buy-sell-swap group users shared their experiences of the groups. The groups were used mainly for buying and selling purposes. Some respondents had only sold items in the past and some had only bought.

4.2.1 Reasons of joining Facebook sales groups

There seem to be various different reasons why people joined Facebook buy-sell-swap groups. Some respondents wanted to get rid of their own stuff and sell it while others joined the groups to be able to buy stuff. Some joined just because they were curious to see what those groups were like or a friend had recommended to join the group. One phrase that repeated itself in the answers was “easy”. Altogether nine respondents mentioned easiness of trading as a reason why she had joined a group/groups.

“It’s easy to find clothes for kids from the vicinity”. (Female#7)

“It’s easy to buy children’s clothes at home, and cheap when one does not need to buy new” (Female#8)

*“... I thought it would be an easy way to “a lazy one” to sell”.
(Female#9)*

“I thought that Facebook buy-sell-swap group would be an easy and convenient place for myself to sell my old clothes and belongings”. (Female #17)

“Facebook buy-sell-swap groups are good because they make it easier to hunt for certain brands or sizes in clothes/shoes/etc. or altogether hunt for some certain product.” (Female #22)

“...it is much easier to buy second-hand items and it is possible to browse items on the way to work, at home etc.” (Female #18)

Some decided to join Facebook buy-sell-swap groups when they were in certain life situations such as going to have a baby or going to get married.

“When I was expecting a baby I joined many groups but strict rules and “their own world” has reduced my usage.” (Female #4)

“I needed new furniture because I was moving and I thought that I would want to buy them second-hand and I ended up looking for possible sale-groups in Facebook. Online buying is familiar already through online stores but I wanted to buy products also second-hand. I used to go to flea markets often in the past and Facebook buy-sell-swap groups are a good continuation to that”. (Female #18)

Economic reasons were also mentioned as reasons to join Facebook C2C merchandize groups. Groups were expected to be places to find good bargains.

“You can find good quality products in a fair price and trading is fun and easy”. (Female #12)

A couple of respondents mentioned recycling and green values as their reason to join Facebook C2C merchandize groups. One respondent also mentioned that conventional flea markets were situated far away and they were difficult to access without a car.

4.2.2 Effects on social life

Respondents did not see Facebook buy-sell-swap groups had much to do with their social life. Many respondents claimed the groups did not have any or “not much” effect on their social life. However, some respondents admitted that Facebook C2C merchandize groups had something to do with their social life: browsing Facebook C2C merchandize groups might take a lot of time.

“Yes, it takes more time to browse items in a Facebook buy-sell-swap group than to buy a new item from store. In the evening, I might browse items of Facebook flea market on the cell phone for a long time instead of playing with the kids or chatting with my husband”. (Female #22)

“I browse Facebook’s flea market-group posts on the way to work etc. alongside with browsing other social media sites. Sometimes when I am moving or searching for a certain furniture I might browse online flea markets many times a day because best items are often sold quickly.” (Female #19)

A seller can also put an item into an auction in Facebook merchandize groups. In that case a buyer need to stay tuned to be able to win the bidding.

Social aspect of Facebook C2C merchandize groups was also pointed out with respect to impossibility to buy or sell your stuff anonymously. Also Muphy and Liao (2013, 205), noticed the fact that not everyone likes people coming to one’s own house to buy things.

“I would rather not buy/sell with my own profile because it [buying/selling] will be seen by friends. Especially if one would like to buy something but not make known that one is pregnant. Besides, if you are selling some “junk” by yourself, you do not want to show it to everyone. That is the reason why I have used more conventional flea markets and tori.fi.” (Female #4)

Some respondents also used Facebook buy-sell-swap groups to other types of social interaction besides selling and buying.

“I follow the groups mainly when I need something for home or for kids. I may also browse sells posts of different groups just

to pass the time and in one group there are interesting off-topic conversations in which I have taken part to some.”
(Female #23)

4.3 Positive perceptions of Facebook sales groups

People pointed out many positive things about Facebook’s flea market groups. Many respondents claimed that Facebook groups are easy and convenient place to shop. Groups were seen easy to use and they enable people to shop any time of the day they wish. Groups also make it easy to look for certain items, sizes or certain brands making it easy to find those items one needs. In the groups for certain brands it is even easier to find what you are looking for. Besides easiness of buying, groups were also seen as easy places to sell your own belongings. Some respondents also claimed that groups make buying quickly.

