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# **GUILT IN THE SECOND-HAND MARKET**

A qualitative study of consumers in Colombia and Finland

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# ABSTRACT

Isabel Cristina Rangel Pinzon : Guilt in the second-hand market- A qualitative study of consumers in Colombia and Finland  
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Today's world presents an urge to improve the post consumption of products. The global warming and other environmental phenomes are threatening the quality of life in our planet earth. Different models, such as sustainable consumption and the circular economy have surged to combat traditional models of consumption. In this paper the study is performed in the guilt of the second-hand market, since this is a great model to circulate products and diminish the environmental impact that consumption brings. Despite of the second-hand economy's advantages, the topic is still stigmatized in different regions limiting the participation of people in this economy. Understanding the guilt inside the topic of the second-hand market can contribute to minimize the negative guilt that constraints the participation of people in this economy.

Topics as consumer motivation, consumer classification, cultural and ethnographic differences of consumers in the second-hand market, and feelings were considered when developing the research. This master's thesis took a consumer perspective and explored the guilt in the purchase and sales of toys in the second-hand market. This study investigated the four dimensions of guilt: financial, health, social responsibility, and moral guilt. The positive guilt was defined as motivating to participate in the second-hand market, while the negative guilt was defined as reluctance to participate in it. This study also classified the guilt as anticipative or reactive.

The purpose was to explore the differences of guilt in the second-hand market in the two countries, identify if guilt was a big driver in the second-hand market consumption, and lastly to generate information that reduces the negative guilt in the second-hand market. The big questions for the study were: is the guilt it a big driver in the second-hand market consumption? How is guilt reflected in the buyers of the second-hand market in Finland and in Colombia?

The research methods used in the study were non-probabilistic sampling and the snowball technic, followed by semi-structured interviews in Colombia and Finland using the thematic analysis. The research group were moms or close female family members of kids younger than 6 years old, the reason for choosing adults and not kids, was due that adults are the ones making the purchases, and they are in an age that understand the complex concept of guilt. Research suggests that findings in the guilt should not be generalized between genders, for this reason only females were selected.

The study took place in two countries, a developed and developing country. By having two countries one with individualistic and the other with collectivistic culture, this study offers novel approaches exploring the different guilt experienced by nationals of the two countries based in different contexts.

This study allowed to identify that guilt is a driver and detractor in the consumption in the second-hand market. The results suggest that guilt variables are not based on the same factors for different countries, and that guilt variables impact people differently specially when considering the macroeconomics of the environment. For instance, in this study financial, social responsibly and moral guilt were found for Colombia and Finland. The social responsibility dimension.

was the topic that showed the most guilt for both countries. Nonetheless, the guilt for Colombia was negative as the guilt experience limited the participation in the second-hand market, while the social responsibility dimension for Finland was the reason why people participated in the second-hand market.

The results founded have allowed to provide managerial recommendations with the aim of making the second-hand stores more attractive. The suggestions were made on marketing campaigns on topics around sustainability, the usage and life cycle of toys and its financial aspect, packing and toy rotation.

To finalize, this research offers suggestions for further studies. The most important recommendations are to limit the dimensions of guilt to obtain deeper insights in each dimension, another recommendation is expanding on the topic of anticipated or reactive guilt in the second-hand market, and enlarge the topic of selling in the second-hand market.

Keywords: Second-hand market, guilt, consumer guilt, selling guilt, circular economy guilt.

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# 1. Introduction

The prominent demand for scarce natural resources has been identified as a major factor that has a detrimental impact on the environment (Rahman & Koszewska, 2020), consequently the industrial production has increased the environmental concerns in the recent decade (Machado et al., 2019). Yet, consumers find it difficult to behave in sustainable manners (see for example: Longo, et al., 2017).

Different authors and entities have suggested that to reduce the environmental threat, sustainable consumption and the circular economy should be considered (see, Chekima et al., 2015; Ellen Macarthur Foundation (n.d); European government, 2019; United Nations (n.d).).

