INSTITUTO
UNIVERSITÁRIO
DE LISBOA

Collaborative consumption: What would motivate customers to be part of it? The case of second-hand shopping on Vinted with the French population

Florent MALBOIS

Master (MSc) in Marketing, ISCTE University

Supervisors:
Aihoor Aleem, Ph.D - BRU-IUL, Marketing Integrated Assistant

Sandra Loureiro, Ph.D – Full Professor, ISCTE Business School, Department of Marketing, Operations and Management

September, 2023

BUSINESS
SCHOOL

Collaborative consumption: What would motivate customers to be part of it? The case of second-hand shopping on Vinted with the French population

Florent MALBOIS

Master (MSc) in Marketing, ISCTE University

Supervisors:
Aihoor Aleem, Ph.D - BRU-IUL, Marketing Integrated Assistant

Sandra Loureiro, Ph.D – Full Professor, ISCTE Business School, Department of Marketing, Operations and Management

September, 2023

Abstract

Collaborative consumption has recently gained prominence as a fresh approach to modern consumerism, merging economic principles with sustainability objectives. By deep diving into this subject, this study gives an overall explanation of business areas related which are sharing economy, circular economy, or even circular fashion. This thesis investigates the determinants that drive individuals to engage in collaborative consumption, specifically in second-hand shopping on the Vinted platform in France. As circular business models progressively gain dynamism, this study delves into consumer behaviour and evaluates the interactions of diverse motivations, including hedonic, environmental, economic, and social factors. To provide a good understanding, the author conducted semi-structured interviews with 10 participants, unravelling a complex range of motivations that align with previous quantitative research, underscoring the majority and significance of these drivers. Another motive not discussed in the literature review was highlighted thanks to the interviews: the convincing motive. It seems that individuals who are already participating in Collaborative Consumption are trying to convince others to change their consumption habits. This study navigates the uncharted waters of collaborative consumption's motives, highlighting its relevance in the context of sustainable and conscious consumer behaviour.

Keywords: Collaborative Consumption; Circular Fashion; Circular Economy; sharing Economy; Consumer Behavior; Second-hand shopping.

JEL Classification System: Marketing (M31); Social Responsibility (M14)

Resumo

O consumo colaborativo tem vindo a ganhar uma grande proeminência como uma nova abordagem ao consumismo moderno, conseguindo fundir princípios económicos com objetivos de sustentabilidade. O presente estudo consiste em explorar o tema do consumo colaborativo, bem como a economia circular e a moda circular. Ao longo do estudo, foi efetuada uma pesquisa com intuito de investigar os determinantes que levam os indivíduos a envolverem-se no consumo colaborativo, especificamente em compras de segunda mão na plataforma Vinted, em França. À medida que os modelos de negócios circulares ganham progressivamente impulso, este estudo investiga o comportamento do consumidor e avalia a interação de diversas motivações, incluindo fatores hedónicos, ambientais, económicos e sociais. Foram efetuadas entrevistas semi-estruturadas com 10 participantes, revelando uma gama complexa de motivações que se alinham com a investigação. Por fim, são apresentadas conclusões e futuras linhas de investigação.

Palavras-chave: Consumo Colaborativo; Moda Circular; Economia Circular; Economia de Partilha; Comportamento do Consumidor; Compras em segunda mão.

JEL Sistema de Classificação: Marketing (M31); Responsabilidade Social (M14)

Acknowledgements

I am deeply grateful to all the individuals and the ISCTE institution who have supported me throughout my journey to completing this thesis. Their unwavering encouragement, guidance, and contributions have been invaluable in shaping this work. I am proud of being able to dive deep into a topic that I am passionate about.

First, I sincerely thank my thesis advisor, Aihoor Kayoom Aleem and co-supervisor, Sandra Loureiro for their exceptional guidance, insightful feedback, and patient mentoring. Their expertise and dedication have been instrumental in steering this thesis in the right direction.

My gratitude extends to my family and friends, whose constant support, understanding, and encouragement gave me the strength to overcome challenges and keep pushing forward.

I am also thankful for the participants who generously contributed their time and insights for the interviews, without whom this study would not have been possible. Your willingness to share your experiences has added depth and authenticity to this work.

Table of Contents

Abstract ..... **ii**

Resumo ..... **iii**

Acknowledgements ..... **iv**

Table of Contents ..... **v**

List of Figures ..... **vii**

1. Introduction **9**

1.1 Relevance of the topic 9

1.2 Problem Statement 10

1.3 Research Purpose 11

1.4 Research Question 11

1.5 Research Outline 11

2. Literature Review **13**

2.1 Understanding Collaborative Consumption 13

2.2 Sharing Collaborative Consumption Online 14

2.3 Customer Motivation to Participate in Collaborative Consumption 16

2.3.1 Economic Motives 16

2.3.2 Social Motives 17

2.3.3 Hedonic Values 18

2.3.4 Environmental Benefits 18

2.4 Second-hand shopping link to the circular economy 19

2.4.1 Second-hand Fashion and its Environmental Impact 19

2.4.2 Second-hand Fashion expansion and challenges 20

2.5 Vinted background 20

2.5.1 General Information 20

2.5.2 Vinted and the French Market 21

2.5.3 Vinted interface and evolution 21

3 Methodology **23**

3.1 Contextualization 23

3.2 Research Design 23

3.3 Sampling

3.4 Data collection process and analysis 25

3.4.1 Audio Recording and Transcription 25

3.4.2 Analysing Data 25

3.5 Interview Design 26

3.6 Ethical Consideration 27

4. Results and Discussion 29
4.1 French Vinted User and Economic Motives 29
4.2 French Vinted User and Hedonic Motives 31
4.3 French Vinted User and Environmental Motives 33
4.4 French Vinted User and Social Motives 35
4.5 French Vinted User and Convincing Motive 36
5. Conclusion 39
5.1 Main Conclusion 39
5.2 Theoretical and Managerial Implications 39
5.3 Limitation and Future Research 40
6. References 42
Annexes 49
Annex 1 – GRPD Document 49
Annex 2 - Interviews Interview 1 50
Annex 3 - Questionnaire 73

List of Figures

Figure 1 **-** Words the most used in interviews when asking about economic motives.…...…….……32

Figure 2 - Words the most used in interviews when talking about hedonic motives.…….34

Figure 3 - Words the most used in interviews when talking about environmental motives……35

Figure 4 - Words the most used in interviews when talking about social motives…….37

Figure 5- Words the most used in all interviews……..…...37

1. Introduction

1.1 Relevance of the topic

No matter what individuals can say everyone on earth has something in common: they all wear clothes. The textile and clothing industry represents a substantial economic aspect of the society. Indeed, for a consecutive period of 8 years between 2010 and 2018, the clothing and textile industry turnover progressively increased before going down due to the pandemic and the coronavirus (Smith, 2022). In 2018, France was ranked in the top five countries for consumer spending on clothing, alongside Italy and Spain (Smith, 2022). This high consumption of clothes significantly impacts the environment and leads to much waste, e.g., in 2015, 0.5 million tons of microfibers from washing synthetics were released into the ocean (Huitema, 2020).
Due to the pandemic, the fashion and textiles industries were at this crisis point of either not acknowledging they had an issue in their business model or rethinking their entire model. The economy collapsed for one moment: factories closing one by one, tiny businesses that were not able to face the big industries such as INDITEX, problems with orders, and notably, consumers emphasising their way of consuming clothes by becoming more aware of their environmental impact (Niinimaki, 2017).

After Covid 19, consumers realised that changing their habits could help them reach their sustainable goals (Granskog et al., 2020). One of the ways of reaching them was to be part of a new form of a business model named after circular business models. Circular markets encompass closely linked terms such as collaborative consumption, circular economy, circular fashion, and sharing economy. Later, definitions are given. However, the main goal is to maximise the use of a product by avoiding its disposal and creating chances for repair and reuse, thus promoting business opportunities (Valor et al., 2021). By opening new windows to circular businesses, companies needed to match the new needs of consumers, especially in terms of clothing. Even though used clothing markets are not excluded from the negative impact on the environment (Sandin & Peters, 2018, pp. 353-365), they are highly considered as a fundamental approach to decreasing the impact of textile waste (Dahlbo et al., 2017). This leads to the place of second-hand shopping markets tackling consumers' wants to be more conscious of their clothes consumption (Valor et al., 2021).

The increased availability of thrift shops and applications like Vestiaire Collective, Depop, or even Vinted has made second-hand shopping more accessible to consumers. Shopping for second-hand clothes online has become well-known for a few years and has been one of the fastest-growing segments (Fernando et al., 2018). This thesis contributes to a collaborative consumption literature review by considering consumers' motivations for being part of it, integrating the French population and the

shopping behaviour on the Vinted application, as it has not been researched much so far (Pigalle & Aguiléra, 2023).

1.2 Problem Statement

As mentioned above, second-hand shopping is booming on the market by adding value to the needs of consumers who want to reach their sustainable goals. Second-hand shopping is part of a broad topic: circular business models. Despite all the work that has been conducted on collaborative consumption and its motivating factors, there is a need to do more research on the second-hand clothing market (Pantano & Stylos, 2020), particularly with the French population using vinted. This paper aims to fill the gap by exploring the motivations of customers currently participating in collaborative consumption through second-hand shopping on Vinted among French customers.

Authors has focused on several aspects of collaborative consumption, such as house sharing and carsharing, as the leading examples of Airbnb or Uber. These highlighted the positive sides of collaborative consumption: excitement, a sense of belonging to a group, and environmental awareness. However, negative points are also included: concerns and stigma related to the non-ownership model, meaning consuming second-hand clothes is associated with a poor lifestyle.

The research problem lies in the need for a more comprehensive investigation into the specific motivations and perceptions of the French population regarding collaborative consumption in the second-hand clothing market, especially about Vinted. Moreover, prior studies have not focused on the French market's dynamic in the context of collaborative consumption, limiting the understanding of the unique factors influencing consumer behaviour toward it.

This paper is significant as it contributes to expanding knowledge of collaborative consumption and the behavioural aspects of the French population. This study will provide meaningful insights into sustainable consumption practices by exploring the motivations for engaging with Vinted, trust-building factors, forming social connections among users, and potential concerns or barriers to adoption.

This thesis will primarily focus on understanding collaborative consumption overall. Moreover, the motivations that drive individuals to participate in collaborative consumption through online platforms: in this case, Vinted. It will help to investigate the factors of trust in the platform, why users are currently using Vinted and the potential creation of social ties based on shared values. However, this study has limitations. It is essential to acknowledge that this study primarily considers the French population and may only include a partial spectrum of perspectives from diverse populations or any other online platforms beyond Vinted.

1.3 Research Purpose

This study investigates customers' motivations to engage in collaborative consumption through second-hand shopping on the Vinted among the French population. By investigating the different factors that drive individuals to participate in collaborative consumption and exploring the role of trust, social connections, and potential barriers to adoption, this thesis aims to strengthen the understanding of the general topic. This thesis will also help to understand deeply the behaviours in the context of the second-hand clothing market and the evolving landscape of collaborative consumption. Additionally, the findings of this study will contribute to the existing knowledge of sustainable consumption practices, especially within the French market.

1.4 Research Question

This study aims to investigate the motivations that push the French to change their habits in their consumption of clothes. Indeed, this thesis will allow us to understand better their motivation and the restraints that second-hand consumption could cause. This topic leads to this research question: What factors drive French customers to engage in collaborative consumption? Focusing on second-hand shopping with Vinted. This primary research question leads to some research objectives as well, which are:

RQ1: What would be the primary motivation to buy second-hand clothes on Vinted for the French population?

RQ2: Are the motivations for French to participate in Collaborative Consumption the same as the ones proved in other studies?

1.5 Research Outline

This part is divided into 5 different chapters. The first chapter is about the subject of the thesis. This part will include why this subject is relevant and deserves to be studied, a problem statement, the research purpose, and the research questions.The second chapter is the literature review. This chapter tackles all the previous work that has been done before regarding the topic of Collaborative Consumption. Several key concepts are explained, such as Collaborative Consumption, Circular Economy, Circular Fashion, and Second-hand Shopping. All across the literature review, hypotheses are being made and developed. The third chapter will deal with all the methodologies used to gather the data and how to analyse them. The fourth chapter will discuss the results of the interviews and see if the hypothesis of the beginning is relevant. The final chapter will result in the conclusion of the topic as well as the recommendation of the author for limitations and future research.

2. Literature Review

This literature review was conducted through an online search using the most relevant journal databases, including Scopus or Web of Science. Targeted keywords were used to focus and narrow down the subject, such as Collaborative consumption, Circular economy, Circular fashion, Sharing economy, Second-hand, and Second-hand shopping. To maintain the rightness of this study, the author filtered his search results only to include papers published in reputable scientific journals. To do so, the author relied heavily on the scimagojr.com website. This website rates scientific journals from Q4 to Q1, Q1 being the highest rate a journal can have. For this study, the author selected only papers published in journals rated Q1 in the past five years. The literature review presented here reflects only the findings from these selected sources.

2.1 Understanding Collaborative Consumption

The concept of collaborative consumption can be complex as it has many interpretations. Nevertheless, this contemporary business model has gained significant media attention, with Uber being a prime example (Benoit et al., 2017). Collaborative consumption was first studied in 1978, referring to communal activities where people exchanged goods and services (Felson & Spaeth, 1978). In 2014, a new definition emerged, stating that collaborative consumption referred to *"people coordinating the acquisition and distribution of a resource for a fee or other compensation,"* which was a phenomenon born of the internet age (Beck, 2014). Then, in 2016, collaborative consumption was defined as *"the peer-to-peer-based activity of obtaining, giving, or sharing access to goods and services, coordinated through community-based online services,"* to make a profit (Hamari et al., 2016). The definition of collaborative consumption has evolved, leading to increased awareness and popularity.

Collaborative consumption, as defined by Belk, is closely related to the sharing economy. Many academic works have associated collaborative consumption with the sharing economy, including Lisa Ganski (2010) and Botsman and Rogers (2011). These authors argue that collaborative consumption is beneficial for creating a more sustainable economy. They highlight that the rise of sharing signifies a significant shift in consumption patterns, from emphasizing ownership to prioritizing access and collective use of resources. Participating in sharing can positively impact people, planet, and profit, also known as the triple bottom line. Sharing can positively impact the planet by reducing the need for production through the reuse of products. It encourages resource efficiency and sustainability by allowing the optimal use of underused products. Individuals can also relate to those with current resources and those who need them, reducing waste and promoting a more sustainable approach to consumption. People feel great about themselves because they become aware of their impact and establish social connections with each other. This new business model also creates new earning

opportunities for people by monetizing their resources and earning money by sharing them with others (Botsman & Rogers, 2011).

In 2017, a study by Benoit et al. (2017) explored collaborative consumption through a triadic framework. Traditional exchanges were viewed as a dyadic process between the customer and the company, where the customer pays for a product or service. However, the rise of collective exchanges, where customers access goods and services through their peers, has changed this dynamic. Collaborative consumption involves three actors - platform providers (e.g., Airbnb, Uber, Vinted), peer service providers (such as Uber drivers), and customers - creating a unique business model. The study examined different types of exchanges, such as buying, renting, and access-based services, and highlighted the distinct nature of collaborative consumption in terms of actors involved, the exchange's nature, and its directness. Additionally, reselling is also a part of collaborative consumption and the sharing economy, exemplified by Vinted (Arrigo, 2021).