A wide range of different items was pointed out as a positive thing by many. One respondent stated that: “It is possible to find almost anything if you just have the energy to keep looking for it.” (Female #10) Respondents had bought many kinds of products from Facebook flea markets. Many had bought clothes and shoes for themselves or for their children. Also children’s accessories, toys and home accessories had been bought by several respondents. Other mentioned bought items were furniture, hiking shoes, glassware, books, decorative pillows, carpet and veil. In the research by Jack (2009, 20) children’s clothes were mainly bought second-hand by only few percent of the respondents. In the line with Jack (2009, 20) respondents had bought more small items compared to big ones.

The fact that groups were often sorted by certain area (locality), brand or product category was seen as advantage. Groups for certain brands or products made it easier to look for certain products one was interested in. Locality was seen as an

advantage since products were in sale nearby and one was able to pick up them easily by themselves.

Local Facebook buy-sell-swap groups are seen convenient because of the easiness of picking up items nearby. Buying items from local Facebook groups can also be very convenient with respect to the time; it is possible to pick up an item you want to buy already in a couple of hours after it was first put on sale. Many respondents told that transactions in Facebook flea markets have mainly gone well. Buyer has contacted the seller via private Facebook message and possibly asked some detailed questions about the product. Then they have agreed where and when the item will be sold and picked up.

Often goods from local sales groups will be picked up at seller's house but there are other options too. In one case a seller had brought an item straight to a buyer's workplace. However, it tended to be more common that it was the seller who determined the place where the goods were exchanged. Non-local groups tended to work the same way than local groups but instead of picking up the item, the item was sent to the buyer after she/he had made the payment to the seller's banking account (and the seller has verified that the money has been transferred).

One respondent pointed out that one possibility to find certain product easily from Facebook C2C merchandize groups is to make your own product buying announcement. In that way it is possible to find the item you are looking for even quicker.

Green values were mentioned by only few respondents. They told they saw recycling and environmental friendliness as a positive thing in Facebook C2C sales groups.

“Facebook C2C sales group offer a really convenient place to recycle and it makes it easier to make ecological decisions with respect to consumption.” (Female #19)

Economic factors were also mentioned as positive factors in second-hand online buying. Some thought the prices in the groups were low and one respondent mentioned that trading does not cost anything. In local groups there is not delivery costs for items since you can pick them up by yourself.

“We cannot afford to buy everything new and I support recycling. I save money and I feel good because I can save the environment.” (Female #22)

In some cases, respondents had bought clothes even if they were not sure if it was a good deal or if the cloth would fit. They could do this because they knew they could sell the clothes forward if they would not fit or they would have second thoughts.

Other positive factors that were mentioned were (in most cases) reliable sellers, good bargains and the variety of trading methods such as auctions and bargaining.

4.4. Negative perceptions of Facebook sales groups

Many of the respondents felt that strict rules in Facebook C2C sales groups were a negative factor. On the other hand, it was also seen negative if the rules were not obeyed. One person had had so negative experiences over Facebook sales groups that it affected her willingness to trade in such groups after that. She had had also positive experiences in the past but they did not overcome the negative ones.

“In one trip I was supposed to buy baby gauzes, I went there but the seller made up all excuses why she could not come down her apartment. E.g. the baby woke up, I will put the baby asleep first, my husband took the bag of baby gauzes with him to work... In the last trip there was a situation where I noticed at the place of pick up that there is a stain in the overall. I did not approve to buy, because there was no information about the stain in the sales post. - I do not practice much buying and selling in Facebook sales groups anymore because there is so much hassle in there.” (Female #18)

A buyer may need to ask some specified questions about the product before making the purchase decision. If there is an allergic person in the house, a seller may for example need to know if there are any animals in the seller's house. The buyer may also need some more detailed measurements of products. Therefore there might be needed some extra communication between the parties before trading will possibly happen.

Many of the respondents had experienced difficulties in communication with sellers. They also perceived bungling with deliveries and hassling overall as very

negative aspects in Facebook buy-sell-swap groups. Respondents were also very annoyed by those “buyers” who put items on hold even though they do not have any intention to really buy them. Those buyers had got their own name “hupivaraajat”.

Trust was seen as some sort of a problem on Facebook flea markets. One could never know if she/he could trust another party with respect to buying and selling. Few respondents told they had heard about fraud in sales groups and they felt they need to be alert because of that, even though they did not have suffered from it themselves. Some people had had negative experiences of how sellers had faded and reneged.