Despite the great efforts to promote the reuse of products, many consumers still have difficulties following the desired path (see, for example, Borusiak et al., 2020). Acting sustainable is not an easy task, consumers find many difficulties while deciding between products (see for example: Longo et al., 2017).

In spite the prolonged research on the implementation of the circular economy, not so significant research has been done at the micro-level (Sousa-Zomer et al., 2018). To encourage the desired patterns of behavior towards a healthy environment, it is critical to consider every component of the people's activities relevant to sustainable consumption (Borusiak et al., 2020). Specifically, the UN suggests that waste reduction and production can be diminished by acting thoughtfully when purchasing. Physical shops and e-commerce platforms offer a remarkable path for sustainable consumption by prolonging the life of products due to the circulation of them (Geissdoerfer et al., 2017). Thus, studying the second-hand economy is an excellent alternative for mitigating the impact to our planet.

In the micro-level of circular economy, the focus has been widely on the effect and capabilities of companies (e.g., De los Rios & Charnley, 2017). Unexpectedly, a lack of research has been found into the precise functions of individual consumers as contributors to the circular economy (Maitre-Ekern & Dalhammar, 2019). Additionally, despite the considerable research on the implementation of a circular economy, only a limited number of studies have focused on cross-regional studies, and those are needed to indicate variances or provide a thorough picture of the phenomena on a global scale. (Ranta et al., 2018).



A clear example at the micro level that can provide great insights, is the influence of guilt in the behavior of consumers in the second-hand market. Guilt is a phenomenon that has not been greatly studied in this area and could provide great insight into consumer behavior. A few studies have implied that even if consumers wanted to act sustainably, the stigma in the second-hand market creates an obstacle in the second-hand economy (Kayal et al., 2018). Other studies have proposed that guilt can be a driver or a barrier for people to participate in different activities (see for example Steenhaut & Kenhove, 2006), for instance participating or not participating in the second-hand market might be influenced by guilt.

Understanding the guilt experienced in the second-hand market will provide answers to mitigate guilt and increase the consumption of second-hand goods. Additionally, understanding the guilt experienced by purchasers as barrier or as driver in the second-hand market can bring to light insights to companies working in this area. Business and people interested in the second-hand market can utilize the knowledge gain in this study to motivate consumers to participate in this economic segment that has been greatly stigmatized (see, for example, Kayal et al., 2018)

Addressing the gaps in current studies, this research aims to: (a) explore differences of guilt in the second-hand market between consumers in Colombia and Finland (b) identify whether and how guilt can drive second-hand consumption, and (c) provide information that aids in the reduction of negative guilt among second-hand market customers in both nations. This study's findings have implications for understanding the likenesses and variations across cultures, as well as the influence of guilt on consumer ethics (Arli et al., 2016).

The contents of this thesis are divided in seven chapters. The first chapter was the introduction. The second chapter explains the theoretical framework covering aspects in sustainability, circular economy, the second-hand market in Colombia and in Finland, including cultural and business aspects. The fourth chapter covers the data production and research methods of this thesis. The fifth chapter exposes the findings for the Colombian participants. The sixth chapter explains the findings for the Finnish participants. The seventh chapter will close with the discussion and conclusion.

## 2. Theoretical Framework

In this chapter I will discuss the theoretical framework of the research. The topics framing the research are sustainability, circular economy, second-hand market, stigma, shame, and guilt.

Figure 1. Theoretical framework concepts represents a summary of the research of this study. On the left side of figure can be observed the sustainability as the big topic containing the circular economy, and inside the circular economy the second-hand market. On the right side there is a pyramid with the word's stigma, shame, and guilt, in research these terms have been found to have a big correlation. (Yi, 2012). Stigma is on the lower level of the pyramid representing the base and place from where shame and guilt might arise. In this pyramid guilt is placed in the top of the pyramid as spotlight concept of the study. The arrow in the figure points inside the second-hand market representing the guilt that might be found in the second-hand market. Ultimately guilt and the second-hand market are colored with gray, representing the focus concepts of the study.