Collaborative consumption has had a positive impact, but researchers have also pointed out some drawbacks. With the Covid crisis, collaborative consumption has become more popular as a solution to the unsustainable market economy. This trend involves the emergence and spread of new consumption practices. However, there are concerns that it has started to focus on profits, adopting a traditional market mindset. This shift raises concerns that it needs to maintain its original focus on society's social and civil aspects (Fraanje & Spaargaren, 2018). Additionally, there are concerns about trust and quality control. Collaborative consumption heavily relies on peer-to-peer interactions, making it challenging to ensure the reliability and safety of transactions (Hartl et al., 2015). People who want to participate in collaborative consumption seek regulations and controls of the service or goods provided. For instance, some apartments listed on Airbnb are false, and customers realize it is a scam only when they arrive at their destination. That is why building trust in the community is one of the most critical aspects (Bardhi & Eckhardt, 2012). It is crucial to have a clear comprehension of how collaborative consumption is evolving in the digital era and how customers are responding when utilizing these applications. This will be discussed in the following part.

2.2 Sharing Collaborative Consumption Online

Grassmuck (2013) notes that the internet has been crucial in the rise of the sharing economy. As Belk (2014) points out, this movement emerged during the Internet age when access to goods and services became a simple click away. With the rapid advancements in technology and digital awareness, collaborative consumption markets have adapted to the changing times by using online platforms and apps as the primary solution for seamless transactions (Oliveira et al., 2020). Acting as intermediaries, these platforms connect customers with peer service providers and their assets, enabling an exchange of

goods and services. Social media platforms have also played a significant role in facilitating this trend by easily connecting peers (Richter et al., 2017). The convenience and accessibility offered by these platforms have transformed the way people consume and share goods and services, creating new opportunities for individuals and businesses alike.

The role of these platforms is essential to meet customers' needs, and different studies highlighted what factors were significant when being involved in online collaborative consumption. In 2019, Tsan-Ming and Yanyan (2019) investigated the importance customers give to their fashion products regarding peer-to-peer collaborative consumption focusing on platform operations. They analyse several aspects by conducting an analysis using different personalised models. The main point was that customers would be more interested in accessing the product with peer-to-peer collaborative consumption than without it. These members were included in the so-called P2P-CC: Platforms, Consumers, and Users for fashion rental services. When utilizing fashion rental services, customers may encounter fees of two types: the FSCS fixed fee and the RSS revenue-sharing fee. The FSCS fee remains constant, meaning customers must pay the same amount regardless of the chosen product. In contrast, the RSS fee varies and charges a percentage of the anticipated rental revenue. The analysis found that utilizing RSS benefits the rental platform's products. However, P2P-CC offers tangible advantages and positive experiences for customers participating in online collaborative consumption. One example is Bag Borrow or Steal, an American platform that grants customers access to luxury items, including bags, shoes, and accessories, for a monthly fee of $50. Customers may borrow, buy, or sell items on the platform, providing them with various options to either purchase or enjoy something they have longed for only briefly (Beck, 2014). This study highlighted the importance of having a platform when participating in collaborative consumption because consumers will be more satisfied regarding the product they seek. Nevertheless, other factors need to be considered, such as how individuals will keep using the same platform: aspect of loyalty.

Three researchers delved into the topic of collaborative consumption online in the same year. Abbes et al. (2019) conducted a comprehensive study to explore the potential link between brand loyalty and the use of collaborative consumption platforms. The objective was to identify the crucial factors that contribute to brand loyalty when consumers engage in second-hand shopping via collaborative consumption platforms. The study aimed to determine whether specific aspects significantly impacted consumer satisfaction and whether such satisfaction could drive loyalty to a platform, a brand, or both. According to this, consumers who actively participate in collaborative consumption tend to show greater brand loyalty. When customers have positive experiences with a brand, they are more likely to recommend it to others, which leads to increased loyalty. Additionally, customer satisfaction with a platform has a direct impact on their loyalty intentions.

Moreover, ease of use plays a crucial role in developing brand loyalty. People who seek social interaction and advice from other community members in collaborative consumption tend to feel a sense of belonging to that community. Positive interactions with community members on a specific platform are positively associated with loyalty to the platform. Finally, third-party recognition, such as positive or negative feedback from other parties, also has a significant impact on platform loyalty. Seller reputation is also a significant aspect because it brings a positive aspect to loyalty toward platforms. When someone wants to buy or rent a second-hand product, they want to be sure that the seller is certified. That is why "seller reputation" acts as a warranty of, on the one hand, the platforms itself, on the other hand, the credibility of products presented on the platform.

2.3 Customer Motivation to Participate in Collaborative Consumption

Researchers have been looking for motivators as collaborative consumption is considered a brand-new business model and a "new set of consumption practices" (Fraanje & Spaargaren, 2018). This will benefit from seeing what drives customers to use this new approach, especially in a flourishing digital world (Park & Joyner Armstrong, 2019). After looking at different papers, motivations linked to participating in collaborative consumption revolve around the same aspect. These aspects will include economic and social motives, hedonic values and to another extent, environmental benefits (Benoit et al., 2017). To be efficient in explaining these motives, one paragraph will be assigned to each one of them with an insight into different studies that have been made.

2.3.1 Economic Motives

One motive would be the economic one. Indeed, collaborative consumption represents an efficient way of reducing costs and saving money (Padmavathy et al., 2019). Participating in collaborative consumption can be financially beneficial as it offers access to goods or services at a lower cost than traditional ownership or purchasing methods. Collaborative consumption is increasing interest because it is opening new business opportunities in different sectors, such as tourism (Airbnb), transportation (Uber), and even the clothing industry (Rent the Runway, Vinted) (Pantano & Stylos, 2020). Moreover, it has been proven that one of the primary motives for "users of both online renting and resale platforms is saving money" (Park & Joyner Armstrong, 2019; Barnes & Mattsson, 2016). As stated above, with the example of Barrow or Steal your Bag, individuals can access goods they would probably never. This represents a practical solution regarding the economic limitations that some may have (Park & Joyner Armstrong, 2019).

Economic motives can be from the buyer side but also the seller side. For some individuals, collaborative consumption represents a solution for income revenue. As opportunities were rising, some benefited from filling this gap in some markets. This aspect would be connected to extrinsic goals, which aim at

a financial gain (Pantano & Stylos, 2020). Some people on Vinted use the application as a real e-commerce platform where they sell clothes bought in other places. They aim to seek well-known brands at low prices and resell them on their account to make a profit (Douillet, 2021). This aspect was highlighted as "save more, earn more", meaning that resellers can find brand new clothes that were never worn, lower than the actual price, and still being able to make a profit on it by reselling afterwards (Park & Joyner Armstrong, 2019). By looking at the economic motives that collaborative consumption brings, researchers have been capable of gaining insights into the drivers of participation and evaluating the potential economic impact that this new business model is offering.

2.3.2 Social Motives

Collaborative consumption not only has economic implications but also carries significant social implications. Previous authors often investigates the social benefits of participating in a collaborative consumption model. One of the first social benefits discussed is the creation of social links between individuals. Collaborative consumption may involve interactions between individuals who share their resources or engage in joint activities, e.g., Leboncoin, Blablacar. Taking the example of Airbnb, this platform prides itself as a "community-driven hospitality brand" that currently aims to facilitate travel experiences by enabling connections between people (Botsman & Capelin, 2016). This sharing process can create social bonds, cultivating a sense of community and belonging. Individuals are connecting themselves because they have similar interests and values, thus leading to the development of social networks. In the context of collaborative consumption, all actors (Platforms / Consumers / Users) are being considered on the same level because it would be considered as a co-creation process (Benoit et al., 2017). Each actor's primary objective should be to help other actors in resource integration and value co-creation initiatives rather than exclusively concentrating on sales and profits (Benoit et al., 2017).

Another aspect of the social motives would be integrating trust and cooperation. Collaborative consumption requires trust and cooperation between participants. Researchers often explore how trust is established and maintained in collaborative consumption platforms. Building trust among the platform provider (Abbes et al., 2019) and individuals is essential. In the process of collaborative consumption, the three main actors may have to deal with each other. As Botsman & Capelin (2016) stipulated, the user, platform provider, and customer may interact directly or indirectly. All these interactions between these three actors drive collaborative consumption as it refers directly to a sense of community. In a community, individuals support each other, meaning they must build trust (Habibi et al., 2017).

Understanding the social benefits of collaborative consumption is essential as it helps to assess the broader societal implications of this consumption model. Researchers can contribute to developing socially responsible collaborative consumption practices by examining the social dimensions.

2.3.3 Hedonic Values

Participating in collaborative consumption may impact hedonic values. Individuals seek personal enjoyment but also an experiential or emotional benefit. The word hedonic or hedonism comes from the Greek word hedone, which means pleasure, enjoyment, and delight (O'Shaughnessy, 2002). As individuals experiencing collaborative consumption are looking for specific emotions, being part of it can bring them novelty and enjoyment (Benoit et al., 2017). Various forms of collaborative consumption have emerged in recent years, and individuals are changing their habits. They are exploring new ways of consuming that bring them the excitement of the new. A recent study made in 2023 focused on the role of emotion while participating in collaborative consumption practice. The author conducted a comprehensive study that focused on libraries in Norway. As per the findings that emerged, individuals who engage in collaborative consumption emanate a sense of satisfaction and enthusiasm. Such individuals experience positive emotions like excitement and reward, which indicates that individuals are seeking hedonic values (Guillen-Royo, 2023).

Hedonic values were also associated with high-end and luxury goods because purchasing a luxury item would convey emotional value and gratification (Bian & Forsythe, 2012). Many people tend to link luxury items with pleasure and self-indulgence. However, thanks to the emergence of collaborative consumption, individuals can now access resources that were once considered too expensive to obtain through traditional business models. In this new one, people can enjoy greater accessibility and affordability, which opens a whole new set of rules. (Lawson et al., 2016). How people dress up is how people present themselves to the world. That is why people can be more conscious of their appearance. Having the chance to rent or buy a luxury item thanks to new platforms such as Vestaire Collective and Rent the Runway, people can pretend to be someone they are not for a short time (Lawson et al., 2016). Previous studies has shown that being part of collaborative consumption requires emotional benefits from the participant. Not only are they looking for economic benefit or social interactions but also for enjoyable experiences and positive emotions resulting in delight that motivate them to be part of it.

2.3.4 Environmental Benefits

This would represent the most discussed aspect of collaborative consumption: the environmental benefit. To put it into context, after covid 19, more and more people realised how heavy their impact on transportation, clothes, and even food was on the environment (Niinimaki, 2017).

This represents the first motive of individuals actively using the collaborative consumption platform: the shift toward a more sustainable lifestyle. By participating in a sharing system, individuals became more aware of the environmental impact of their consumption choices. They raised the question of

whether it is essential to own that much while individuals can access the same assets while not owning them (Barnes & Mattsson, 2017). One good example of this, is car sharing in the United States. Indeed, it has been stated that while participating in car sharing, one of the primary motivations for users would be the environmental impact (Hamari et al., 2016). The car industries are not only the ones impacted but as well as accommodations with Airbnb. In June 2013, Airbnb had several 416,000 people sleeping in New York, losing one million hotel rooms (Barnes & Mattsson, 2017). Collaborative consumption mediates behaviour change by providing tangibles and intangible alternatives for new consumption patterns. By participating in sharing and renting, individuals can finally impact their consumption choices to reduce their ecological footprint (Pal & Gander, 2018).

Another environmental benefit of collaborative consumption would be waste reduction (Benoit et al., 2017). The goal is to extend the product lifecycle to be efficient. This reduces the need for each person to purchase and own the same item individually. By extending the product lifecycle, collaborative consumption helps prevent premature disposal and reduces the amount of waste generated (Amália Dutra Machado et al., 2017). One of the best examples that could highlight the process of collaborative consumption and especially waste reduction would be the fashion industry, which is why this would be the central part of the next paragraph.

2.4 Second-hand shopping link to the circular economy

2.4.1 Second-hand Fashion and its environmental impact

The rise of second-hand fashion has transformed how individuals consume clothes and has become a considerable asset behind the circular fashion movement (Arrigo, 2021). This change in consumer behaviour is due to several factors, including affordability (Henninger et al., 2021), unique style options (Henninger et al., 2021), and reducing their environmental impact (Shrivastava et al., 2020). As awareness regarding environmental issues is growing, more and more individuals are shifting their habits to pre-owned clothing as a sustainable alternative to fast fashion. This encourages people to reuse and recycle their used clothing, contributing to resource efficiency and waste reduction as the product life cycle is extended (Shrivastava et al., 2020). The second-hand market helps conserve natural resources and reduces fashion-related carbon emissions by reducing the need for new production (Henninger et al., 2021). Additionally, circular fashion, notably second-hand fashion, addresses the pressing issue of textile waste that torments the environment. By adopting second-hand fashion, individuals actively participate in the environmental footprint of their wardrobe choice while still experiencing their style, allowing them to express their character and uniqueness, especially for the youngest generation (Wang et al., 2022).

2.4.2 Second-hand Fashion expansion and challenges

The second-hand fashion market has experienced significant diversification in recent years due to the expansion of thrift stores, increased by 22% in Brazil in 2015 (Shrivastava et al., 2020), as well as the expansion of applications such as Vinted or Vestiaire Collective. This leads to new business opportunities and challenges for the second-hand fashion movement in the circular economy context (Abdelmeguid et al., 2022). According to a study by Kumar et al. (2021), they identified 15 different challenges regarding implementing circular economy business models. Of all the 15 challenges, one is the most relevant: the "lack of skilled workforce". If businesses want to perform well, they need to employ qualified people, as entering a new business model requires a deep insight into the field (Jia et al., 2020).

Moreover, building a solid business strategy in the textile and apparel industry remains challenging. Indeed, as Vinted is an online platform, the seller's reputation represents another challenge (Chen et al., 2018). The study of Chen et al. (2018) assesses sellers' reputations in the context of second-hand fashion items linked to e-commerce platforms. This study highlighted the fact that trusting sellers is challenging for individuals. If we take the example of Vinted, all sellers can be evaluated out of 5 stars, five stars being the best grade possible. Also, the buyer can leave comments on how the transaction went. This could be helpful in the field of building trust among buyers and sellers.

One of the barriers to adopting a circular business model is the perception that wearing or buying second-hand clothing is associated with a lower social status, which means that creating social awareness is needed to educate individuals (Abdelmeguid et al., 2022). Consumer behaviour remains a crucial factor in the success of circular second-hand fashion. Individuals not participating in second-hand fashion collaborative consumption believe that second-hand clothes are not wearable, creating a stigma around them (Valor et al., 2021). This represents a challenge for applications such as Vinted because they aim to reach the maximum number of individuals possible. So, by using different means of communication, they need to educate those people and try to change their point of view.

2.5 Vinted background

Considering that this thesis focuses on the application Vinted, dedicating a whole part of the literature makes sense to gain insight into how this application grew over time.

2.5.1 General Information

Everything started in 2008 when the cofounder of Vinted, Milda, was moving out. She realised she had too many clothes and had to do something with them. Then, the other co-founder of Vinted, Justas, helped her create a simple website; this is how the story began (Manya, 2020). In the beginning, she started selling to her friends but having solved a gap in the market, why not make it for more people,

the name Vinted came along. The company is registered in Lituania, as the cofounders are from there, and has over 1000 employees. Back then, Vinted allowed people to sell their clothes that they did not use anymore for free: an application for second-hand shopping. The application's users are called the “Vinties”. To sell their clothes, there is nothing simpler than just taking a picture. The money that individuals receive, they can either keep it in their Vinted wallet for future purchases or transfer it to their bank account. On the buyer side, payment is well secured, and if something is wrong with the package, the buyer receives a refund automatically (Manya, 2020). The turnover of Vinted in 2019 was estimated at 24 million euros (Manya, 2020), and the valuation of Vinted increased from more than $1 billion in November 2019 to more than $4.2 billion after its latest funding round in May 2021 (Goddevrind et al., 2021).