Many respondents recognized security issues. One respondent told that she would not buy very valuable items from unknown people if an item would need to be delivered by mail. In some groups there is a feedback system so both a buyer and a seller can give feedback to each other after trading.

Expensive postal charges were mentioned as negative thing also. Kim (2007, 116), studied consumer perceptions of apparel products in internet shopping and found out that if a consumer perceived shipping costs relatively high, it had a negative influence on consumer’s purchase decision.

One respondent summarized well almost all of those factors that were seen negative in Facebook sales groups:

“Negative things are possible frauds (I luckily have not experience of them yet), if the product’s condition is not as the

seller has promised (I have experienced this a couple of times). In buying negative is that you are not able to try products on, pictures can distort colours or be blurry. I also dislike and stress if the product will smell bad or is coming from a house that have mould in it. Also different rules, long chain of messages [with a seller] and long waiting for a package are negative and troublesome things. Best products are also sold very quickly because the group of buyers is broad, so decisions need to be made quickly.” (Female #22)

The previous respondent highlighted also concerns for second-hand products condition and the fact that second-hand products can come from any kind of homes. Concerns for hygiene and pests were also noted by Edbring et al. (2015, 5).

Some had experienced very rude manners in Facebook buy-sell-swap groups.

“People tend to lose their manners a little in the online environment, although they are recognized with their own names in Facebook, I do not believe that many of them would act so graceless and rude or losing their nerves for example in Hietsun Kirppis [conventional outdoor flea market in Helsinki] if they miss a great bargain. In online flea markets, it is some (imaginary) anonymity which makes people act more rude: outrageous comments, losing one’s nerves, keeping items on hold but when it is time to pay there is no response because there seems to be no interest in the product after all etc. Normal manners of face-to-face commerce seem to disappear at times”. (Female #19)

Many of the respondents thought that prices for certain items such as children's brand clothes were too high for second-hand products in Facebook sales groups. One respondent also mentioned that malfunctions of flea market sites can affect trading negatively. Another perceived negative factor in Facebook sales groups was the fact the true condition of a bought item is not known before you see the item in your own hands.

Facebook flea market buyers told that the whole process of buying can be very time-consuming because one need to schedule together both the seller's and the buyer's timetables concerning the goods exchange situation. With some clothes, such as shoes, a buyer may also want to try them on before buying so the buyer and a seller need to find time and place for that as well.

“Last time I bought leather boots. I was looking for new shoes for a long time but I did not know exactly what kind of shoes I wanted. I browsed through many online stores but eventually I bumped into a post where a girl was selling almost new shoes with very reasonable prize because they were wrong size to her. I made it to be one of the first ones to contact her and we were trying to get into an agreement where and when I could pick up the shoes. In this case, again, most of the time was spent in trying to coordinate our schedules, and it was not until one week after the first message I was able to try the boots on. --- Generally trading goes smoothly but most of the time and energy is spent in scheduling between a seller and a buyer, especially when there are bigger furniture in question and one need to arrange a delivery to them.” (Female #19)

4.5 Consumer motivations for second-hand C2C online buying

Easiness and convenience of buying was often mentioned as one of the biggest factors to make purchases from Facebook sales groups. Easiness of use was also highlighted in the context of the internet platform selection, in Facebook flea markets one did not need to spend time in opening another application. Quick browsing of many product was seen as very beneficial as well. Economic reasons were another big factor motivating to buy in Facebook sales groups. Respondents told that in the groups it is possible to find good quality items for a fair price.

“I buy from there [from Facebook sales groups] if I see good quality products in cheap price. Sometimes I make really good bargains which makes me feel good. Perhaps I could not have afforded to buy the same product new”. (Female #12)

Wide range of selection was also mentioned as one of the main reasons to buy from Facebook buy-sell-swap groups. One respondent told that she was motivated mainly by available “wide selection of used brand clothes”. Recycling was mentioned as one of the main reasons to shop by only three respondents. One respondent told that she bought from Facebook sales groups when she needed some special products but did not want to pay the full price and another respondent highlighted that one can buy products that have hardly been used with a fair price.

“I feel that my motivation to buy second-hand products is more ecologic: I do not want to support disposable culture we live in, while it is possible to buy good quality products also second-hand. Cheap price is another factor affecting my purchase decision, but it is basically just “an extra”. I can

easily pay the same price for a new Ikea drawer and the same drawer that is almost new, because I feel like buying second-hand is more ecologic. Online flea markets make it easier and quicker to make ecologic and affordable choices whether one needs furniture, clothes or make-up for example. In case I would need to have a new TV stand, I no longer need to search for the opening hours and addresses of local recycling centres and self-service flea markets and spent a whole day getting around all addresses.” (Female #19)

The fact that items in sale were situated close by was pointed out as one of the main reasons to buy items from local Facebook sales groups. It is possible to check the condition of a product before paying it when you pick up the product by yourself and it does not need to be sent by mail.