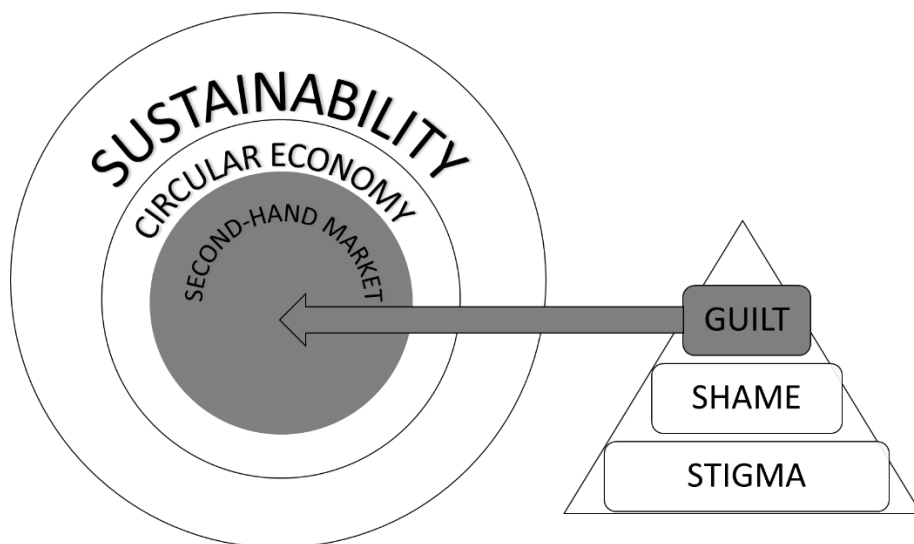


Figure 1. Theoretical framework concepts

With the aim to frame the topic even further, this research was based in two countries, Colombia, and Finland, representing a collectivistic, and individualist society respectively. Additionally, the product selected for the second-hand market were children's toys.

### 2.1 Sustainability, The Circular Economy, and the Second-hand Market

#### 2.1.1 Second-Hand Market as a Part of the Circular Economy

Sustainability is a robust concept that has been hard to defined since authors use different words and terms (Robinson, 2004). Nonetheless, some authors have evaluated and found that the most used definition of sustainability has been extracted from the 1987 report of the World Commission on Environment and Development (WCED) (Stubbs & Cocklin, 2008). In which it is defined as “meeting the needs of the present without compromising the ability of future generations to meet their own needs” (World Commission on Environment and Development, 41). The term is based on three pillars, those are the environmental, the social, and the economic. This means that for something to be sustainable it must be based on those three elements (Purvis & Robinson, 2018). As the terms have evolved, new goals have been born with it. For example, In the Rio convention celebrated in 2012, seventeen sustainable development goals (SDG) were developed with the aim of tackling, relevant social, economic, and political problems, including the deterioration of our environment (Sustainable Development Goals Found, n.d.). On this thesis I will focus on the goal number 12, which is to ensure responsible consumption and production, combining the circular economy perspective by integrating the use of second-hand markets.

The circular economy has many definitions rounding around similar concepts. Kirchherr et al. (2017) analyzed a big variety of circular economy meanings, they analyzed 114 definitions published on reports, journals, and policymaking papers. The authors recognized that most of the writers on the circular economy were non-academic players, a clear example is the Ellen Macarthur Foundation born in 2009, which has the aim to develop and promote the circular economy. For the first part Kirchherr et al. (2017) coded the most relevant terms mentioned in the different definitions, and those were separated into three. First, they wrote about the core of the C.E, second the aim, and third the enablers. For the core of the C.E, the identified words were: Reduce, Reuse, Recycle, Recover, Waste hierarchy, and Systems perspective. For the aim, the identified words were: Sustainable development (environmental quality, economic prosperity, social equity, and future generations. Lastly, the words for the enablers were: business models and consumers.