2.5.2 Vinted and the French Market

Vinted has offices in Vilnius, Berlin, Prague, and Utrecht. These offices allow the application to operate in 19 different markets from Europe with Spain, France, the Netherlands from America with the USA, and Canada. Even though the expansion of Vinted all over the globe is quite impressive, Vinted owes part of this success mainly to France, which is why studying this subject is quite relevant. Indeed, Thomas Plantenga, the SEO of Vinted website, highlighted that Vinted's largest market is France, with over 11 million members out of 25 million worldwide. The numbers are going wild because, over one year, transactions in France have increased by 230%, with 400,000 items added at an average price of 15 euros. Vinted has become a serious competitor to multinational online retailers in just a few years. According to Médiamétrie, 1.5 million Internet users consult Vinted daily, placing it in the top 5 e-commerce sites, not far behind eBay. Vinted has won over young people thanks to a communication strategy based on closeness to its customers, notably with its slogan, *"If you do not wear it, sell it"*. Indeed, 40% of 18-24 year-olds frequent Vinted (Manya, 2020).

2.5.3 Vinted interface and evolution

Vinted's ability to evolve with time was a significant strength. However, before the arrival of Thomas Plantenga, the co-founders needed to work on keeping up with the website's high traffic. One of the main issues that Thomas Plantenga solved was cost efficiency. Indeed, he managed to lower the cost by closing some intermediaries but primarily by changing the economic model. Before, the seller had to pay a huge commission, approximately 20 per cent, when selling an item. He stated that it was too much as the sellers on Vinted are essential for the well-being of the application. Now, buyers pay a commission when they want to buy an item (Lecompte, 2020). Another improvement of the application is the system delivery. Back then, customers only had a few options regarding sending packages. Now, with the expansion across all territories, individuals can select from 7 different services (Mondial Relay,

Chronopost, Relais Colis, Colissimo, UPS Access Point, Vinted Go, Colis Privé), which facilitate the whole process for buyers and sellers.

The budget in their marketing campaign changed over time as well. In the beginning, Vinted was not used to extensive marketing campaigns, which is the case now. Thomas Plantenga stated, *"We provide significant communication resources in distribution, but also production: we design and produce all our advertising ourselves, here in Vilnius - over a hundred spots yearly!"* (Lecompte, 2020). Individuals can see Vinted campaign on TV. Also on YouTube, doing partnerships with fashion YouTubers (La Routine: 387k subscribers) or even on Instagram, for example, with Lena Situations, also known as Lenamahfouf, who cumulates more than 4 million followers. These investments in TV and Influencers allow Vinted to expand its target reach and push people to consider being part of collaborative consumption, as social media happens to have a strong influence on the use of collaborative consumption platforms and trust (Oliveira et al., 2020).

The last aspect that Vinted changed over time is the smoothness of the application and website. Now, it is considered an e-commerce platform (Lecompte, 2020). The goal for them is to make everything easier for the seller. They developed an accurate after-sale service, which was not the case before. They now can answer any questions within 2 or 24 hours. As a buyer, people can also narrow their search as if browsing on Asos, from the type of clothes to the colour, size, and price (Lecompte, 2020). For all these reasons stated above, an insight was provided on how the platform performs well and how the company succeeds in increasing its visibility.

3 Methodology

This thesis is currently tackling the motivations of individuals participating in collaborative consumption. By "individuals", the author includes people from France using Vinted to be part of collaborative consumption. In section 3.1, a contextualisation of the research area will be given. This paper aims to discover results and answers using a qualitative research design approach described in section 3.2. Then, in section 3.3, an explanation of the sampling selection will be given. In section 3.4, the author considered the data collection process and how to analyse it. In section 3.5 of the methodology will focus on the interview design. Following this, section 3.6 will be dedicated to validity and reliability. Then, the final section of the methodology, 3.7, would be the ethical considerations.

3.1 Contextualization

This study highlights what would motivate the French to use Vinted and be part of collaborative consumption. In another way, this thesis aims to understand the consumption shift from buying fast fashion clothes to pre-owned and used clothes. It has been shown in the literature review that the articles focused on something other than the French population while considering second-hand fashion. Indeed, when it came to collaborative consumption, Norway explored the role of emotions when participating in collaborative consumption (Guillen-Royo, 2023). Then, ridesharing was also considered, but this time in France (Pigalle & Aguiléra, 2023). Luxury renting was also considered with the motivation behind it (Pantano & Stylos, 2020). The author focused on the French market to fill this first gap because it was not done before. The second gap to fill would be the second-hand clothing market in France. Indeed, France is considered one of the biggest countries where individuals consume clothes (Smith, 2022) and one of the booming largest markets for second-hand clothes, as the platform Vinted stipulated above. That is why it seems relevant for this paper to focus on the French second-hand clothing market and, more precisely, the application Vinted.

3.2 Research Design

This paper is currently using a qualitative research method. This qualitative research method will be helped using semi-structured interviews to interview French people who are currently using Vinted to buy second-hand clothes and understand their motives behind it. One definition that could describe qualitative research would be the one by Strauss & Corbin (1998), who defined it as "any type of research that produces findings not arrived at by statistical procedures or other means of quantification". Qualitative research gathered non-quantified data to give more insight into this definition, which is the opposite of qualitative research. These interviews would result in the goal of qualitative research to emphasise how individuals think about their experiences (Merriam & Tisdell, 2016).

Qualitative studies are mainly used to demonstrate emotions or to understand motives regarding a specific topic as individuals answer trustfully, having only knowledge of their own experiences. Indeed, Hur & Cassidy (2019) used interviews with open-ended questions to understand the attitude toward sustainable fashion. They asked five questions among 50 fashion designers. Moreover, Park & Joyner Armstrong (2019) interviewed CAC users (Collaborative Apparel Consumption) to understand the motives for engaging in online collaborative consumption. That is why, regarding this paper, the author seeks to understand the motives of the targeted population to engage with Vinted in collaborative consumption; using a qualitative approach is the most suitable choice.

3.3 Sampling

By focusing on qualitative research, the author seeks meaningful insight from the respondents. Nevertheless, when using qualitative research, the sample size will always be smaller than in quantitative research, as the main goal is different. In a quantitative approach, researchers tend to have many more answers using surveys, which differs from qualitative research (Ritchie & Lewis, 2003). Overall, qualitative research focuses on the respondent's essence and implication and does not make shortcut conclusions (Ritchie & Lewis, 2003). An extensive sample size in qualitative research would aim for adequately analysed data. Then, there is some point if the sample size gets bigger, no longer evidence would be proven because information would remain the same (Ritchie & Lewis, 2003). This point where no more extended information would be interesting is called saturation, meaning no more insight is given to the study. Ritchie and Lewis (2003) estimated that no more than 25 interviews are required to make qualitative data. Nevertheless, Saunders et al. (2009) stated that between 5 and 25 interviews were required in qualitative research. This thesis will fall in between because ten interviews were conducted.

When it comes to qualitative research, two different sampling methods are being discussed, which are: “probability” and “non-probability” samples. The author followed the “non–probability” sampling method. The “Probability sampling” method means that everyone has the same chance to be included in the sample size (Ritchie & Lewis, 2003). On the other hand, the “non-probability” sampling method strictly selects who will be interviewed for the study. In that case, this method uses characteristics of the population (Ritchie & Lewis, 2003) as the author is looking for individuals who gathered two criterias, being French and using Vinted, the “non-probability sampling” method had been chosen for this study.

Non-probability sampling is also linked to “purposive sampling”. The “Purposive sampling” is often mentioned when researchers use a qualitative research approach (Ritchie & Lewis, 2003). In the purposive sampling approach, the respondent will be selected based on specific criteria (Ritchie & Lewis, 2003). The participants would be chosen because they will help answer the hypothesis given in the first place and, in a broader aspect, help to understand the study itself. Those characteristics would

be socio-demographics or related to a specific behaviour (Ritchie & Lewis, 2003). The "Purposive sampling" may be done in a variety of ways, each of which will provide a distinct sample composition based on the objectives and scope of the study, such as "homogenous sampling", "heterogeneous sampling", "Intensity sampling" (Ritchie & Lewis, 2003). The one that is the most relevant in this paper would be "homogenous sampling". Indeed, homogenous sampling would characterise individuals who share the same habits. In this study, the respondents shared the use of Vinted (behavioural aspect) and their nationality (socio-demographic aspect).

The respondents were contacted by email and Facebook. The authors tried to have as many men as women in case gender might influence the answer and the conclusion of the overall study. It is the case because five people who identify as a man and five who identify as a woman said yes to being interviewed. The participants were not given the choice to pursue the interview in French. Indeed, some participants could not speak English, so all interviews were conducted in French to facilitate the process. All interviews will be translated and put in the appendix. Moreover, it has been stated that the quality of the answer and the insight provided by the interviewees will benefit the study if the mother was used (Ritchie & Lewis, 2003). Thus, all interviews were conducted in French.

3.4 Data collection process and analysis

3.4.1 Audio Recording and Transcription

All the interviews were carried out by phone or video call and screen recorded. Indeed, some of the participants were in different areas than the interviewer. To ensure the best transcription possible, the interviewer translated everything from French to English to analyse the data correctly. Moreover, "intelligent verbatim transcription" was used, making the speech analysis smoother and more accurate. This method, as stated by McMullin (2021), is often used to remove the useless words that individuals can say when they are talking while keeping the whole meaning of the speech (Eppich et al., 2019). The author is focusing more on the content of the interviews. This is why this method has been chosen for the purpose of this thesis.

3.4.2 Analysing Data

In this thesis, content analysis was used to analyse the data. Content analyses are "research techniques for making replicable and valid inferences from texts to the context of their use" (Krippendorff, 2013). Another definition could describe content analysis as a "family of research techniques for making systematic, credible or valid inferences from text and other forms of communication" (Drisko & Maschi, 2015). This method is efficient when doing qualitative research. Indeed, it is used to analyse how people behave and talk about their attitudes and concerns toward a specific subject. It can also be used for small

or more significant groups with different cultural backgrounds (Drisko & Maschi, 2015). The analysis is currently using word counts but not only. The goal is to seek how many times a word would be repeated. The more it is, the more relevant it is for the study, meaning the author can extract and interpret the interviewee's answers (Drisko & Maschi, 2015). By doing so, the author can categorise the answers into different themes and analyse them between each other to have theoretical conclusions. Word count was made by using the website word clouds. In the case of this study, the questions were selected carefully to be able to talk about the main findings of the literature review. That is why questions would focus on the following themes, which are economic, social, and environmental benefits and hedonic values. The author would then see if this applied to the French population in the context of collaborative consumption.

3.5 Interview Design

The author conducted semi-structured interviews to gather information related to the general topic. A semi-structured interview is "valued for its accommodation to a range of research goals, typically reflects variation in its use of questions, prompts, and accompanying tools and resources to draw the participant more fully into the topic under study" (Galletta & Cross, 2013). Generally, semi-structured interviews are made of open-ended and driven questions. An open-ended question is helpful because individuals express their opinions, which is what the author wants. The goal is to maximise the potential answer to get more insight and then to draw conclusions (Galletta & Cross, 2013). Each question should be directly related to the general topic and make sense between them to progress alongside the interview (Galletta & Cross, 2013).

All interviews started with what is called an opening segment. An opening segment is significant because it sets the interview atmosphere with the participant (Galletta & Cross, 2013). Some individuals can be stressed, so the author aimed to ensure their comfort. Some of the following questions were asked across all interviews:

- Thank you for taking the time to meet with me. I am looking forward to our conversation. Please start by telling me a little bit about yourself.
- How are you today? I hope you're doing well.
- Before we start, I want to ensure you're comfortable with the topics we will be discussing. Do you have any questions or concerns?
- The interview today will be semi-structured, meaning I have some questions prepared, but we can also explore topics that come up naturally. Does that sound all right to you?
- I will ask your thoughts on Collaborative Consumption and any experiences you have had with Vinted. Is that okay with you?

The author's goal during this segment is to listen carefully to everything the participant says to react and ask potential and other questions to deep dive. Moreover, the author had to be careful of the body language and tone of voice because it can express specific feelings and thoughts that can be analysed (Galletta & Cross, 2013). The second part of the interview is called the middle segment. In the second part of the interview, the author goes into detail after asking general questions. This second part aims to provide more in-depth knowledge about the participant experience (Galletta & Cross, 2013). The author wants to have enough information to ensure a good analysis. By having a good understanding of the interviewee's background, the author constructs along the way questions that will be helpful to the development of the study (Galletta & Cross, 2013). Then, in the last part comes the concluding segment. The concluding segment allows the authors to return to several points that need clarification or explanation (Galletta & Cross, 2013). This is the opportunity in the interview where the author can ask for clarification.

3.6 Ethical Consideration

The author uses a qualitative research approach to gain insight into the general topic by conducting semi-structured interviews. Ethical considerations must be considered when conducting those interviews as the author is also concerned about collecting data and interviews. Indeed, it is crucial in qualitative research because the author directly talks to respondents. The process of gathering personal information in depth can be sensitive. That is why ethical consideration is essential when conducting interviews. Ethical considerations can be defined as all the guidelines and principles you must accept to protect the rights of another person (Orb et al., 2004).

In qualitative research, autonomy is one aspect of ethical consideration (Orb et al., 2004). When conducting interviews, consent must be given by the respondent to follow the interviews. Being autonomous also includes the respondent's full responsibility to accept or reject the proposition of being interviewed (Orb et al., 2004). In the case of this thesis, to respect this autonomy consideration, all the participants were given a maximum of one week to be sure if they wanted to be part of the study. Moreover, while sending invitations to participate, the author gave them all insight regarding the interviews. The goal of the study was given beforehand. Indeed, “Informed consent” lets people know what they will be asked and why (Nijhawan et al., 2013). Moreover, this aspect also includes that participants should know what will happen during the interviews. In that case, the author told the participant that all recordings would be deleted at the end of the study.

Another ethical consideration that can be considered is anonymity and conformity (Orb et al., 2004). As stated in the methodology part, respondents were asked to participate by email and Facebook messages. Nevertheless, the author aims to create trust even before the potential interview. To do so, the authors

ask the respondent to fulfil a GRPD document (see annexe x), which stands for General Data Protection Model. By completing this form, the respondents were sure of protecting their data. Indeed, their identity was kept anonymous; further in the analyses, respondents were categorised as letters. The respondents were also aware that the recordings of the interviews would be only used by the author to analyse them and interpret their discussions.

4. Results and Discussion

In this part, the author will analyse all the interviews and give interpretations of all the interviews and answers of the respondents. As previously stated, different areas were discussed during the interviews, which are the motivations highlighted in the literature review. These interviews allowed the authors to compare the motivations of French populations regarding the previous studies on the subject and how they feel about participating in collaborative consumption using the Vinted application. The following paragraphs will be divided into four primary motivations: Economic Motives, Hedonic Values, Environmental Benefits and Social Motives. To put more insight into the analysis, a word cloud is used to see which words are more often repeated, as explained in the methodology.

4.1 French Vinted User and Economic Motives

The Vinted application is a platform that provides a diverse selection of clothing items at different price ranges. It is crucial to remember that one of the primary objectives of collaborative consumption is to optimise the life cycle of a product. In this case, it would be to find clothes at a cheaper price as they are already used. Using Vinted represents an excellent opportunity for people who can't afford clothes to buy for a cheaper price. Respondent 2 highlighted his inability to buy anything he wanted due to his salary, so he is using Vinted.