Motivations to buy second-hand products from Facebook sells groups were different to reasons for second-hand buying for home products found by Edbring et al. (2015, 4-5). In his study economic reasons were the most common reason, and desire to be unique and environmental reasons the next common reasons to buy second-hand. In this study there was not identified motivation of ‘desire to be unique’ at all. Economic reasons and environmental reasons were mentioned by only few of the respondents.

Respondents benefitted from Facebook sales groups by saving time (when compared to buying from conventional flea markets), money and nerves (when one did not need to spend time in store queues).

In Facebook C2C sales groups interaction between a buyer and a seller is an essential part of the shopping process. Korgaonkar et al. (1999, 25) found out that those Web users who enjoyed the interactivity of the Web were likely to purchase products or services from internet. Buyers can even form relationships with sellers, especially when the items in question are collectible, since they can meet people who share same interests or hobbies. It does not matter if the parties live far away from each other. (Chu, 2013, 1539)

As opposed to findings of Niinimäki (2010,161) who claimed that ethical values drive strongly for recycled clothing consumption, there were only few respondents who mentioned support for green values and recycling in the research.

5 DISCUSSION AND CONCLUSIONS

Facebook buy-sell-swap users had many kinds of different stories and experiences to tell about their past experiences in the groups. Some had only sold items themselves, some only bought and many had experience of both. Most respondents were able to mention both positive and negative sides of the sales groups. Few had had so miserable experiences that they thought their interest in groups had vanished and they were no longer interested to take much part in the groups. Even though many got something negative to say about the groups, it seemed like positive factors overcome the negative ones in most cases.

Most users bought mainly small items such as clothes for themselves and for children, shoes, toys and small items for home. They had joined the groups in certain life situations, if they wanted to get rid of their own junk or just because they were curious to try them.

Online buying in Facebook sales groups is very social in many ways but only few of the respondents could tell it has affected their social life in some ways. It was mentioned that it can take time from real social connections such as talking to your family since browsing in the groups takes a lot of time. It was also mentioned that it is not only a positive thing that you needs to buy and sell in Facebook with your personal profile (and picture), and your interaction will be shown to possibly thousands of other users and friends. It does not give you much privacy if you want to buy something that you are not willing to let everyone know.

Easiness and convenience of use were mentioned repeatedly when positive factors over the groups were considered. Groups made it possible to shop any time of the day. One could easily search for certain products such as children's

clothes, certain brands or items for weddings by joining those groups that were generated over selling and buying items in those categories. Because there are so many different groups one can choose from and so many people in each groups the range of products is magnificent. Environmental friendliness and saving money were also mentioned as positive factors as well as bargaining and the joy of finding “good deals”.

Local Facebook groups were perceived very convenient in the context of deliveries. If a seller lives close by, a buyer can pick up products by him/herself and save time and money. Trading can happen even in few hours after the sell-post was announced. It is also economically safe to buy a product from sales groups since if one does not like the item after all, one can always sell it forward in the same marketplace.

Negative factors that were most mentioned by the respondents were strict rules of the groups and people who did not obey the rules, trust and security issues as well as difficulties in communications with sellers. Trading in Facebook buy-sell-swap groups is very interactive and social and with the amount of thousands of people in the groups there were always be some conflicts. Hence, rude manners were also mentioned as negative issues. Other negative factors were high postal costs, concerns for hygiene of products and uncertainty of products real appearance versus the appearance in the pictures.

Consumer motivations for second-hand buying from Facebook buy sell groups were many. Many emphasized the ease of use, quick browsing and economic reasons. Green values were also mentioned by few respondents as well as the ability to save time.

Buying from Facebook buy-sell-swap groups seemed to fulfill many different needs so no wonder they have become so popular. People were able to save environment by easily buying cheap products online at home. In local groups, items could be even picked up from the next door within a couple of hours. It seemed like the fact that the items were second-hand was not even the main point, but the easiness of joining groups and shopping from your couch whatever you might ever need.