The authors recognized that the C.E definition are diverse and have so many makes it difficult for researchers to study this topic. For this reason, they recommend using the definition by Van Buren et al (2016, p.3). Van Buren et al. (2016, p.3) explained that the core of the C.E is to not waste resources unnecessarily, making it clear that recycling is not enough. Instead, lowering raw material consumption, developing goods in a way that those could be disassembled and reused easily, prolonging the life of goods via maintenance and restoration, and using recycled material. Contributing in this way with economic value, social value, and value creation for the environment

In its work, Van Buren et al. (2016, p.3) recognized the framework of the 9Rs.

- (1) Refuse: preventing the use of raw materials;
- (2) Reduce: reducing the use of raw materials;
- (3) Reuse: product reuse (second-hand, sharing of products);
- (4) Repair: maintenance and repair;
- (5) Refurbish: refurbishing a product;
- (6) Remanufacture: creating new products from (parts of) old products;
- (7) Repurpose: product reuse for a different purpose;
- (8) Recycle: processing and reuse of materials; and
- (9) Recover energy: incineration of residual flows. (p.3)

Later, Kirchherr et al. (2017) considered the 9Rs framework to be strategies for the circular economy. In 2017, the researchers added “Rethink” to the list and shaped the 9Rs hierarchy in the following way: (0) Refuse, (1) Rethink, (2) Reduce, (3) Reuse, (4) Repair, (5) Refurbish, (6) Remanufacture, (7) Repurpose, (8) Recycle, (9) Recover energy.

Furthermore, for this study, I will focus on the Reuse strategy referring exclusively to second-hand products. The reuse norm conditions that “products or components that are not waste, are used again for the same purpose for which they were conceived” (Eurostat, 2008).

The circular economy represents a transition towards a cleaner and sustainable planet since the idea behind it is to extend the life of products and materials (Wickman Bois, 2019). By using the Reuse principle of the circular economy, we can contribute to a healthier environment. By using the circular economy principles, we can reduce waste, pollution, and the extraction of resources (Wickman Bois, 2019. p. 25).

### 2.1.2 The Business Side of the Second-hand Market

Second-hand markets are defined as physical and online places (Yrjölä, et al., 2021) in which different previously owned products can be bought or exchanged. In this sense, the products that once belonged to someone else have a continuation of their life with a new customer.

The second-hand markets prove a pivotal contribution to the economy and to the circular economy. The monetary contribution of the second-hand markets is estimated at billions in different countries. Nonetheless, this might vary depending on the country and its practices. For example, in The United States, it has been estimated that the second-hand market will double between 2020-2025, reaching \$ 77B USD (ThredUP, 2020).

In the second-hand market different business models have been identified. Yrjölä, et al. (2021) recognized three types of second-hand business models: The connector, the supporter, and the controller model. In the connector business model, the responsibilities were mostly between the buyers and sellers, in which the seller published the announcement and took care of the basic transactions “With the critical role of making the marketplace viral, trustworthy, and beneficial for all” (Yrjölä et al., 2021, p. 776). In the supporter model, the companies paid special attention to enhancing customer satisfaction by boosting trust, safety, and convenience for the buyers while at the same time offering a place to connect sellers and buyers. In this area, the companies supported the sellers and buyers with payment and delivery support. The result of this business model is that the number of consumer touchpoints has been increased. (Yrjölä et al., 2021). In the Controller model, the company directly mediated between consumers. The companies received the products from the sellers and verified the condition. These companies added value for the consumer, increasing trust and safety. (Yrjölä et al., 2021). From this study it can be appreciated that different business models present different kinds of sacrifices and value to customers, which could have an implication for the guilt and stigma perception of second-hand buyers.