> Respondent 2:
> "Affordability is a major factor for me, and I find that purchasing second-hand items on Vinted is much more budget-friendly than buying new things from mainstream stores. This allows me to obtain desired items without overspending. I am definitely guided by my shopping habits. Vinted offers great deals that make me feel less pressured to spend too much on new items. This helps me manage my finances better."

Regarding collaborative consumption, one key factor is financial management and avoiding overspending. According to Respondent 2, he has been able to achieve this by utilising Vinted to control his clothing expenses. This approach has allowed him to keep his spending in check while still enjoying the benefits of collaborative consumption. During interviews, the subject of affordable clothing is often brought up. This particular topic carries considerable importance in the purchasing choices of several participants, among them being respondents' number 4 and 1.

> Respondent 4:
> "Although I have an interest in fashion and style, I also prioritize being budget conscious. Vinted is an ideal platform for me to explore a diverse range of styles and brands without exceeding

my financial limits. It provides me with the flexibility to experiment with my fashion choices and even try out trending fashion statements that I may not want to spend a lot of money on. Additionally, the fact that I am not supporting unethical mass production makes Vinted's affordability even more exciting."

Respondent 1:
"Affordability is a significant factor for me. I can purchase high-quality items at lower prices compared to traditional stores. Additionally, the knowledge that I can stretch my budget further is a major motivation. I needed a formal dress for an event. Instead of spending a hefty amount on a new dress, I found a gorgeous pre-owned dress on Vinted that fit perfectly and cost a fraction of the price. The savings were substantial and allowed me to allocate funds elsewhere".

There are several interesting points in these answers. Firstly, respondent 4 acknowledges that using Vinted is advantageous for her budget as she is conscious of her spending. Additionally, due to the wide range of clothing available on the app, she can purchase items from various styles while still being mindful of her finances. The response also mentions a feeling of excitement that comes from finding great deals and affordable clothing on Vinted. Overall, this experience brings joy and enthusiasm to the individual. Moreover, respondent one also highlighted the aspect of affordability, which would be one of the primary motivations for her.
Vinted can be used to have great deals even if you're not a fashion enthusiast and want to participate in collaborative consumption. The fifth respondent, a 23-year-old banker, must wear suits to work daily but needs help with budget constraints as these can be expensive. He only uses Vinted for this purpose and can also make good deals.

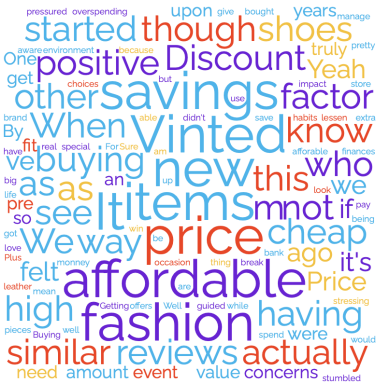
Respondent 5:
"I just discovered a top-quality suit on Vinted that was in perfect condition. The cost of the suit at a high-end brand store would have been too expensive for me, but I was able to purchase it on Vinted for less than half the price. This is a substantial savings that allows me to have a professional wardrobe without spending too much money."

After analysing the input given by the fifth participant, it is quite clear that Vinted is an exceptional avenue for budget-friendly shopping. His feedback was highly informative and enlightening, shedding light on the many benefits of this platform, which are indeed the economic benefits.

Upon careful examination of all the interviews, it has become evident that the French respondents are primarily driven by affordability and economic advantages when opting for Vinted (Figure 1). From all the interviews, 100% of the respondents used the word "affordable" or "affordability" during the

exchange. By using these words, they admit that one of their main motives to buy second-hand clothes on Vinted would be the economic motive.

Figure 1: Words the most used in interviews when asking about economic motives.



Source: own elaboration

They seem inclined towards the collaborative consumption concept. Vinted effectively provides its users with the chance to explore sustainable and ethical alternatives to fast fashion that are reasonably priced. As the clouds show, it allows users to find new items at an affordable price while helping their savings. It is helpful to use Vinted as it sometimes procures discounts on used clothes.

4.2 French Vinted User and Hedonic Motives

Previous studies has demonstrated that shopping can bring individuals immense pleasure, known as hedonic pleasure. This pleasure is not just limited to personal satisfaction but also encompasses experiential and emotional benefits. Typically, hedonic motives are linked to luxury shopping experiences but can also apply to second-hand shopping. Through interviews, participants shared their experiences while shopping for pre-owned clothes, emphasising that even platforms like Vinted can evoke intense emotions. Respondent number 3 is a shopping addict. She likes to go around and thrift for the best deal ever. She said:

> Respondent 3:
> "Oh, the thrill of finding something unique is definitely a big part of why I use Vinted. I once stumbled upon this vintage designer handbag that was in mint condition. It was a total steal, and I was beyond excited to add it to my collection. It's moments like these that make the whole shopping experience feel special and rewarding."

One of the survey participants finds shopping on Vinted comparable to embarking on a treasure hunt for the most exquisite items and exceptional bargains. This individual derives immense satisfaction from being rewarded for their efforts in unearthing the best deals. Moreover, the shopping experience on the platform evokes an array of emotions, such as the excitement of the search and the feeling of being distinctive and exceptional. These emotions are particularly pertinent to hedonic values, as they align precisely with seeking and deriving enjoyment from a product or service. Being happy about the deals individuals make on Vinted is something, but wanting to share it with others is another aspect of hedonic values. The same respondent added by herself this:

> Respondent 3:
> "I love sharing my Vinted finds with my friends. It's such a fun way to bond and stay connected. We always give each other tips on the best deals we've found and help each other pick out pieces for our wardrobes. It's almost like a little hobby we all share, and it's really brought us all closer together."

This aspect has to be taken into consideration as it involves the aspect of sharing emotions and feelings. Respondent number 3 wants to share tips and is looking for approbation. Respondent number 3 was not the only one needing emotions and seeking enjoyment during a purchase. The subject was also discussed during interviews with respondent numbers 6 and 8.

> Respondent 8:
> "For me, it's all about the thrill of the hunt. Whenever I'm scrolling through Vinted and I come across a vintage piece that I know nobody else will have, it's like an adrenaline rush. The idea of owning something with a story, something that has a history and a character that you just can't find in new items, is truly fascinating. It's like discovering a hidden treasure that nobody else knows about. I absolutely love it!".

> Respondent 6:
> "Knowing that I am talking to real people behind, it adds a personal touch to the purchase. I've had conversations with sellers about their items, and it's a bit more thrilling than just clicking "buy" on a regular online store. It's like a hunt, you know? You're not just buying something; you're discovering it."

Again, here, some excitement and enjoyment are expressed by the two respondents. It is not about shopping, but more about a hunt. Respondents are excited just by opening the application and hopefully find the best deal of the day. The most used words for respondents 5,6 and 8 are listed below (Figure 2).

Figure 2: Words the most used in interviews when asking about hedonic motives.



Source: own elaboration

Upon careful examination of the feedback received from participants 5, 6, and 8, it has been determined that hedonic values hold a prominent position in the minds of French consumers when utilising Vinted as their go-to shopping platform. It appeared that 60% of the respondent used the word “thrilled” when the question was around hedonic motive. The word cloud analysis further highlights the enthusiasm expressed by the respondents towards their Vinted shopping experience. Moreover, including words such as "hunt" and "thrill" cannot be overlooked for their significant relevance. It's not just about purchasing Vinted; it's the emotional gratification derived from pursuing a unique and cherished piece. These participants are motivated by pursuing the perfect item to fulfil their desires until the next shopping spree.

4.3 French Vinted User and Environmental Motives

As stated in the introduction section and literature review, concerns regarding environmental issues have been identified as a significant driving force for collaborative consumption. The reason behind this is the growing awareness among individuals of their consumption habits and the impact it has on the environment. The fashion industry, being a major contributor to environmental problems, requires immediate action towards sustainability. When questioned, 9 out of 10 respondents emphasized that utilizing Vinted and supporting ethical practices for the environment was a top priority for them. The only exception was respondent 5, who held a different perspective.

> Respondent 5:
> “Honestly, the environmental aspect isn't my primary concern when shopping for suits On Vinted. My main focus is on getting good deals. However, I do recognise that buying second-hand contributes to reducing waste, and that's a positive outcome of using platforms like Vinted.”

After carefully examining the interviews, a fascinating pattern became apparent: numerous participants expressed that the environment was their primary impulsion for participating in collaborative consumption. Interestingly, this viewpoint was shared by people from a wide range of backgrounds and situations. Even though every interview provided valuable insights, we can employ a word cloud to emphasise the most commonly used terms and pinpoint any areas requiring additional clarification (Figure 3).

Figure 3: Words the most used in interviews when asking about environmental motives.



Source: own elaboration

Collaborative consumption is an effective and commendable approach that promotes environmental preservation. Considering the pressing need to embrace sustainable practices, respondents are opting for a more sustainable way of consumption by using Vinted. This strategy is in line with the principles of reducing waste, conserving resources, and mitigating overconsumption, which are essential for a sustainable future. This is proven by the words the most used during all interviews: sustainable, environmental, and ethical. Indeed, 100% of the respondent which means all of them used this term when talking about their environmental motives. Respondent number 5 was not included because he said that it was not for him a main motive even if he is conscious that buying on Vinted is more responsible of the environment. By utilizing collaborative consumption in that case Vinted, people can prolong the lifespan of products, reduce the demand for new production, and subsequently alleviate the pressure on natural resources and ecosystems. This not only reduces the carbon footprint associated with manufacturing and distribution, but it also cultivates a community-driven culture that deters the throwaway culture perpetuated by conventional consumption patterns. Talking about community brings the development to the next chapter which is the social motive.

4.4 French Vinted User and Social Motives

When examining the concept of collaborative consumption, it is imperative to consider the social factors that come into play. As previously mentioned in the literature review, the sense of community is a significant aspect of this trend, and it was, therefore, essential to dive deeper into this topic during the interviews. The respondents were specifically queried about their experiences of making new friends and engaging in pleasant conversations while using the application. Furthermore, the author explored whether these favourable interactions with other users constituted one of the reasons for the use of Vinted. An in-depth comprehension of the social elements of collaborative consumption is critical to gaining a complete understanding of this phenomenon.

Throughout the interviews, the author was surprised by the responses offered by the participants. One noteworthy detail that emerged was that many of the respondents had formed sort of friendships thanks to their use of the Vinted platform. Out of the 10 Respondents, 9 agreed that they had made some nice encounters and had nice conversation within the vinted community which consist of 90% of the people interviewed. It is heartening to observe that the app not only enables individuals to discover fantastic bargains on clothing but also facilitates the development of meaningful interpersonal connections. Furthermore, a few of the participants remarked on their appreciation for being part of the Vinted community, as it provides them with the opportunity to exchange experiences and connect with others who share similar interests. In sum, it was abundantly clear from the interviews that the respondents harboured overwhelmingly positive sentiments with respect to their engagements with Vinted. From all the interviews, here are some of the most relevant answers regarding social interaction:

> Respondent 1:
> “Yes, I've actually connected with someone who had a similar taste in fashion. We started by discussing a pair of shoes I was interested in, and it turned into a friendly conversation about style and trends. It's nice to know that beyond the items, Vinted can facilitate connections with like-minded individuals”.

> Respondent 4:
> “Absolutely. I've had some interesting interactions on Vinted. Sometimes, I chat with sellers to ask questions about the items they're selling. It's nice to connect with people who share similar tastes in fashion. Plus, I feel like I'm contributing to a community of like-minded individuals who care about sustainable shopping.”

> Respondent 8:

> "The Vinted community is interesting. I've had conversations with other users about their fashion discoveries and vintage finds. It's like having a network of fellow vintage enthusiasts. Whenever I find something unique, I can't help but share it with my family and friends, and sometimes even with the Vinted community. It's like having a fashion-focused group of friends to celebrate with".

It is truly heartening to learn that Vinted users are experiencing positive interactions and forging meaningful connections within the platform's community. Currently, it is of utmost importance to feel a sense of belonging and safety while engaging with any platform, and it appears that Vinted is doing a great job of providing these crucial elements. It stands to reason that users who have had a positive experience are more likely to return to the app and continue participating in the community. As demonstrated in the table below, the most frequently used words would be conversation and friend (Figure 4).

Figure 4: Words the most used in interviews when asking about social motives.



Source: own elaboration

It is abundantly clear that the French place great value on the social aspect of collaborative consumption, and it is truly gratifying to observe that Vinted is effectively catering to this need.

4.5 French Vinted User and Convincing Motive

It was brought to light that a significant aspect of collaborative consumption had been left unaddressed. To gain further insight, ten interviews were conducted, which revealed an additional motivational factor for participating in such consumption - the desire to convince others, as the word convince appears in the word cloud (Figure 5).

Figure 5: Words the most used in all interviews.



Source: own elaboration

It was found that a handful of respondents (numbers 5, 7, 9, and 10) cited recommendations from others as the reason they used Vinted which corresponds to 40% of the respondents. This desire to persuade others to partake in collaborative consumption should have been addressed earlier, as it holds immense value in the community. By convincing others to use Vinted, individuals gain the opportunity to connect with like-minded people who share the same values and ways of thinking. It is important to keep this social motive in mind, as those who are not part of the culture might feel left out. Therefore, it is the role of the respondent to encourage and persuade others to join Vinted and become a part of the group or community. To give more insight here are the answers of some respondents:

> Respondent 10:
> "There was this time when my brother, who is also a vintage enthusiast, introduced me to Vinted. He convinced me to give it a try, and once I did, I was hooked. I found a gorgeous bag that perfectly matched my style, and the fact that it was pre-loved made it even more special. I remember feeling so happy that I listened to my brother's recommendation because the find was truly worth it. I was so excited about it."

> Respondent 9:
> "Sure! So, a few of my colleagues were talking about Vinted during lunch one day. They were raving about the deals they'd scored and how much they enjoyed the community. I was intrigued, so I decided to give it a try. One of them even convinced me to list a few items from my own closet. When I saw how easy and worth it the whole process was, I was happy I joined".

Following a comprehensive examination of all the interviews, an illustrative word cloud was produced (Figure 5) to visually demonstrate the most used words. Upon meticulous analysis of the word cloud, distinct patterns were detected, particularly the link between frequently used words. The bigger the word appears the more often he was used. Regarding each motive and according to the world cloud, it appears that the economic motive remains the most important for respondents as 100% of the respondents used the word “affordable” which is one of the biggest. Following this, environmental and social motives remain at the same place as 90% of the respondents used respectively the words “environmental”, “conscious” and “community”, “conversation”. Then, the following motive that came right after would be the hedonic motive with 60% of the respondents using the word “Thrilled”. In last position being discovered as a new motive with 40% of the respondents talking about it is the convincing motives.
In general, this word cloud presents significant observations into the terminology implemented when discussing collaborative consumption, which can prove exceedingly valuable.