5.1 Theoretical contribution

Easiness to do shopping was mentioned as one of the main reasons for consumers to purchase from Facebook buy-sell-swap groups. Easiness was experienced as:

- Easiness to be able to shop any time of the day and in any place you wish for
- Easiness to reach the marketplace
- Easiness to browse for certain items and to find the wanted items
- Easiness to make the purchase, as well as
- Easiness to pick up the item/items

Another important reason to buy from Facebook sales groups was the variety of the items available. Also Chalal (2013), discovered the easiness and the variety as reasons to buy second-hand items online. In his study (Chalal, 2013) more than 50 percent of the respondents mentioned the easiness, the variety and the ability to shop from home as second-hand online shopping reasons. In this study, respondents also pointed out the easiness of local sales groups in order to the ability to go and see the products or try the clothes on before the purchase decision. Chalal (2013) also noted that it was easier for consumers to buy those

kinds of items one did not need to try on. That is probably the case also in most of the non-local sales groups in Facebook where people live all over the country or even the world.

Consumer motivations to engage in Facebook buy-sell-swap groups were found to be very similar to those of the auction sites founded by Abdul-Ghani et al. (2011, 1060). Utilitarian, hedonic and social benefits were found in both studies. Utilitarian benefits in Facebook sales groups that were uniform with the online auction sites (Abdul-Ghani et al., 2011, 1060) were ease of use, convenience, wide range of different items and fair prices. In hedonic and social benefits there were found to be differences compared to online auction sites. Browsing and hunting were the only hedonic benefits that were same in both marketplaces and none of the social benefits of auction sites were recognized by respondents in this study over Facebook sales groups.

A smart shopping motive by Roux (2006, 32) was not found to be a motivation for second-hand C2C online buying. Smart shoppers feel satisfied for being able to purchase “items of high social value at a very low price” (Roux, 2006, 32). Most of the respondents did not seem to be very interested in what other people think about their purchases (even though everyone can see what they were buying). Maybe it could be that most of the respondents in the study are really social persons who like to share things about their lives to others.

In the study, many respondents told they use to buy children’s clothes from Facebook sales groups. Kaupan liitto (2015) also found out that families with children were those who favor second-hand C2C markets. This research also supported the findings of Kaupan liitto (2016), that consumers are attracted by a combination of fair price and good quality. Kaupan liitto (2016) also found out that

people were looking for new sense of communality in C2C markets but that finding was not supported in this study.

Some buyers were annoyed if the items they had bought did not meet the expectations they had based on pictures of the products or the information the seller has given. Hence, in order to form good relationships with the buyers, the sellers in second-hand market should be very careful that they produce accurate information for the buyers. Chen et al. (2016, 60) also highlighted that information quality is very important in Facebook sales groups.

5.2 Managerial implications

Findings of the study underline the importance of easiness and convenience of buying for consumers. Most respondents mentioned the easiness or convenience of buying from Facebook buy-sell-swap groups. It seems not really convenient to drive a car a long way to find the nearest flea market to go to shopping for a new pair of shoes for your child, and when you get there, it is not guaranteed you will find the shoes you are looking for.

Another option is to lay on your couch and log into Facebook and click yourself into your local buy-sell-swap group and browse through pictures to find the shoes you are looking for. If you will not find them right away, you can always make a buying post and possibly hundreds (or even thousands) of people will see it. You may also be able to pick up the shoes just from your next door within a day or two.

We are not yet fully aware of how much the whole reselling business will be influenced by C2C reselling. It seems not very likely that C2C reselling would not have any influence on conventional retailing since as Chalal (2013, 1527) points

out the number of consumers who act 'as resellers' is growing. The results of the study help retailers to understand what are the reasons and motivations for consumer's huge interest in C2C buying.

The importance of fair price was also noted in the research. People will surely always want to maximize their return on income and that is the reason why second-hand trading will always be strong (Chalal, 2013). Retailers may even need to consider new ways of making business. A Swedish clothing brand Filippa, K, which have its own second-hand store in Stockholm (Kaupan liitto, 2016) is a good example how to expand your business to the direction of new consumer interests. Hence, second-hand consuming is not a threat but an opportunity to create new and broaden one's business. It might be even easier for consumers to buy new items when they know that if they want to get rid of the items one day there is a functional aftermarket for them (Kaupan liitto, 2016).

5.3 Limitations and directions for future research

Qualitative research always has its limitations. In this research, one could argue that the data of the research could have been richer if the research would have been conducted through qualitative interviews instead of the survey. However, in that case the presence of the researcher would have affected on respondents and perhaps they would not have told their thoughts sincerely. Since the data is gathered from such a small group there is no possibility to generalize any of the results. All respondents of the survey were very homogenous with respect to gender, age and social media activity, so the research gives us very narrow picture of the phenomena. The data is based on consumer experiences and the accuracy of the data depends on how well respondents were able to put their motivations and attitudes into words.