It has been observed that the second-hand economy is growing and the paradigm around it is changing. The acceleration of this economy can be attributed to the raise of participation of sellers and buyers (Sihvonen & Turunen, 2016), in which the e-commerce plays an important role (Yrjölä et al., 2017). A shift on the paradigm can be appreciated in the American Consumers. For example, ThredUP (2020) conducted a survey of 3,500 American adults over 18 years old, in this study they found that in The United States the Gen Z (people born between 1997 – 2012) have a better approach towards the second-hand market, and the circular economy (reselling their products). For example, Gen Z is 165 % more likely to reflect on the resale price of clothing than the boomers (people born between 1946-1964) formerly to purchase. Additionally, Gen Z has an 83% stronger opinion affirming that clothes ownership is momentary shifting from single owners to multiple ones. And in this study the Gen Z resold the apparel 33% more than the Boomers. (ThredUP, 2020).

### 2.1.3 Consumer Motivation, Feelings and Previous Research in the Second-hand Market

The motivations behind second-hand buying can be explained by intrinsic and extrinsic motivation (Borusiak et al., 2020), attributed to economic, critical, hedonic, and recreational motives (Guiot & Roux, 2010; Ferraro et al., 2016), including ethical consumption, financial reasons, quality items and, environmental awareness (Cervellon et al., 2012). In addition, some people buy with the aim of creating self-image on authenticity promoted by the products that they use or wear (Na'amneh & Al Husban, 2012), while others use the second-hand market to avoid ostentation and try to use non-traditional channels for purchase (Guiot & Roux, 2010)

Different studies have also taken place in the area of feelings, for example some buyers feel good when they come across unique items (Gullstrand Edbring et al., 2016), and others evoke nostalgia while admiring items that represents the past of the previous possessor (Duffy et al., 2012; Guiot & Roux, 2010; Turunen & Leipämaa-Leskinen, 2015). The overall experiences are also enjoyed by some people while enhancing relationships with the administrators, salespeople, and other clients (Duffy et al., 2012; Guiot & Roux, 2010)

Although the second-hand market is growing and gaining acceptance, there might be still some feelings that stop people from participating in this economy (see for example, Lovatt, 2015, p. 17). Some of this is feelings are related to the stigmatization of the second-hand market. This has been shown to fluctuate depending on the product category (Burnett & Lunsford, 1994) and if the purchase is done on the physical or online marketplace (Yrjölä et al., 2017). While clothes have been noticeably stigmatized (Hvass, 2015), products such as second-hand cars and houses are not that pronounced. Additionally, the stigma and guilt variates depending on the gender, the countries' culture, and in some cases the socio-economical aspect (Kayal et al., 2018).

Although previous research on second-hand shopping has focused mostly on clothing (Borusiak et al., 2020), Crucial findings have nevertheless been reported on the Circular Economy. In the study "Second-hand fashion market: consumer role in circular economy", Machado, et al. (2019) investigated "the role of motivation in the circular economy" regarding fashion products in the second-hand market. Their exploratory and qualitative ethnographic study was conducted in a place where people interacted directly in the second-hand market. Their findings highlighted the importance of the customer in the Circular Economy, identifying them as customers, sellers, partners, and suppliers that go further than the business model. The researchers also argue that the

buyer in the second-hand market encourages and promotes the CE to family and friends. In accordance with second-hand fashion, a study realized by Borusiak et al. (2020) in the general second-hand market, the researcher found that people have a positive attitude towards second-hand purchases relating it to environmental consumption. Second-hand shopping is seen positively having a high level of behavioral influence. The personal norm is also positively related to second-hand buying, and it is linked to the attribution of blame for environmental issues. Additionally, the desire to purchase second-hand merchandise is linked to the intention of going to a thrift store. On the negative side, the researcher found that second-hand purchasing intention is adversely linked to subjective norms about the practice.

#### 2.1.4 Consumer Classification in the Second-hand Market

In the second-hand market, customers are separated in different ways. An example can be seen in the study of Yrjölä et al. (2017), in which the researchers' argument that the division has been also influenced by the internet era in which costumers in the online second-hand market and costumers in the physical market have some different characteristics.