5. Conclusion

5.1 Main conclusion

In summary, this thesis has embarked on a comprehensive exploration of the realm of collaborative consumption, with a specific lens trained on the motivations driving individuals to take part in second-hand shopping on the Vinted platform within the context of the French population. The conducted investigation has occurred in an ever-evolving economic climate, characterized by the growing trend of adopting circular business models as specified in the introduction. The popularity of such models stems from their unique ability to achieve both profitability and sustainability objectives as one goal. The inquiry conducted an in-depth analysis of an intriguing facet of consumer behaviour that had been previously ignored. Its primary objective was to elucidate the underlying factors that drive French individuals towards collaborative consumption, particularly in the world of second-hand fashion online. This meticulous investigation provided an insightful outlook on consumption dynamics. The findings suggest that these motivations are universal and transcend cultural boundaries, highlighting the significance of collaborative consumption as a global trend. Nevertheless, this study was able to rank those motives from the most relevant for the respondents which are respectively economic, environmental, social, and hedonic motives. On top of that, a unique motif emerged - the concept of "convincing motivations." This new aspect unravelled the layers of consumer decision-making, shedding light on the persuasive factors that serve as conduits for change. These motivations, rooted in advocacy and communication, bridge the gap between conventional consumption patterns and adopting collaborative consumption practices. This result is a testament to the power of influencing attitudes and behaviours, highlighting the significance of education and awareness campaigns in driving sustainable choices.

5.2 Theoretical and Managerial Implications

Through an extensive analysis, it has become increasingly apparent that a significant gap exists within the current body of literature. Despite many prior studies examining various aspects of consumer behaviour, there needs to be more research about the intersection of second-hand clothing consumption, the French population, and the Vinted platform. This unique and specific area of interest presents an opportunity for exploration, as it offers valuable insights that could inform theoretical understanding and practical application. By delving into this previously studied territory, this study not only expands the scope of knowledge but also highlights the details of consumer behaviour in an area that has been largely overlooked and understudied. The findings of this investigation will contribute significantly to consumer behaviour, providing a foundation for further exploration and understanding of this fascinating and complex topic.

This thesis was aimed at exploring the underlying reasons for the growing popularity of collaborative consumption among consumers. This thesis uncovered that this trend is driven by a combination of several factors. Firstly, consumers are motivated by the desire for enjoyable experiences, which can be achieved through shared consumption of goods and services. Additionally, heightened environmental awareness has also played a significant role in driving this trend, as more and more consumers are becoming conscious of the impact that their consumption habits have on the environment. Furthermore, financial considerations have also contributed to the rise of collaborative consumption, as it is often a more cost-effective option than traditional consumption methods. Finally, social preferences have also played a crucial role in the popularity of this trend, as it provides an opportunity for consumers to interact and engage with others who share similar values and interests. The thesis was conducted using qualitative methodologies, which involved conducting semi-structured interviews with participants. Through this approach, the author was able to gather genuine opinions and motivations from the participants, which were consistent with previous quantitative studies. On top of that, a unique motif emerged - the concept of "convincing motivations." This new aspect unravelled the layers of consumer decision-making, shedding light on the persuasive factors that serve as conduits for change. These motivations, rooted in advocacy and communication, bridge the gap between conventional consumption patterns and adopting collaborative consumption practices. This result is a testament to the power of influencing attitudes and behaviours, highlighting the significance of education and awareness campaigns in driving sustainable choices.

5.3 Limitation and Future Research

As delving into the limitations of this study, it is important to note that certain boundaries need to be acknowledged. Although the semi-structured interviews offered qualitative depth, the sample size could be seen as a potential limitation. With 10 participants, the findings might not encompass the full spectrum of perspectives that a more extensive quantitative study could achieve. Additionally, while the thesis parameters required participants to be active users of Vinted and French origin, this might have inadvertently omitted the nuanced variations that could arise across different gender identities, age groups, and geographic regions. Exploring these variables could offer a more comprehensive understanding of the motivations underpinning collaborative consumption within the French population and more specific criteria. Another aspect worth considering is the focus solely on the buyer side, which inherently omits the potentially divergent motivations of sellers on the Vinted platform. This points to a need for further inquiry into the multifaceted motivations of both buyers and sellers, enriching the comprehension of the global dynamics within a fast-growing field. This study has provided crucial insight into the motivations propelling second-hand shopping on Vinted within the French context. Nonetheless, it also highlights the need for more expansive investigations encompassing a more comprehensive array of perspectives, identities, and participants.

The study highlights several crucial areas that demand further exploration in collaborative consumption. Cross-cultural studies can investigate variations in motivations for collaborative consumption across different cultures and countries. By doing so, it will help to find a pattern among all individuals participating in Collaborative Consumption. Other studies can examine how societal and technological changes influence collaborative consumption behaviour as this new business model is expanding itself thanks to new technologies. The study also introduces "convincing motivations," which calls for the exploration of advocacy and communication strategies to promote sustainable consumption. These insights can be valuable to individuals and organizations seeking to navigate the dynamic landscape of collaborative consumption.

6. References

Abbes, I., Hallem, Y., & Taga, N. (2019). Second-hand shopping and brand loyalty: The role of online collaborative T redistribution platforms. *Journal of Retailing and Consumer Services 52*. 101885. https://doi.org/10.1016/j.jretconser.2019.101885

Abdelmeguid, A., Afy-Shararah, M., & Salonitis, K. (2022). Investigating the challenges of applying the principles of the circular economy in the fashion industry: A systematic review. *Sustainable Production and Consumption 32*, 505–518. https://doi.org/10.1016/j.spc.2022.05.009

Machado, M. A. D., Almeida, S. O. D., Bollick, L. C., & Bragagnolo, G. (2019). Second-hand fashion market: consumer role in circular economy. Journal of Fashion Marketing and Management: *An International Journal*, *23*(3), 382-395. https://doi.org/10.1108/JFMM-07-2018-0099

Arrigo, E. (2021). Collaborative consumption in the fashion industry: A systematic literature review and conceptual framework. *Journal of Cleaner Production 325*, 129261.https://doi.org/10.1016/j.jclepro.2021.129261

Bardhi, F., & Eckhardt, G. M. (2012). Access-based consumption: The case of car sharing. *Journal of consumer research*, *39*(4), 881-898. https://doi.org/10.1086/666376

Barnes, S. J., & Mattsson, J. (2016). Understanding current and future issues in collaborative consumption: A four-stage Delphi study. *Technological Forecasting and Social Change*, *104*, 200-211. https://doi.org/10.1016/j.techfore.2016.01.006

Belk, R. (2014). You are what you can access: Sharing and collaborative consumption online. *Journal of business research*, *67*(8), 1595-1600. https://doi.org/10.1016/j.jbusres.2013.10.001

Benoit, S., Baker, T. L., Bolton, R. N., Gruber, T., & Kandampully, J. (2017). A triadic framework for collaborative consumption (CC): Motives, activities and resources & capabilities of actors. *Journal of Business Research*, *79*, 219-227. https://doi.org/10.1016/j.jbusres.2017.05.004

Bian, Q., & Forsythe, S. (2012). Purchase intention for luxury brands: A cross cultural comparison. *Journal of Business Research*, *65*(10), 1443-1451. https://doi.org/10.1016/j.jbusres.2011.10.010

Botsman, R., & Rogers, R. (2010). What's mine is yours. *The rise of collaborative consumption*, 1.

Brink, H. I. (1993). Validity and reliability in qualitative research. *Curationis*, *16*(2), 35-38. https://doi.org/10.4102/curationis.v16i2.1396

Chen, R., Zheng, Y., Xu, W., Liu, M., & Wang, J. (2018). Secondhand seller reputation in online markets: A text analytics framework. *Decision Support Systems*, *108*, 96-106. https://doi.org/10.1016/j.dss.2018.02.008

Choi, T. M., & He, Y. (2019). Peer-to-peer collaborative consumption for fashion products in the sharing economy: Platform operations. *Transportation Research Part E: Logistics and Transportation Review*, *126*, 49-65. https://doi.org/10.1016/j.tre.2019.03.016

Dahlbo, H., Aalto, K., Eskelinen, H., & Salmenperä, H. (2017). Increasing textile circulation—Consequences and requirements. *Sustainable production and consumption, 9*, 44-57. https://doi.org/10.1016/j.spc.2016.06.005

Douillet, H. (2021, July 7). « Depuis décembre, je me suis fait 2700 euros » : comment les ados utilisent Vinted pour se faire de l'argent de poche. Le Figaro. Retrieved June 12, 2023, from https://www.lefigaro.fr/conso/depuis-decembre-je-me-suis-fait-2700-euros-comment-les-ados-utilisent-vinted-pour-se-faire-de-l-argent-de-poche-20210707

Drisko, J., & Maschi, T. (2015). Content Analysis. Oxford University Press.

Felson, M., & Spaeth, J. L. (1978). Community structure and collaborative consumption: A routine activity approach. *American behavioral scientist*, *21*(4), 614-624. https://doi.org/10.1177/000276427802100411

Fernando, A. G., Sivakumaran, B., & Suganthi, L. (2018). Comparison of perceived acquisition value sought by online second-hand and new goods shoppers. *European Journal of Marketing*, *52*(7/8), 1412-1438. https://doi.org/10.1108/EJM-01-2017-0048

Fraanje, W., & Spaargaren, G. (2019). What future for collaborative consumption? A practice theoretical account. *Journal of cleaner production*, *208*, 499-508. https://doi.org/10.1016/j.jclepro.2018.09.197

Galletta, A. (2013). *Mastering the semi-structured interview and beyond: From research design to analysis and publication* (Vol. 18). NYU press.

Goddevrind, V., Schumacher, T., Seetharaman, R., Spillecke, D., & Katzenstein, R. (2021). C2C e-commerce: Could a new business model sell more old goods? McKinsey. Retrieved June 27, 2023, from https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/c2c-ecommerce-could-a-new-business-model-sell-more-old-goods

Granskog, A., Lee, L., Magnus, K. H., & Sawers, C. (2020). Survey: Consumer sentiment on sustainability in fashion. *McKinsey & company, 17*.

Guillen-Royo, M. (2023). 'I prefer to own what I use': Exploring the role of emotions in upscaling collaborative consumption through libraries in Norway. *Cleaner and Responsible Consumption*, *8*, 100108. https://doi.org/10.1016/j.clrc.2023.100108

Habibi, M. R., Davidson, A., & Laroche, M. (2017). What managers should know about the sharing economy. *Business Horizons, 60*(1), 113-121. https://doi.org/10.1016/j.bushor.2016.09.007

Hamari, J., Sjöklint, M., & Ukkonen, A. (2016). The sharing economy: Why people participate in collaborative consumption. *Journal of the association for information science and technology, 67*(9), 2047-2059. https://doi.org/10.1002/asi.23552

Hartl, B., Hofmann, E., & Kirchler, E. (2016). Do we need rules for "what's mine is yours"? Governance in collaborative consumption communities. *Journal of business research, 69*(8), 2756-2763. https://doi.org/10.1016/j.jbusres.2015.11.011

Henninger, C. E., Brydges, T., Iran, S., & Vladimirova, K. (2021). Collaborative fashion consumption–A synthesis and future research agenda. *Journal of Cleaner Production, 319*, 128648. https://doi.org/10.1016/j.jclepro.2021.128648

Huitema, J. (2020, December 29). The impact of textile production and waste on the environment (infographic). European Parliament. Retrieved May 13, 2023, from https://www.europarl.europa.eu/news/en/headlines/society/20201208STO93327/the-impact-of-textile-production-and-waste-on-the-environment-infographic

Hur, E., & Cassidy, T. (2019). Perceptions and attitudes towards sustainable fashion design: challenges and opportunities for implementing sustainability in fashion. *International Journal of Fashion Design, Technology and Education, 12*(2), 208-217. https://doi.org/10.1080/17543266.2019.1572789

Jia, F., Yin, S., Chen, L., & Chen, X. (2020). The circular economy in the textile and apparel industry: A systematic literature review. *Journal of Cleaner Production, 259*, 120728. https://doi.org/10.1016/j.jclepro.2020.120728

Krippendorff, K. (2018). *Content analysis: An introduction to its methodology*. Sage publications.

Lawson, S. J., Gleim, M. R., Perren, R., & Hwang, J. (2016). Freedom from ownership: An exploration of access-based consumption. *Journal of Business Research, 69*(8), 2615-2623. https://doi.org/10.1016/j.jbusres.2016.04.021

Lecompte, F. (2020). Comment Vinted est devenu un modèle d'e-commerce circulaire. Capital. Retrieved June 29, 2023, from https://www.capital.fr/entreprises-marches/comment-vinted-est-devenu-un-modele-de-commerce-circulaire-1369659

Manya, O. (2020). Business : L'incroyable success story derrière Vinted. Vanity Fair. Retrieved June 26, 2023, from https://www.vanityfair.fr/pouvoir/business/story/lincroyable-success-story-derriere-vinted/11292

McMullin, C. (2023). Transcription and qualitative methods: Implications for third sector research. *VOLUNTAS: International journal of voluntary and nonprofit organizations, 34*(1), 140-153. https://doi.org/10.1007/s11266-021-00400-3

Merriam, S. B., & Tisdell, E. J. (2015). Qualitative research: *A guide to design and implementation.* John Wiley & Sons.

Niinimäki, K. (2017). *Fashion in a circular economy* (pp. 151-169). Springer International Publishing. https://doi.org/10.1007/978-3-319-51253-2_8

Nijhawan, L. P., Janodia, M. D., Muddukrishna, B. S., Bhat, K. M., Bairy, K. L., Udupa, N., & Musmade, P. B. (2013). Informed consent: Issues and challenges. *Journal of advanced pharmaceutical technology & research, 4*(3), 134. https://doi.org/10.4103/2231-4040.116779

Oliveira, T., Tomar, S., & Tam, C. (2020). Evaluating collaborative consumption platforms from a consumer perspective. *Journal of Cleaner Production, 273*, 123018. https://doi.org/10.1016/j.jclepro.2020.123018

Orb, A., Eisenhauer, L., & Wynaden, D. (2001). Ethics in qualitative research. *Journal of nursing scholarship, 33*(1), 93-96. https://doi.org/10.1111/j.1547-5069.2001.00093.x

O'Shaughnessy, J., & Jackson O'Shaughnessy, N. (2002). Marketing, the consumer society and hedonism. *European Journal of Marketing, 36*(5/6), 524-547. https://doi.org/10.1108/03090560210422871

Padmavathy, C., Swapana, M., & Paul, J. (2019). Online second-hand shopping motivation–Conceptualization, scale development, and validation. *Journal of Retailing and Consumer Services, 51*, 19-32. https://doi.org/10.1016/j.jretconser.2019.05.014

Pal, R., & Gander, J. (2018). Modelling environmental value: An examination of sustainable business models within the fashion industry. *Journal of cleaner production, 184*, 251-263. https://doi.org/10.1016/j.jclepro.2018.02.001

Pantano, E., & Stylos, N. (2020). The Cinderella moment: Exploring consumers' motivations to engage with renting as collaborative luxury consumption mode. *Psychology & Marketing, 37*(5), 740-753. https://doi.org/10.1002/mar.21345

Park, H., & Armstrong, C. M. J. (2019). Is money the biggest driver? Uncovering motives for engaging in online collaborative consumption retail models for apparel. *Journal of Retailing and Consumer Services, 51*, 42-50. https://doi.org/10.1016/j.jretconser.2019.05.022

Pigalle, E., & Aguiléra, A. (2023). Ridesharing in all its forms–Comparing the characteristics of three ridesharing practices in France. *Journal of Urban Mobility, 3*, 100045. https://doi.org/10.1016/j.urbmob.2023.100045

Richter, C., Kraus, S., Brem, A., Durst, S., & Giselbrecht, C. (2017). Digital entrepreneurship: Innovative business models for the sharing economy. *Creativity and innovation management, 26*(3), 300-310. https://doi.org/10.1111/caim.12227

Ritchie, J., Lewis, J., Nicholls, C. M., & Ormston, R. (Eds.). (2013). *Qualitative research practice: A guide for social science students and researchers.* Sage.