Since second-hand consumer-to-consumer market is growing rapidly, it has boomed interest in the area. Research over second-hand C2C online buying is still very much uncovered. Hence, there is a need for more thorough studies over the phenomena. The seller's side of the markets and consumers motivations to sell in Facebook buy-sell-swap groups should also be discovered.

Former literature stresses the social exchange in online auction sites (Abdul-Ghani et al., 2011). There are many similarities between online auction sites and Facebook buy-sell-swap groups as marketplaces. However, in this study Facebook sells groups were not found to have much effect on consumer's social relations. It would be useful to conduct a more thorough research over social exchange in Facebook sales groups to get a wider picture of the area.

REFERENCES

Aamulehti no. 1. Perheenäiti tuskastui Facebook-kirppisten sääntöviidakkoon: avautumisesta tuli hulvaton somehitti. Accessed November 9th, 2016. Available at: <http://www.aamulehti.fi/kotimaa/perheenaiti-tuskastui-facebook-kirppisten-saantoviidakkoon-avautumisesta-tuli-hulvaton-somehitti/>

Aamulehti no. 2. Vapaaehtoiset pyörittävät Facebook-kirppiksiä palkatta, suosituksen ylläpitäjä kertoo tarinansa. Accessed November 9th, 2016. Available at: <http://www.aamulehti.fi/kotimaa/vapaaehtoiset-pyorittavat-facebook-kirppiksia-palkatta-suositun-ryhman-yllapitaja-kertoo-tarinansa/>

Ebay website no. 1. Accessed August 30th, 2016. Available at: <https://www.ebayinc.com/our-company/our-history/>

Ebay website no. 2. Accessed August 30th, 2016. Available at: <https://www.ebayinc.com/our-company/who-we-are/>

Finnish Competition and Consumer authority. Liability for defects in second-hand goods. Updated October 30th, 2014. Accessed September 2nd, 2016. Available at: <http://www.kkv.fi/en/facts-and-advice/defects-and-delays/defective-goods/liability-for-defects-in-second-hand-goods/>

MTV3 website. Kärkäs versio täydellisestä myynti-ilmoituksesta: Suomalaisnainen hermostui Facebookin kirpputoreihin. Published September 7th, 2016. Accessed September 8th, 2016. Available at: <http://www.mtv.fi/lifestyle/koti/artikkeli/karkas->

[versio-taydellisesta-myynti-ilmoituksesta-suomalaisnainen-hermostui-facebookin-kirpputoreihin/6062392](http://kirpputoreihin/6062392)

Abdul-Ghani, E., Hyde, K.F. & Marshall, R. 2011. Emic and etic interpretations on engagement with a consumer-to-consumer online action site. *Journal of Business Research*. Vol. 64. pp. 1060-1066.

Bain & Company- website. [e-publication] China e-commerce: Heading toward RMB 1.5 trillion. February 27, 2012 Bain Brief By Serge Hoffmann, Bruno Lannes and Jessica Dai. [Referred] Available at:

<http://www.bain.com/publications/articles/china-ecommerce.aspx>

Bardhi, F. & Arnould, E.J. 2005. Thrift shopping: Combining utilitarian thrift and hedonic treat benefit. *Journal of Consumer Behavior*. Vol.4, No. 4. pp. 223-233

Belk, R.W., Sherry, J.F.Jr. & Wallendorf, M. 1998. A naturalistic inquiry into buyer and seller behavior at a swap meet. *Journal of Consumer Research*. Vol. 14. pp. 449-470

Bosnjak, M., Obermeier, D. & Tuten, T.L. 2006. Predicting and explaining the propensity to bid in online auctions: a comparison of two action-theoretical models. *Journal of Consumer Behavior*. Vol. 5. pp. 102-116

Cameron, D.D. & Galloway, A. 2005. Consumer motivations and concerns in online auctions: an exploratory study. *International Journal of Consumer Studies*. Vol. 29 pp. 181-192

Cervellon, M-C., Carey, L. & Harms, T. 2012. Something old, something used, Determinants of women's purchase of vintage fashion vs second-hand fashion. International Journal of Retail & Distribution Management. Vol. 40 No. 12, pp. 956-974