Due to the increasing digitalization, more second-hand offers have been raised, and e-commerce has started to play a crucial role in this market. The researchers, Yrjölä et al. (2017) enlightened that the customers react differently in the e-commerce environment and the physical place. They did a quantitative study targeting Finnish C2C consumers in different age groups. The data was collected by a professional group using a survey tool on the internet. The key concepts of the study were the economic, utilitarian, hedonic, and emotional benefits. In addition, they calculated the satisfaction of each group. With this study, the researchers were able to establish four types of e-commerce customers in the second-hand market: Enthusiasts, Bargain hunters, Salvagers, and Apathetic. Each group represented different characteristics regarding the value perceived by using the platforms. The researchers found that the Enthusiasts are the ones driven by utilitarian and hedonic motivation. This is seen in their increased levels of satisfaction. The Bargain hunters are mainly motivated by economic value; their level of satisfaction was greater than average but inferior to that of the first group, this is because the group also perceived a sacrifice was involved. The third group was the Salvagers; they perceived economic value but at a lower level than the previous groups, nonetheless, their symbolic value was higher. The last group was the Apathetic; this group had the same economic value as the Salvagers, but they found C2C e-commerce unattractive. (Yrjölä et al., 2017).

In the physical market of second-hand products, the classification of customers has been done differently. Guiot and Roux (2010) divided people into four categories, “Polymorphous Enthusiasts”, “Thrifty Critics”, “Nostalgic Hedonists”, and “Specialists Shoppers” (p. 365). The “Polymorphous Enthusiasts” are characterized by a wide use range of pre-owned products, and they make regular use of second-hand places and discount stores. The “Thrifty Critics” are the ones with a high proclivity towards careful management of their money, these customers like to do things by themselves and are utilitarian. The “Nostalgic Hedonists” are moved by recreational motivations with a focus on the nostalgic aspect. They are motivated by uniqueness, for this group second-hand purchase is less frequent compared to the previous customer division. In the last group are the “Specialists Shoppers” those customers buy certain products in a very focused manner and their use in their second-hand market is also low. Today, Guiot and Roux’s (2010) division in the physical market is still being used, but with some small variations depending on the study.

#### *2.1.4.1 Cultural and Ethnographic Differences of Consumers in the Second-hand Market*

Cultural factors have been demonstrated to have an influence on the purchase of second-hand items such as clothes. In those cultures, in which second-hand purchases are still related to stigma, purchasing second-hand items can generate guilt (Xu *et al.*, 2014)

Previously flea markets, second-hand markets, and antique dealers were considered a fringe mode of trade, nevertheless, this belief is changing in some countries, and this commerce has become a trend in Europe and the United States, allowing, recovery, recycling, and reselling (Guiot & Roux, 2010). Additionally, the emergence of online second-hand stores and social media communities that sell products to people from different strata is bolstering this trend (Dutra Machado, 2019).

Nonetheless, the growth of the trend does not mean that the second-hand market has completely been accepted in all cultures. As a fact still ethnographic, and cultural differences have been found in different studies, for example, Camacho-Otero *et al.* (2019) concluded that buying preowned cloth may have a variety of connotations depending on the context. For example, buying this kind of clothes in a specific culture can be associated with positive attributes such as sustainability, trendiness, and uniqueness, while in other settings can be seen as the choice for people with the low economic power of acquisition. Another example can be seen in Xu *et al.* (2014) on the study the researchers compared American and Chinses consumption, while most Americans in their study had engaged in second-hand purchases, only 10% of Chinses responders had participated in second-hand buying experiences. Additionally, Turunen & Leipämaa-Leskinen (2015) identified that the



buyers with higher incomes purchase second-hand products look for exclusivity, while people in lower social classes buy the products for financial reasons. In some countries the use of pre-owned products is associated with poverty, which is seen as limiting for people to access this kind of products, the study of Borusiak et al. (2020), mentioned for example Poland and the Czech Republic.