Sandin, G., & Peters, G. M. (2018). Environmental impact of textile reuse and recycling–A review. *Journal of cleaner production, 184*, 353-365. https://doi.org/10.1016/j.jclepro.2018.02.266

Shrivastava, A., Jain, G., Kamble, S. S., & Belhadi, A. (2021). Sustainability through online renting clothing: Circular fashion fueled by instagram micro-celebrities. *Journal of Cleaner Production, 278*, 123772. https://doi.org/10.1016/j.jclepro.2020.123772

Smith, P. (2022). Textile & clothing industry turnover in EU 2021. Statista. Retrieved May 11, 2023, from https://www.statista.com/statistics/417688/eu-european-union-textile-clothing-industry-turnover/

Strauss, A., & Corbin, J. (1998). *Basics of qualitative research techniques.* Sage.

Valor, C., Ronda, L., & Abril, C. (2022). Understanding the expansion of circular markets: Building relational legitimacy to overcome the stigma of second-hand clothing. *Sustainable Production and Consumption, 30*, 77-88. https://doi.org/10.1016/j.spc.2021.11.027

Wang, B., Fu, Y., & Li, Y. (2022). Young consumers' motivations and barriers to the purchase of second-hand clothes: An empirical study of China. *Waste management, 143*, 157-167. https://doi.org/10.1016/j.wasman.2022.02.019

Annexes

Annex 1 – GRPD Document

GRPD DOCUMENT

French

Nom:
Prénom:
E-mail:

Message:

☐ En cochant cette case, vous acceptez que les données recueillies pendant les interviews soient utilisées et analysées afin de pouvoir poursuivre la recherche et le but de l'étude.

☐ En cochant la case vous acceptez également que les propos dit soient enregistrés avant destruction après analyse.

☐ En cochant cette case, vous acceptez également de dire la vérité quand on vous posera une question sans fautes de fausser les résultats des analyses.

English

Surname:
Name:
E-mail:

Message:

☐ By checking this box, you accept that the data collected during the interviews will be used and analyzed in order to pursue the research and the purpose of the study.

☐ By checking this box, you also agree to the recording of what you say before it is destroyed after analysis.

☐ By checking this box, you also agree to tell the truth when asked a question, without any risk of distorting the results of the analysis.

Annex 2 - Interviews

Interview 1

Interviewer: Good morning. Thank you for being a part of this interview. My name is Florent as you know and I'm conducting interviews for my thesis on collaborative consumption and its impact on consumer behavior. Today, we'll be discussing why people use Vinted to shop. Your insights will greatly contribute to my study. To begin, could you briefly present yourself?
Interviewee: Hi ! My name is x and I am 29 years old and I am From France. I am currently working in an assurance company in France.

Interviewer: Thank you very much ! Can you tell me more about your social interactions on Vinted and how they influence your second-hand buying experience?

Interviewee: On Vinted, I've found it interesting to engage with other users through comments, messages, and even sharing styling tips. These interactions create a sense of community and make the buying process feel more personal. It's like connecting with fellow fashion enthusiasts. I am happy to have conversation with different people on the application. These conversation can be about fashion or even something else !

Interviewer: That's intriguing. Has the Vinted community had an impact on your decision to use the platform? If so, could you elaborate on how it has influenced your shopping choices?

Interviewee: The community plays a role in my decision-making. When I see positive reviews or interactions /conversation with a seller, it instills confidence in the quality of the items. It's like having recommendations from friends, even though we might not know each other personally. Which is why having conversation and communicate is important.

Interviewer: I see. Have you ever made any friends through Vinted? Could you share an experience where the social aspects were particularly important to you?

Interviewee: Yes, I've actually connected with someone who had a similar taste in fashion. We started by a conversation for pair of shoes I was interested in, and it turned into a friendly conversation about style and trends. It's nice to know that beyond the items, Vinted can facilitate connections with like-minded individuals.Which was really funny as well that we were leaving in the same area so we met and now I am still in touch with her.

Interviewer: Those are interesting insights into the social dynamics of Vinted. Moving on to economic benefits, what are the main factors that motivate you to buy second-hand on Vinted instead of buying new products?

Interviewee: Affordability is a significant factor for me. I can purchase high-quality items at lower prices compared to traditional stores. Additionally, the knowledge that I can stretch my budget further is a major motivation.What is nice on Vinted is that you can find everything at a cheap price or less than in a real boutique. So when I see something affordable in my size, I go for it before it is too late.

Interviewer: That makes sense. Could you share an example where you felt the financial savings through using Vinted were particularly noteworthy?

Interviewee: Certainly. I needed a formal dress for an event for work. Instead of spending a huge amount on a new dress, I found a gorgeous pre-owned dress on Vinted that fit perfectly and cost a

fraction of the price. The savings were substantial and allowed me to allocate funds elsewhere. As I told you, when it is affordable I directly go for it !

Interviewer: It sounds like you've had some successful shopping experiences. How do the affordable prices of second-hand items on Vinted influence your overall buying behavior?

Interviewee: They definitely make me more conscious of my spending. Since I can get good deals on Vinted, I don't feel the need to splurge on new items as frequently. It encourages me to shop thoughtfully and maximize the value of my purchases. Morevover, my wallet thanks my for that because I buy less and at a cheaper price.

Interviewer: Thank you for sharing that perspective. Let's discuss environmental benefits. To what extent does the environmental dimension influence your choice to buy second-hand from Vinted rather than new products?

Interviewee: The environmental aspect is a strong motivator for me. By buying second-hand, I'm reducing the demand for new production, which helps minimize the environmental footprint. It feels like a more responsible choice, especially given the concerns about sustainability. I am quite aware of my consumption so iam glad to help the environment with this small action.

Interviewer: That's a great point. How do you feel you're contributing to waste reduction and sustainability by using Vinted?

Interviewee: Every time I purchase second-hand, I'm contributing to the circular economy. It's a way of giving items a longer life and preventing them from ending up in landfills prematurely. It's a small action, but collectively, it can make a significant difference. By opting for second-hand, I am not contributing to the production of a new clothes and the associated resources. It's a direct way I feel I've made an environmentally friendly choice.

Interviewer: Thank you for sharing that. Lastly, let's delve into hedonic values. How does the search for unique and original products influence your decision to buy second-hand on Vinted?

Interviewee: The search for unique items is a big draw for me. Vinted offers a wide range of items that you wouldn't easily find in conventional stores. Each piece has its own history and character, which makes the shopping experience more exciting.

Interviewer: That sounds intriguing. Can you recall any instances where you've felt pleasure or satisfaction when using Vinted for your purchases?

Interviewee: Definitely. I found a vintage jacket on Vinted that perfectly captured the style of a bygone era. Wearing it not only made me happy but also sparked conversations about its origins and design. It's more than just a jacket; it's a piece of history. I really felt excitement when I received the package.

Interviewer: It's fascinating how items can hold such significance. Are there any specific Vinted-related experiences that have given you pleasure or excitement? Please describe them.

Interviewee: One memorable experience was finding a limited-edition sneakers collection from a few years ago. It felt like stumbling upon a hidden treasure. I was so happy. The excitement of scoring something unique and valuable at a fraction of the original price was truly exhilarating.

Interviewer: Your stories provide great insights into the pleasures of using Vinted. Thank you so much for sharing your thoughts and experiences today. Your input has been invaluable for my thesis.

Interviewee: You're welcome. I'm glad I could contribute. If you need more information, feel free to ask.

Interviewer: I appreciate your willingness to participate. Your perspectives have provided a comprehensive view of the motivations behind using Vinted. Thank you for your time.

Interviewee: You're welcome. Good bye !

Interviewer: Goodbye !

Interview 2

Interviewer: Good morning. Thank you for being a part of this interview. My name is Florent as you know and I'm conducting interviews for my thesis on collaborative consumption and its impact on consumer behavior. Today, we'll be discussing why people use Vinted to shop. Your insights will greatly contribute to my study. To begin, could you briefly present yourself?

Interviewee: Hi ! My name is x and I am 26 years old and I am From France. I am currently working in a hairdresser saloon in France.

Interviewer: Thank you very much for this insight. Can you tell me about your interactions with others on Vinted and how that shapes your experience shopping second-hand?

Interviewee: Hi, I'm x and I'm glad to help. I've had some cool interactions on Vinted, like commenting on items and messaging sellers. It feels like a little community. It adds a personal touch to the whole experience. It is really a friendly environment in my opinion.

Interviewer: That sounds interesting. Has the sense of community on Vinted influenced your decision to shop there? Could you give me more insight into how that's played a role in your choices?

Interviewee: Absolutely. When I see positive reviews of seller and the fact that I am having friendly chats with them, it makes me more comfortable with the whole process. I had a lot of different conversation for different items and I alays had great experience talking to people on the application. They were all kind and really helpful whenever I had a question.

Interviewer: I get what you mean. Have you made any friends through Vinted? Any moments where the social side really stood out for you?

Interviewee: To be honest I never made actual friend thank to the application I think it is a bit complicated in a way. Nevertheless as I was saying I had only nice interaction and positive enjoyment talking to people on the application.

Interviewer: That's awesome! Now let’s talk about another subject. What makes you choose second-hand on Vinted over buying new stuff?

Interviewee: Affordability is a major factor for me, and I find that purchasing second-hand items on Vinted is much more budget-friendly than buying new things from mainstream stores. This allows me to obtain desired items without overspending. On the application I can find really cheap item stilkl in really good condition. So when I see the difference of price it is way more affordable.

Interviewer: Can you share an example where the money you saved by using Vinted made a big difference for you?

Interviewee: Sure thing. I needed a costupme for Halloween and I wanted to be as the men in black. So I needed a suit, a tie, a shirt and everything that goes with it. I ended up finding everything on Vinted for an affordable price. I was able to look great without stressing about the cost because it was really cheap.

Interviewer: That's awesome! How do the affordable prices on Vinted impact how you shop overall?

Interviewee: I am definitely guided by my shopping habits. Vinted offers great deals, at affordable price, that make me feel less pressured to spend too much on new items. This helps me manage my finances better.

Interviewer: That's smart thinking. Let's talk about the environmental side now. Given your interest in the environment, does that play a role in your choice to shop second-hand on Vinted?

Interviewee: Absolutely. Buying second-hand feels like a way to lessen my impact on the environment. It's about being responsible, even with my shopping choices. So when I want something new, I have the reflex now to look up on Vinted directly, just being more conscious of the environment.

Interviewer: I totally get that. How do you feel like using Vinted contributes to sustainability?

Interviewee: Well, every time I buy something second-hand, I'm not contributing to new production. It's like giving items a longer life and reducing waste. It's a simple way of doing my part, it is just more ethical in the end and I am happy about it.

Interviewer: I love that! Alright, let's talk about the fun side now. How does the idea of finding unique and original stuff influence your choice to shop on Vinted?

Interviewee: Oh, it's a big deal. Vinted has stuff you wouldn't find anywhere else. Each piece has its own story, which makes it more interesting than just regular shopping.

Interviewer: I totally get that. Can you remember a time when using Vinted brought you real satisfaction?

Interviewee: Absolutely. I found this really cool vintage jacket that was like a blast from the past. Wearing it felt special, and it sparked conversations about its history. It's not just a jacket; it's got a story. I was really exctited to get it because it reminds me of the one that my Grandpa was wearing all the time. I was really thrilled when I bought it.

Interviewer: I love that feeling too! Any specific Vinted experiences that made you happy or excited?

Interviewee: To be honest I think the one I just said would be the thime where I was the most excited about buying something on Vinted and especially at an affordable price.

Interviewer: I really appreciate you sharing your thoughts and experiences today !

Interviewee: No problem, happy to help out. If you need more info, feel free to reach out.

Interviewer: Thanks a ton for taking the time. Your perspective has been valuable for my thesis.

Interview 3

Interviewer: Good morning. Thank you for being a part of this interview. My name is Florent as you know and I'm conducting interviews for my thesis on collaborative consumption and its impact on consumer behavior. Today, we'll be discussing why people use Vinted to shop. Your insights will greatly contribute to my study. To begin, could you briefly present yourself?

Interviewee: Sure! My namre is X and iam 18 years old. I just finished high school and in September I will go to Anger to study Psychology.

Interviewer: Thank you very much for the answer. Let's talk about Vinted now. How often do you use the platform and what kinds of items do you typically look for?

Interviewee: I love using Vinted, I am a huge fan and its been like 2 years. I'm on the platform pretty much every week, browsing for clothes, shoes, and accessories. I'm really into fashion, so I'm always on the lookout for unique pieces that I can add to my wardrobe. And the best part is, I've found some amazing deals on Vinted that I probably wouldn't have come across otherwise.

Interviewer: That's great to hear! Let's dive into some specific aspects of your experience. How about the social interactions on Vinted? Have you had any interesting interactions or experiences with other users on the platform? How does this social aspect influence your buying experience?

Interviewee: Definitely! I've actually made nice connection through Vinted, but I did not make any friends. There's a sense of community where people help each other find great deals and share styling tips. I remember one time I was looking for a specific dress, and another user messaged me with a link to a listing that matched what I wanted perfectly. It was so nice to connect with someone who shares my passion for fashion.

Interviewer: It sounds like the Vinted community plays a role in your experience. Now, let's talk about the economic benefits. What are the main factors that motivate you to buy second-hand on Vinted instead of buying new items? How do you view the financial savings you make through using Vinted?

Interviewee: Well, one of the big motivations is definitely the prices. I mean, I can find high-quality pieces at a fraction of the price I'd pay if I bought them brand new. For instance, I recently got this amazing sweater frome Acne Studio, for way less than it would have cost at a regular store. The financial savings are significant, and I can use that extra money for other things I love. Vinted for me its reallu finding good deal, at a really affordable price. I like to be conscious of what I am spending eventho iam only 18 years old. By buying second-hand clothes on vinted, my wallet is really happy about it. Especially when it is really cheap.

Interviewer: That's a great example! Now, onto the environmental benefits. How much does the environmental dimension influence your decision to buy second-hand from Vinted? Do you feel like you're contributing to waste reduction and sustainability by using the platform?

Interviewee: The environmental aspect matters to me too. I'm aware that the fashion industry can be wasteful, and by buying second-hand, I feel like I'm doing my part to reduce that waste. Plus, it's a way

to give existing clothes a new life and prevent them from ending up in landfills. It's a small but meaningful contribution towards sustainability. It is more ethical for me as well, I'd like to think that my parents raised me in a way that it is nice to be conscious of your consumption. And I do feel that I am proud of myself when I can do something great for the environment.

Interviewer: That's a great perspective. Lastly, let's discuss the hedonic values. How does the search for unique and original products influence your choice to buy second-hand on Vinted? Can you share a time when using Vinted gave you a sense of pleasure or excitement?

Interviewee: I absolutely love using Vinted! There's just something about discovering a one-of-a-kind piece that makes me feel so exhilarated. Recently, I was lucky enough to come across a vintage designer handbag that was in pristine condition. The best part? It was a total bargain! Needless to say, I was over the moon to add it to my growing collection. It's moments like these that remind me why I love shopping - it's all about those special and rewarding finds!. I was so exited I coud not wait to receive it.

Interviewer: Thank you for sharing that! It's clear that you have a passion for fashion and enjoy the excitement of unique finds. Overall, your insights are incredibly valuable for my thesis. Is there anything else you'd like to add or any other reasons you can think of for using Vinted?

Interviewee: I absolutely love sharing my Vinted finds with my friends. It's such a fun way to bond and stay connected. We always give each other tips on the best deals we've found and help each other pick out pieces for our wardrobes. It's almost like a little hobby we all share and it's really brought us all closer together.