Chen J.V., Bo-chiuan S. & Widjaja A.E. 2016. Facebook C2C social commerce: A study of online impulse buying. Decision support systems no. 83 pp. 57-69

Chalal, M. 2013. How to snare the bargain hunters. Marketing Week. Oct. 31. pp. 1-3

Chu, H. 2013. A conceptual model of motivations for consumer resale on C2C websites. The Service Industries Journal. Vol. 33. No.15-16. pp. 1527-1543

Chu, H. & Liao, S. 2007. Exploring Consumer Resale Behavior in C2C Online Auctions. Academy of Marketing Science Review. Vol. 11. No. 3 Available at: <http://www.amsreview.org/articles/chu3-2007.pdf>

Chu, H. & Liao, S. 2013. Influence of consumer online resale awareness on purchase decisions: a mental accounting perspective. European Journal of Marketing. Vol. 47 No. 10. pp. 1576-1597

Clausen, J., Bläattel-Mink, B., Erdmann, L., Henseling, C., 2010. Contribution of online trading of used goods to resource efficiency: an empirical study of eBay users. Sustainability 2, pp. 1810-1830.

Edbring, E.G.,Lehner, M. & Mont, O. 2015. Exploring consumer attitudes to alternative models of consumption: motivations and barriers. *Journal of Cleaner Production*. **xxx** (2015) 1-11 . Article in press.

Engel, J.F., Blackwell, R.D., Miniard, P.W. 1995. *Consumer behavior*. 8th edition. U.S.A: The Dryden Press, Harcourt Brace College Publishers.

Ferraro, C., Sands, S. & Brace-Govan, J. 2016. The role of fashionability in second-hand shopping motivations *Journal of Retailing and Consumer Services*. Vol. 32 pp. 262-268

Gregson, N. & Crewe, L. 1998. Dusting down Second Hand Rose: gendered identities and the world of second-hand goods in the space of the car boot sale. *Gender, Place and Culture*. Vol. 5 No.1 pp.77-100

Guiot, D. & Roux, D. 2010 A Second-hand Shoppers' Motivation Scale: Antecedents, Consequences and Implications for Retailers. *Journal of retailing*. Vol. 86, Iss.4. pp. 355-371

Hansen, K. T. (2000). Other people's clothes? The international second-hand clothing trade and dress practices in Zambia. *Fashion Theory*. Vol 4 No.3 pp.245-274.

Jack, L. 2009. From rags to a rich source of inspiration. *Marketing Week*. Sept.3rd. pp.19-21

Jones, K. & Leonard, L.N.K. 2009. Consumer-to-consumer electronic commerce: an emerging stream of research. 1st chapter of Khosrow-Pour, Mehdi, Consumer Behavior, Organizational Development, and Electronic Commerce: Emerging Issues for Advancing Modern Socioeconomies/. IGI Global. pp.1-17

Joung, H-M. & Park-Poaps, H. 2013. Factors motivating and influencing clothing disposal behaviours. International Journal of Consumer Studies. Vol.37 pp. 105-111

Kauppan liitto. Muodin vertaisverkkokauppa kasvaa erityisen nopeasti. [e-document]. Published January 13th, 2016. Accessed. April 8th, 2016. Available at: http://www.kauppa.fi/kauppa_fi/ajankohtaista/uutiset/muodin_vertaisverkkokauppa_kasvaa_erityisen_nopeasti_25408

Kauppan liitto. 24.11.2015. Ei mitään kirpputoripuuhaa, suomalaisten vertaisverkkokauppa ylittää jo kulutuksen Virossa. [e-document] Published November 11th, 2015. Accessed April 8th, 2016. Available at: http://www.kauppa.fi/ajankohtaista/tiedotteet/suomalaisten_vertaisverkkokauppa_ylittaa_jo_kulutuksen_virossa_25318

Kim, Mi-Jung, 2007, Consumer perceptions of apparel products in internet shopping. Oregon State University. Doctor of philosophy dissertation.

Korgaonkar, P., Silverblatt, R. & O'Leary, B. 2003. Web usage among Hispanics in the South Florida region. The Journal of Applied Business Research. Volume 19. Number 1. pp. 17-28.

Koskinen, I., Alasuutari, P. & Peltonen T. 2005. Laadulliset menetelmät kauppatieteissä. Vastapaino, Jyväskylä.