#### 2.1.4.1.1 Consumers in Finland

Finland is in the northern part of Europe, and it is recognized globally by been a Nordic Country with high environmental values. The history on the region cannot be neglected, the Nordics have been well-known by the environmental consciousness of the citizens (SB insights, 2019)

In regard to the economy, Finnish consumers have high purchasing power and the market for direct purchase of goods is advanced (Sihvonen & Turunen, 2016). Finnish citizens are not restricted to low-cost solutions, instead, they have the flexibility to pick from a variety of options available on the market. (Sihvonen & Turunen, 2016). The variety on the second-hand market on the Finnish context is big and it is growing physically and online due to more customers participating in this economic (Sihvonen & Turunen, 2016)

Finland has been successful in the movement towards a circular economy compared to other countries. A pivotal factor is connected to the education that consumers have received in this country. Finnish consumers are well educated in regard to the second-hand market and circular economy, thanks to the road map of circularity created by Sitra and its relevant stakeholders such as ministries (SB insights, 2019). This acknowledgment can be appreciated in different age levels. For example, Korsunova et al, (2021) conducted a study in a Finnish Highschool with responders aged between 15 to 20 years old, in their open-ended survey, the researchers asked questions about what students knew about the circular economy. From the circular Economy frame, reuse was the second most popular theme after recycling. It was specially mentioned in regard to second-hand shops, buying used products, and re-selling. Additionally, a study made by Ivonne and Turunen, (2016). Found that young Finnish consumers have been relating the circular economy to the second-hand market.

The difference between Finnish awareness and other Nordic countries can be appreciated in a study made by SB insights, (2019). This company has presented on their webpage the same study in 2017,

2018, and 2019. Nevertheless, in this study, I will only consider the most recent available results that were from 2019. In this last report, SB insights compared the Nordic market in relationship with the circular economy, in this study, Finnish people were recognized for having the highest awareness of the circular economy compared to the other Nordic countries. In Finland only 16% were unaware of the circular economy's term, while 51% of Norwegians, 52% of Swedish and 54% of Danish were not aware of the term (SB insights, 2019, p. 34). In this study, the researchers also asked about the people's attitudes towards different activities, some of which were buying and selling second-hand items. The possible answers were (a) positive, (b) open to the concept, and (c) negative. For the buying in the second-hand market, most Finnish responders had a positive attitude towards it, with a representation of 51%, while 37% were open to the concept and only 12% had a negative attitude towards buying second-hand items. For the selling in the second-hand market, most Finnish respondents had a positive attitude towards it, with a representation of 65%, while 31% were open to the concept and only 4% had a negative attitude towards selling second-hand items (p. 44). The sample of this survey was 2250 responders distributed between Finland, Sweden, Norway, and Denmark. Additionally, as a matter of success, Finland has shown good progress towards improving the legislations and policies for promoting the circular economy compared to other Nordic and European countries (Wickman Bois, 2019, p.25).

A relevant discovery in the second-hand market of the Finnish consumers was pointed out by Turunen and Pöyry, (2019) study, in which the researchers found that women are now buying in the second-hand market with the resale value in mind. The authors attributed the rise of this new dimension to the expansion of online selling for used luxury goods. These platforms not only provide the option for selling but sellers can also buy and interchange roles since users have the possibilities to use the platform for shopping without a profile or for selling by creating simple profiles (Sihvonen & Turunen, 2016).

#### 2.1.4.1.2 Consumers in Colombia

Before introducing the circular economy and second-hand consumers in Colombia, a crucial topic to mention is the existent division between people in this country. As mentioned in a peer-reviewed article, Colombia is one of the countries with the large's gaps of income disproportion in Latin America, between its population and regions (Sánchez Torres, 2017). Due to its differences, the economic system of Colombia has categorized people into 6 social classes depending on the neighborhood in which they live. The categories are as follow:

Social strata 1: Low-low

Social strata 2: Low

Social strata 3: Medium-low

Social strata 4: Medium

Social strata 5: Medium-high

Social strata 6: High

Of these, classes 1, 2, and 3 correspond to low strata and are the population that has fewer resources. They acquire benefits for public services subsidized by classes 5 and 6 (DANE, nd). These last categories correspond to people with greater economic resources. Contrarily, stratum 4 is not a beneficiary of subsidies, nor does it have to pay overruns costs, and people located there are considered to be in the medium class (DANE, nd). A relevant news source has confirmed that in Colombia 80% of the population belongs to 1, 2, and 3 social classes (Portfolio, 2018)