Interviewer: That's a wonderful point! Thank you for sharing your experiences and thoughts with me today. Your input will greatly contribute to my thesis on collaborative consumption and the motivations behind using platforms like Vinted.

Interviewee: You're welcome! I'm glad I could help. Good luck with your thesis!

Interviewer: Thank you bye !

Interview 4

Interviewer: Good morning. Thank you for being a part of this interview. My name is Florent as you know and I'm conducting interviews for my thesis on collaborative consumption and its impact on consumer behavior. Today, we'll be discussing why people use Vinted to shop. Your insights will greatly contribute to my study. To begin, could you briefly present yourself?
Interviewee: Sure! My namre is X and iam 25 years old and I am still studying as I al doing a medicine school.

Interviewer: Thank you for participating in this interview. Your insights will be incredibly valuable for my thesis on collaborative consumption and specifically, the reasons behind people's use of Vinted. Let's start by discussing the different motivations that might be influencing your use of the platform.

Interviewee: Of course, I'm happy to help! I think Vinted is a great platform, and I'd love to share my experiences.

Interviewer: That's fantastic. Let's dive right in. First, could you tell me about your social interactions on Vinted ?

Interviewee: I've had some really interesting interactions and conversation on Vinted. Sometimes, I chat with sellers to ask questions about the items they're selling because I would lik,e to have more information about it. It's nice to connect with people who share similar tastes in fashion. Plus, I feel like I'm contributing to a community of like-minded individuals who care about sustainable shopping.

Interviewer: It's fascinating how the Vinted community can play a role in the overall experience. Speaking of which, does the Vinted community impact your decision to use the platform?

Interviewee: Definitely. The reviews and ratings are crucial for building trust. When I see positive feedback about a seller's reliability and the quality of their items, I feel more confident making a purchase. It's like having a network of recommendations from real people, which is something you don't often get when shopping at big retail stores. That is what I like the most because I think people might be afraid to shop on `vinted regarding what you can see on the picture and what you can received. Nevertheless, the Vinted community knows this so I am not afraid to ask question and always turned out to have really nice conversation.

Interviewer: Building connections and trust within the community seems to be a key aspect. Have you made any friends through Vinted? Can you share an experience where the social aspects were particularly important to you?

Interviewee: Oh, absolutely. I've actually connected with a couple of sellers. I am still in touch with them on Instagram. We bond over our shared love for sustainable fashion and often exchange tips and recommendations. One time, I bought sneakers from a seller who happened to live in my city. We decided to meet up for the exchange, and we ended up grabbing coffee and chatting for hours. It was a lovely experience that went beyond just a transaction.

Interviewer: That sounds like a wonderful story of connecting through shared values. Now, let's move on to the economic benefits of using Vinted. What are the main factors that motivate you to buy second-hand on Vinted rather than buying new?

Interviewee: Well, the economic aspect is definitely a big motivator for me. I'm a thrifty person, and I appreciate the savings I get from buying second-hand. High-quality items at a fraction of the price of new ones? It's hard to resist. Plus, I know I'm getting value for my money, especially when I can find unique pieces that I wouldn't find in regular stores at an affordable price.

Interviewer: Speaking of affordability, do the affordable prices of second-hand items play a role in your use of the platform? Can you explain how this influences your buying behavior?

Interviewee: Absolutely. Although I have an interest in fashion and style, I also prioritize being budget-conscious. Vinted is an ideal platform for me to explore a diverse range of styles and brands without exceeding my financial limits. It provides me with the flexibility to experiment with my fashion choices and even try out trending fashion statements that I may not want to spend a lot of money on. Additionally, the fact that I am not supporting unethical mass production makes Vinted's affordability even more exciting.

Interviewer: It's clear that the economic benefits align well with your values and preferences. Now, let's move on to the environmental dimension. To what extent does the environmental aspect influence your choice to buy second-hand from Vinted rather than new parts?

Interviewee: Environmental concerns are a significant factor for me. Fast fashion and its negative impact on the environment are things I strongly oppose. By buying second-hand on Vinted, I'm contributing to waste reduction and taking a stand against the throwaway culture that many big fashion companies promote.

Interviewer: That's a powerful perspective. How do you feel you're contributing to waste reduction and sustainability by using Vinted?

Interviewee: Well, every time I purchase second-hand, I'm essentially extending the life cycle of a clothe. Instead of adding to the demand for new clothes, I'm giving existing items a chance to be loved and worn again. It feels great to know that my choices are directly contributing to a more sustainable fashion industry.

Interviewer: Your commitment to sustainability is inspiring. That's a very pragmatic way of approaching sustainable shopping. Now, let's discuss the hedonic values. How does the search for unique and original products influence your choice to buy second-hand on Vinted?

Interviewee: The hunt for unique pieces is part of what makes shopping on Vinted so exciting. I love the idea that I can find items with a history and character that new clothes just don't have. It's like uncovering hidden treasures, and it adds a personal touch to my wardrobe. It's not just about buying something; it's about the joy of finding something that resonates with my style and values. And when you do, I can tell you that you are very excited and thrilled !

Interviewer: That sense of discovery sounds really appealing. It's wonderful how Vinted can provide those moments of genuine excitement. Lastly, are there any specific Vinted-related experiences that have given you pleasure or excitement? Can you describe them?

Interviewee: One experience that stands out is when I found a stunning designer jacket on Vinted that I had been eyeing for a while. It was a limited edition piece, and I honestly didn't think I'd ever have the chance to own it. But there it was, listed by a seller who was willing to part with it. The adrenaline rush I felt while negotiating and ultimately getting that jacket was incredible. It's become a prized possession in my wardrobe.

Interviewer: That sounds like a thrilling experience, and a testament to the unique opportunities Vinted offers. Thank you so much for sharing your insights and experiences with me today. Your perspective will greatly help my for my thesis !

Interviewee: You are welcome, was a pleasure ! have a nice day !

Interview 5

Interviewer: Hi, thank you for being a part of this interview. My name is Florent as you know and I'm conducting interviews for my thesis on collaborative consumption and its impact on consumer behavior. Today, we'll be discussing why people use Vinted to shop. Your insights will greatly contribute to my study. To begin, could you briefly present yourself?

Interviewee: Hi! Sure thing. My name is X and I al 23 year old. I am actually working in a bank.

Interviewer: Thank you, can you tell me more abour your social interaction on Vinted ?

Interviewee My social interactions on Vinted have been quite minimal, to be honest. I mainly use the platform to find suits for work, so my interactions are mostly transactional. But I do find it convenient to communicate with sellers if I have questions about the items, I'm interested in.

Interviewer: It's interesting that your interactions are focused on the transactions. Does the Vinted community have an impact on your decision to use the platform? If so, how?

Interviewee: While I'm not deeply involved in the community, I think it's reassuring to see that there's a network of people who are selling high-quality suits. It gives me confidence that I'm likely to find what I'm looking for.

Interviewer: I understand. Have you made any new acquaintances or friends through Vinted? Can you share an experience where the social aspects were particularly important to you?

Interviewee: I haven't made any close friends, but I've had positive interactions with sellers who were helpful and informative. There was this one time when I found a suit I really liked, but I had some questions about the sizing. The seller was incredibly responsive and even gave me some styling tips. It made the purchase more personal and enjoyable.

Interviewer: That's great to hear how communication with sellers has enhanced your experience. Shifting to the economic aspect, what are the main factors that motivate you to buy second-hand on Vinted instead of buying new suits?

Interviewee: Well, for me, it's all about the cost savings. Working in a bank, I need to wear suits frequently, and those can be quite expensive when bought brand new. Vinted allows me to find quality suits at a fraction of the price I'd pay at a traditional store. It is way more affordable to do this for me.

Interviewer: You've mentioned the cost savings, which is a significant factor. Could you give me an example of how you perceive the financial savings you've made by using Vinted?

Interviewee: Certainly. I just discovered a top-quality suit on Vinted that was in perfect condition. The cost of the suit at a high-end brand store would have been too expensive for me, but I was able to purchase it on Vinted for less than half the price. This is a substantial savings that allows me to have a professional wardrobe without spending too much money. It is usefull and cheap, so the best way to dress nicely for work.

Interviewer: It's great that you're able to find such valuable deals on the platform. Do the affordable prices of second-hand items on Vinted play a significant role in your choice to use the platform? Can you explain how this influences your buying behavior?

Interviewee: Absolutely. As I mentioned, suits can be quite pricey, especially the good quality ones. Vinted allows me to access a wide range of suits that are still in excellent condition but don't come with the hefty price tag. This affordability definitely shapes my decision to use Vinted regularly.

Interviewer: Moving on to the environmental aspect, to what extent does the environmental dimension influence your choice to buy second-hand suits from Vinted instead of new ones?

Interviewee: Honestly, the environmental aspect isn't my primary concern when shopping for suits On Vinted. My main focus is on getting good deals. However, I do recognize that buying second-hand contributes to reducing waste, and that's a positive outcome of using platforms like Vinted.

Interviewer: Thanks for sharing your perspective. Despite the focus on affordability, do you feel that your purchasing behavior on Vinted has any positive impact on the environment? Can you provide any concrete examples?

Interviewee: While I can't say that I actively seek out second-hand items for environmental reasons, I do think there's a positive impact. By purchasing pre-owned suits, I'm not contributing to the demand for new production, which indirectly helps reduce environmental strain. It's a nice bonus to know that my purchases align with sustainability.

Interviewer: Understandable. Finally, let's discuss the hedonic values. How does your search for unique and original suits influence your choice to buy second-hand on Vinted?

Interviewee: To be honest, I'm more practical in my approach. Suits for my line of work need to be professional and appropriate. While I appreciate unique styles, my main focus is on finding suits that fit well and look polished.

Interviewer: Thank you for sharing that. Your insights have been quite valuable. Is there anything else you'd like to add or any aspects we haven't covered yet?

Interviewee: Just that for someone like me, who values quality but also needs to be mindful of expenses, Vinted is a game-changer. It's helped me build a professional wardrobe without straining my budget.

Interviewer: That's an important perspective. How about the platform's ease of use and the convenience it offers? Has that contributed to your decision to continue using Vinted?

Interviewee: Absolutely. The search and filtering options on Vinted make it convenient to find exactly what I'm looking for. It saves me time and effort compared to visiting multiple stores in person.

Interviewer: That's a great point. One last question: Have you recommended Vinted to others, or try to convince other, and if so, what were your reasons for doing so?

Interviewee: Yes, I have. I've mentioned it to colleagues who are also looking for affordable professional attire. It's a practical solution, especially for those of us just starting our careers and trying to build a solid wardrobe. I tried to convince them at work to at least have a look, still waiting!

Interviewer: Thank you for sharing your thoughts and experiences. Your insights are highly valuable for my thesis.

Interviewee: You're welcome! I'm glad I could help. Have a great day!

Interviewer: You too, take care!

Interview 6

Interviewer: Hi, thank you for being a part of this interview. My name is Florent as you know and I'm conducting interviews for my thesis on collaborative consumption and its impact on consumer behavior. Today, we'll be discussing why people use Vinted to shop. Your insights will greatly contribute to my study. To begin, could you briefly present yourself?

Interviewee My name is X and I am 22 years old. I am working as a sales associzte for a luxury brand in Paris.

Interviewer: Can you tell me more about how u use vinted ?

Interviewee: Of course! First of all, I'm really excited to be here. I've been using Vinted for a while now, and it has definitely become one of my favorite platforms for shopping. One of the things that really draws me in is the social aspect. I've interacted with so many people on Vinted, both buyers and sellers. It's like a little community, and I love how it brings people together. It's not just about the items; it's about the connections too.

Interviewer: That's interesting! So, would you say that the social interactions and sense of community on Vinted have a significant impact on your decision to use the platform?

Interviewee: Absolutely. Knowing that I am talking to real people behind, it adds a personal touch to the purchase. I've had conversations with sellers about their items, and it's a bit more thrilling than just clicking "buy" on a regular online store. It's like a treasure hunt, you know? You're not just buying something; you're discovering it.

Interviewer: I love that perspective. Speaking of treasure hunts, how does the thrill of finding unique and original products play into your choice to buy second-hand on Vinted?

Interviewee: Oh, it's a big factor for me. As someone who works with luxury brands, I appreciate the finer things, but I also love the hunt for something that stands out. Vinted is a goldmine for unique pieces that you won't find in regular stores. That feeling of stumbling upon a hidden gem is such a pleasure. It's like I'm not just buying clothes; I'm collecting stories and memories. And what I love the most is to share it with my friends. I can see that sometimes they are jealous which bring me even more joy and excitement !

Interviewer: That's a beautiful way to put it. Now, let's dive into the economic aspect. How do you perceive the financial savings of using Vinted, and can you give me an example of a specific instance where you felt you saved significantly?

Interviewee: Well, the financial aspect is definitely a major motivation. Being able to find quality items at a fraction of their original cost is a great feeling. For instance, I once found a vintage designer handbag on Vinted that was practically a steal compared to its market price. The excitement of getting such a fantastic deal adds an extra layer of pleasure to the whole shopping experience. When luxury piece are affordable, I am really excited.

Interviewer: That sounds like a fantastic find! Now, let's talk about your overall buying behavior. How do the affordable prices of second-hand items on Vinted influence your decision to shop there?

Interviewee: The affordability is a big draw for me. As a young professional, I'm conscious of my budget, and Vinted lets me indulge in my love for fashion without breaking the bank. It's empowering to know that I can look stylish and put together without overspending. Plus, it's a great way to make my money go further and explore different styles without feeling guilty.

Interviewer: It's wonderful to hear how Vinted aligns with your financial goals. Lastly, have there been any specific experiences on Vinted that have given you pleasure or excitement beyond just the items you've purchased?

Interviewee: Absolutely! One experience that stands out is when I found a dress on Vinted that I had been eyeing for ages. It was a limited edition piece from a luxury brand that I adore. Seeing it listed on Vinted, in great condition and at a cheap price, was such a thrill. The whole process, from communicating with the seller to finally receiving the dress, was incredibly exciting. It's like the platform turns shopping into a series of little moments of joy and excitement.

Interviewer: That sounds like a genuinely delightful experience. We did not mention yet the environmental aspect, is it a motive as well for you when you are looking for something on Vinted ?

Interviewee: I am really conscious about my shopping behaviour but it is true that I am conscious about the overall environmental aspect when shopping. I am trying to do my best regarding this even tho sometimes I am still buying fast fashion. Neverthless, I do have the reflex now that if I want something, iam going to look up first on Vinted instead of going to Zara for example. Sustainability is a huge deal regarding fashion and I want to act for it as well.

Interviewer: I can totally understand because I am the same on this! Thank you so much for sharing your insights and experiences with us today. Your perspective on the social, economic, and hedonic aspects of using Vinted is truly valuable for my thesis.

Interviewee: You're very welcome! I'm glad I could contribute. It's been a pleasure discussing this with you.

Interviewer: Likewise! Thank you again, and I wish you many more exciting shopping adventures on Vinted.

Interview 7

Interviewer: Hello! I'm really glad to have you here today. Your perspective as a Vinted user is going to be incredibly valuable for my thesis on collaborative consumption. To start off, could you tell me about your experiences on Vinted and how they've influenced your second-hand buying habits?

Interviewee: Of course! I've had some pretty interesting interactions on Vinted. It's not just about buying things; it's like being part of a community. Whenever I'm interested in something, I can chat with sellers, ask questions, and get advice from other users.

Interviewer: That's fascinating. So, the community aspect is a big factor for you. Has it played a role in your decision to use Vinted?