Leonard, L.N.K. 2012. Attitude influencers in C2C e-commerce: Buying and selling. The Journal of Computer Information Systems. Vol. 52, No. 3, pp. 11-17

Lodorfos, G.N., Trosterud, T.A. and Whitworth, C. 2006. E-consumers' attitude and behavior in the online commodities market. Innovative Marketing. Vol 2., No. 3 pp. 77-96

Metsämuuronen, J. 2008. 3. uudistettu painos. Laadullisen tutkimuksen perusteet. Metodologia-sarja 4. International Methelp Ky (Helsinki), Gummerus kirjapaino oy. Jyväskylä

Milewicz, J.C.& Clabaugh M.G. 2015. Proceedings of the 1987 Academy of Marketing Science (AMS) Annual Conference: New insights into second-order goods retailing pp. 301-304

Mooij, de.M. 2011 Consumer behaviour and culture: Consequences for Global marketing and advertising. U.S.A: Sage Publications Inc.

y Monsuwé, T. P., Dellaert, B. G. & De Ruyter, K. 2004. What drives consumers to shop online? A literature review. International Journal of Service Industry Management, Vol. 15, No. 1, pp. 102-121

Murphy, S. L. & Liao, S. 2013. Consumers as resellers: Exploring the entrepreneurial mind of North American consumers reselling online. *International journal of business and information*. Vol. 8 No. 2. pp.183-228

O'Shaughnessy, J. 2013. *Consumer behaviour: Perspectives, findings and explanations*. U.K: Palgrave Macmillan.

Pickens, J. 2005 "Attitudes and perceptions." *Organizational Behavior in Health Care*. Sudbury, MA: Jones and Bartlett Publishers pp. 43-75.

Ronkainen, S., Pehkonen, L., Lindblom-Ylänne, S. & Paavilainen, E. 2011. *Tutkimuksen voimasanat*. WSOTpro Oy, Helsinki.

Ronkainen, S., Pehkonen, L., Lindblom-Ylänne, S. & Paavilainen, E. 2013. *Tutkimuksen voimasanat*. WSOTpro Oy, Helsinki.

Sihvonen, J. & Turunen, L.L.M. 2016. As good as new – valuing fashion brands in the online second-hand markets. *Journal of Product & Brand Management*. Vol. 25. No. 3. pp. 285-295

Solomon, M.R. 2011. *Consumer behavior: Buying, having and being*. 9th edition. Pearson education limited.

Stephen, A.T. & Toubia, O. 2010. Deriving value from social commerce networks. *Journal of Marketing Research*. Vol. XLVII. pp. 215-228.

Stone, J., Horne, S. & Hibbert, S. 1996. Car boot sales: a study of shopping motives in an alternative retail format. *International Journal of Retail & Distribution Management*. Vol. 24. No. 11. pp. 4–15

Tuomi, J. & Sarajärvi, A. 2009. *Laadullinen tutkimus ja sisällönanalyysi*. 6th edition. Tammi.

Tuomi, J. & Sarajärvi, A. 2013. *Laadullinen tutkimus ja sisällönanalyysi*. 10th edition. Kustannusosakeyhtiö Tammi.

Turunen, L.L.M. & Leipämaa-Leskinen, H. 2015. Pre-loved luxury: identifying the meanings of second-hand luxury possessions. *Journal of Product and Brand Management*. Vol. 24. No. 1. pp. 57-65.

Wilkie, W.L. 1994. *Consumer behaviour*. 3rd edition. John Wiley & sons Inc.

Williams, C.C. & Paddock, C. 2003. The meaning of alternative consumption practises. *Cities* Vol.20 No.5 pp.311-319

APPENDICES

Appendix 1. Survey questions

1. Gender
2. Age group
3. How actively you use social media?
4. How often you buy (any) products from the internet?
5. How often you visit Facebook buy-sell swap groups?
6. How often you buy products from Facebook buy-sell swap groups?
7. How many Facebook buy-sell swap groups you have joined to?

Open questions:

8. Why did you joined to the Facebook buy-sell swap group/groups? If you are not a member in any group, why have you not joined?
9. What kind of role Facebook buy-sell swap groups have in your social life?
10. Tell about your shopping experiences in Facebook buy-swell swap groups? What kind of products you have bought? If you haven't bought anything from the groups, tell why?
11. What factors you find positive in Facebook buy-sell swap groups? Please describe also your positive experiences more detailed if possible.
12. What factors you find negative in Facebook buy-sell swap groups? Please describe also your negative experiences more detailed if possible.
13. What are the main reasons for you to buy products from Facebook buy-sell swap groups? Or the main reasons not to buy?
14. In which ways do you benefit from Facebook buy-sell swap groups?