Interviewee: Absolutely. I mean, knowing that there's a whole group of people who appreciate second-hand stuff like I do makes the experience more enjoyable. It feels like we're all in this together, appreciating the value of pre-loved items.

Interviewer: It's really interesting how that sense of community adds to the experience. Have you ever made any connections or friends through Vinted that stand out to you?

Interviewee: While I wouldn't say I've made super close friends, I've definitely had some cool interactions. Like, once I bought jacket from a seller, and turns out, we were doing the same job. We had a short chat about this, and it was a nice surprise to connect over a shared interest.

Interviewer: Those unexpected connections must be quite memorable. Shifting gears a bit, let's talk about the economic side of things. What are the main reasons you choose to buy second-hand on Vinted instead of going for brand-new items?

Interviewee: Well, as someone who's really into motorcycles, I can tell you, that hobby can be pretty expensive. So, when I can find stuff on Vinted at a cheaper price, it's a no-brainer for me.

Interviewer: That makes a lot of sense. Could you share a specific example where you've felt the financial benefits of using Vinted?

Interviewee: Recently, I came across this awesome vintage car-themed t-shirt on Vinted. It was listed for a price that was like a third of what a new one would cost. And it was in great condition too. So, I got the shirt I wanted and saved some euros in the process.

Interviewer: Those kinds of savings can really add up over time. Does the affordability of second-hand items play a significant role in your choice to use Vinted?

Interviewee: Definitely. I'm practical when it comes to shopping. If I can find something I like at a much lower price, it just makes sense. Plus, the money I save can go toward my motocycles related projects, which is a win-win situation for me. When is it affordable and cheap, makes the difference for me.

Interviewer: It sounds like you're quite mindful about your spending. On a slightly different note, what about the environmental aspect? Is that a factor for you when you shop on Vinted?

Interviewee: While it's not my main motivation, I do appreciate that by buying second-hand, I'm contributing to reducing waste and the demand for new products. It's a small way of doing my part for the environment, and that's definitely a plus. Let say i am being more conscious about environmental issues so when I shop on Vinted I am proud of myself because it helps the environment overall.

Interviewer: Can you tell my how you started to use vinted ?
Interviewee: Well that is quite funny because my daughter uses Vinted a lot, and at the beginning, I was a bit scared of buying stuff online. Nevertheless, she was the one convincing me to start using it. It is true that when she was talking about her new clothes that she bought for nothing, I was like yes I want that as well. In the end i downloaded the application and now I am having a every 2 days.

Interviewer: That must have been quite a thrill! Your insights have been incredibly valuable, and I appreciate you sharing your experiences with us. Your story about your daughter introducing you to Vinted and realising its worth is an interesting perspective that adds depth to my thesis. Thank you so much for your time and input!

Interviewee: You are welcome have a nice day !

Interview 8

Interviewer: Hi, thank you for being a part of this interview. My name is Florent as you know and I'm conducting interviews for my thesis on collaborative consumption and its impact on consumer behavior. Today, we'll be discussing why people use Vinted to shop. Your insights will greatly contribute to my study. To begin, could you briefly present yourself?

Interviewee: Of course! I'm a 24-year-old guy who's really into fashion, especially vintage styles. I actually study in a fashion school, so you can say fashion is a big part of my life. I'm quite passionate about finding great deals and unique pieces on Vinted. And I can't help but share my purchases with my family and friends whenever I find something cool.

Interviewer: That's fantastic! Your perspective as someone who's passionate about fashion and vintage style is really interesting. Let's begin by talking about the hedonic values. How does the search for unique and original products influence your choice to buy second-hand on Vinted?

Interviewee: For me, it's all about the thrill of the hunt. Whenever I'm scrolling through Vinted and I come across a vintage piece that I know nobody else will have, it's like an adrenaline rush. The idea of owning something with a story, something that has a history and a character that you just can't find in new items, is truly fascinating. It's like discovering a hidden treasure that nobody else knows about. I absolutely love it!

Interviewer I completely understand that excitement. Can you share some moments when you've felt genuine pleasure or satisfaction from using Vinted for your purchases?

Interviewee: Definitely. There was this one time I found a vintage leather pant that was in an amazing condition. It was from a brand I've always admired, and the fact that I got it at such an affordable price made it even sweeter. I couldn't wait to wear it, and when I did, I got so many compliments. It's not just about the item itself but the feeling of accomplishment that comes with scoring something amazing. I feel a lot of exctiment xhen this happened and iam really thrilled at the same time. It is really complicated to explain.

Interviewer: That's a great example of the emotional connection that comes with finding unique pieces. Now, let's move on to the economic benefits. What are the main factors that motivate you to buy second-hand on Vinted instead of buying new?

Interviewee: Well, aside from the thrill of finding unique items, the cost savings are a huge factor. I'm on a budget, and being able to find high-quality fashion pieces without spending a lot of money is game-changer. Plus, the affordability allows me to experiment with different styles and trends that I might not have tried if I were buying expensive new items. It's not just about saving money; it's about being able to invest in my style without draining my wallet.

Interviewer: That's a great illustration of how Vinted provides value in terms of affordability. Now, let's explore the social benefits. Could you tell me about your social interactions on Vinted and how they influence your second-hand buying experience?

Interviewee: Sure thing. The Vinted community is interesting. I've had conversations with other users about their fashion discoveries and vintage finds. It's like having a network of vintage enthusiasts where you can talk about what you like and what you are interested in. Whenever I find something unique, I can't help but share it with my family and friends, and sometimes even with the Vinted community. It's like having a fashion-focused group of friends to celebrate with. I alayw had great interaction on Vinted which is pretty cool.

Interviewer: That sounds like a great sense of camaraderie. Have you made any new acquaintances or friends through Vinted that stood out to you?

Interviewee: Definitely. I once bought a vintage denim jacket from a seller on Vinted who happened to live in my city. We got to talking, and it turned out we had a lot in common. We met up for the exchange, and it was great to connect with someone who shares my passion for vintage fashion. Now we occasionally meet up for coffee and talk about our latest Vinted finds.

Interviewer: We did not talk about the environmental aspect while using vinted. Is this something for you that matters?

Interviewee: Yes it is true we did not talk about it and indeed it is quite important. Working for a luxury brand I am aware of all the production process and stuff. I am also aware tha the fashion industry represent a lot a waste and pollution. That is why Vinted allows me to fulfill my passion of vintage clothes as well as having a good behavior towards the environment. I am doing my best to be more ethical.

Interviewer: Thank you so much for sharing your experiences and insights with me. Your perspective as someone who's passionate about fashion and the emotional and social aspects of using Vinted has been truly enlightening for my thesis.

Interviewee: You're welcome! It was a pleasure talking about my experiences. I'm glad I could contribute to your thesis. Good luck with your thesis!

Interviewer: Thank you very much! Have a fantastic day and happy hunting for more unique fashion pieces on Vinted!

Interview 9

Interviewer: Thank you for taking the time to participate in this interview for my thesis on collaborative consumption, particularly focusing on Vinted. To start, could you please tell me more about yourself and about your experiences and social interactions on Vinted? How do these interactions influence your second-hand buying experience?

Interviewee: Hello! Sure, I'd be happy to share. My name is X and I am a teacher. I am 30 years old. So, I've been using Vinted for a while now, and what really stands out to me is the community aspect. I love that I can chat with sellers, ask questions about the items, and sometimes even negotiate prices. It's like having a conversation while shopping, which makes the whole experience more personal and enjoyable.

Interviewer: That's interesting! So, does the Vinted community impact your decision to use the platform? How does it play a role for you?

Interviewee: Definitely. The community is a big factor in why I use Vinted. I've found that people are generally friendly and helpful. It's not just about the transaction; it's about connecting with others who share a similar interest in sustainable fashion and second-hand shopping. It makes the experience feel more genuine and less transactional.

Interviewer: Have you formed any new acquaintances or friends through Vinted? Can you share an experience where the social aspects were particularly important to you?

Interviewee: Absolutely! I've actually made a friend through Vinted. One time, I was looking for a specific vintage dress, and the seller and I got talking about our love for vintage fashion. We ended up having a great conversation about our favorite eras and styles. Long story short, we're still in touch!

Interviewer: That's wonderful to hear. Now, what are the main factors that motivate you to buy second-hand on Vinted instead of purchasing new items?

Interviewee: Well, there are a few reasons. First and foremost, I'm really conscious about my consumption and its impact on the environment. Buying second-hand reduces waste and the demand for new production. Plus, I get to find unique pieces that aren't available in regular stores. I am happy to make a good move for the environment.

Interviewer: How do you perceive the financial savings made by using Vinted?

Interviewee: Oh, the financial aspect is significant. It's not just about being sustainable; it's also about being economically smart. I am happy to find some fashion item that I really like for a reasonable price. The fact that on Vinted you can find affordable clothes is quite important for me.

Interviewer: That makes sense. Do the affordable prices of second-hand items play a role in your use of the platform? Can you explain how this influences your buying behavior?

Interviewee: Absolutely, affordability is a major factor. I'm not willing to compromise on style and quality, but I also want to make conscious choices. Vinted lets me have the best of both worlds. I can find high-quality items at lower prices, and that's a win-win for me.

Interviewer: Is the search for unique and original products something that influences your choice to buy second-hand on Vinted?

Interviewee: Definitely. I'm not a fan of wearing something that everyone else has. With Vinted, I can discover hidden gems and vintage pieces that truly stand out. It adds a sense of individuality to my style.

Interviewer: Thanks for sharing that delightful experience! Before we conclude, you mentioned earlier that you were introduced to Vinted by colleagues. Can you elaborate on that story a bit more?

Interviewee: Sure! So, a few of my colleagues were talking about Vinted during lunch one day. They were raving about the deals they'd scored and how much they enjoyed the community. I was intrigued, so I decided to give it a try. One of them even convinced me to list a few items from my own closet. When I saw how easy and worth it the whole process was, I was happy I joined.

Interviewer: That's a great story of how you got started. Thank you so much for sharing your insights and experiences. This has been incredibly helpful for my thesis. Your perspective on the motives behind using Vinted is invaluable.

Interviewee: You're welcome! I'm glad I could help. Good luck with your thesis, and I hope it sheds light on the wonderful world of collaborative consumption and platforms like Vinted.

Interviewer: Thank you! Have a fantastic day and happy Vinted shopping!

Interview 10

Interviewer: Thank you for participating in this interview. Can you first introduce yourself and then let's start by discussing your experience with Vinted and the reasons behind your usage. Can you tell me about your social interactions on Vinted? How does this influence your second-hand buying experience?

Interviewee: Absolutely. My name is X and I am 27 years old. On Vinted, I've had interactions with both sellers and buyers. It's a unique platform where I can communicate with people who share similar interests in vintage and second-hand fashion. These interactions often provide me with insights about the items I'm interested in, like their condition and history. It feels like a community of like-minded individuals who value sustainable fashion choices.

Interviewer: That's interesting. Does the Vinted community have an impact on your decision to use the platform? If so, how?

Interviewee: Definitely. The Vinted community plays a significant role in my choice to use the platform. Being able to engage with others who appreciate vintage fashion as much as I do creates a sense of belonging. I've received advice from experienced Vinted users about how to find the best deals and identify authentic vintage pieces.

Interviewer: Have you made any new acquaintances or friends through Vinted? Can you share an experience where the social aspects were particularly important to you?

Interviewee: I never made friends on the application, but I do value the conversation I have with other people using Vinted. All the time I am having such nice exchange woth people. I can ask any question and I will always have an answer which is pretty cool.

Interviewer: What factors motivate you to buy second-hand on Vinted rather than buying new?

Interviewee: There are a few factors that drive me to buy second-hand on Vinted. First, it's the thrill of finding unique pieces that have a history and story behind them. I love the idea that I'm wearing something with character. Second, it's the sustainability aspect. By buying second-hand, I am not participating in the whole process of fast fashion which has a positive environmental impact. And of course, the affordability is a major factor too.

Interviewer: How do you perceive the financial savings made by using Vinted? Can you give me a specific example?

Interviewee: The financial savings are quite significant. For instance, I recently bought a dress on Vinted that would have quite cheap. It was not even a past collection but actual collection. The lady never wore it and she wanted to get rid of it so I just took my chance. This kind of cost savings allows me to expand my wardrobe without straining my budget.

Interviewer: Do the affordable prices of second-hand items play a role in your use of the platform? Can you explain how this influences your buying behavior?

Interviewee: Absolutely. The affordable prices are a major draw for me. I can explore a wide range of styles and eras without spending a lot of money. It encourages me to experiment with my fashion choices and try out looks that I might not have considered otherwise.

Interviewer: How does the search for unique and original products influence your choice to buy second-hand on Vinted?

Interviewee: The search for unique and original products is a big part of why I love Vinted. I'm drawn to fashion that stands out and has its own story. Vinted allows me to discover pieces that are one-of-a-kind, giving me a sense of individuality in my style.

Interviewer: Are there any specific Vinted-related experiences that have given you pleasure or excitement? Can you describe them?

Interviewee: Definitely. There was this time when my brother, who is also a vintage enthusiast, introduced me to Vinted. He convinced me to give it a try, and once I did, I was hooked. I found a gorgeous bag that perfectly matched my style, and the fact that it was pre-loved made it even more special. I remember feeling so happy that I listened to my brother's recommendation because the find was truly worth it. I was so exctided about it.

Interviewer: Thank you for sharing that. Now, let's delve into the economic motive. How do economic factors, such as affordability, influence your decision to use Vinted for shopping?

Interviewee: Economic factors play a significant role. As a young adult managing my finances, I'm always conscious of my spending. Vinted's affordable prices allow me to indulge in my passion for vintage fashion without overspending. It's a win-win situation where I can expand my wardrobe with unique pieces while staying within my budget.

Interviewer: Thank you for your insights. This has been a valuable conversation. Is there anything else you'd like to share about your experience with Vinted and collaborative consumption?

Interviewee: I think we covered the main aspects of why I love using Vinted. It's not just a shopping platform; it's a community where I can connect with fellow vintage enthusiasts, find unique pieces, and make sustainable fashion choices. It's a fulfilling experience all around.

Interviewer: Thank you once again for your time and sharing your perspective. Your insights will contribute greatly to my thesis on collaborative consumption.

Interviewee: You're welcome. I'm glad I could help. Good luck with your thesis!

Annex 3 - Questionnaire

SOCIAL BENEFITS:

- Can you tell me about your social interactions on Vinted? How does this influence your second-hand buying experience?
- Does the Vinted community have an impact on your decision to use the platform? If so, how?
- Have you made any new acquaintances or friends through Vinted? Can you share an experience where the social aspects were particularly important to you?

ECONOMIC BENEFITS:

- What are the main factors that motivate you to buy second-hand on Vinted rather than buying new?
- How do you perceive the financial savings made by using Vinted? Can you give me a specific example?
- Do the affordable prices of second-hand items play a role in your use of the platform? Can you explain how this influences your buying behaviour?

ENVIRONMENTAL BENEFITS:

- To what extent does the environmental dimension influence your choice to buy second-hand from Vinted rather than new parts?
- How do you feel you are contributing to waste reduction and sustainability by using Vinted?
- Do you feel that your purchasing behaviour on Vinted has a positive impact on the environment? Could you share some concrete examples?

HEDONOC VALUES:

- How does the search for unique and original products influence your choice to buy second-hand on Vinted?
- Can you tell me about times when you have felt pleasure or satisfaction when using Vinted for your purchases?
- Are there any specific Vinted-related experiences that have given you pleasure or excitement? Can you describe them?