Regarding academic research on the circular economy and second-hand consumers in Colombia, the literature on the current understanding is limited. The articles found on the topic are mostly made by students for their bachelor's and master's thesis work. For example, Giraldo Quiros (2018) studied the perception of second-hand clothes and the viability of operating a second-hand shop in Medellin; Gómez Velásquez (2018) investigated how to generate credibility on the second-hand clothes for the Colombian consumer basing his study in Medellin; Gómez Noriega and Pabón Suarez (2019) created a business plan to start a second-hand clothing business in the municipality of Ocaña, etc.

The penetration of second-hand clothing in some Latin American countries such as Colombia has been a long process. The director of the Colombian Institute of Anthropology and History, Fabian Sanabria (n.d.) said that in Colombia it has been difficult to break down prejudices regarding pre-owned products since people might buy them but telling others about the origin might be extremely hard. The fashion expert Pilar Castaño (n.d.) believed that the term “used” was what made the clothes lose their value since the term vintage would be more appropriate for Colombian society. (Gómez Velásquez, 2018)

In Colombia used clothes have been related to donations by people in the high social classes (5, 6 social classes) to the poor people. For example, Sanchez Duarte (2013) asked high incomers what

they did with the clothes that were in good condition, but they did not want to use anymore. 69% replied that they normally gave away their clothes to low-income people, either because individuals in the low social classes asked for it by knocking on their doors or because they looked to provide clothes to people on the street. They also told that some clothes were given to close people for example to their relatives and friends. Additionally, 20% of the participants donated their clothes to an official place with the idea that people in need were the ones that would benefit from it.

Currently, two large platforms of second-hand clothes operate in Colombia. These are “Renueva Tu Closet”, and “Trendier”. Both joined the market in 2016 and 2017. Other websites in the area such as “OXL” and “Mercado Libre” are also present. Additionally, the growing offerings of second-hand products can be observed online and physically. Online can be seen on different websites, through Instagram and Facebook groups. And physically can be found in different cities of the country. In terms of second-hand toy stores, the offering is also growing for example in Bucaramanga can be found two physical stores called “Kids Mart” and “Vuelve y Juega” both of them located in a high-class neighborhood, it is possible that other toys can be found in other parts of the town. Unfortunately, when doing this research, I did not find more physical stores or places that were documented on the internet.

## 2.2 Stigma, Guilt and Shame

Stigma can develop because of social and cultural practices that are unaccepted in conventional society. As a result, individuals might experience alienation, shame, self-hate, and self-denigration from the perceived stigma. For example, novice dumpster divers experience shame and anxiety when they are being observed in the process of collecting products. To evade the feeling of stigma dumpster divers, try not to bump into people that they know or even into people that do not participate in the movement. Nonetheless, as the practice turns into an ideology these negative feelings are attenuated. (Nguyen, Chen, and Mukherjee, 2014).

On the one hand, studies show people voluntarily join stigmatized practices for different reasons. For example, as an identity expression as is the case of some Freegans (Nguyen et al., 2014). On the other hand, in the second-hand sector, various studies on clothes have been made. In this product category, some negative stigmatization has been found due to hygienic issues, unfashionable, and even embarrassment to wear clothes that have been previously worn. (Hvass, 2015).

In the academic literature can be seen that researchers use guilt and shame as synonymous. (Yi, 2012). Nevertheless, some authors have made a distinction on it. In 1967 guilt was defined as an emotion that arise from a personal realization that the individual has violated his own moral or ethical norms (Freedman et al., 1967). While shame was the bad feeling that raised when a person's failures and shortcomings were made public (Cohen et al., 2011). Complementing, Cohen et al. (2011) said that guilt focused on personal behavior, whereas shame focused on the personal self.

Burnett and Lunsford (1994) use the definition of consumer guilt as "a negative emotion which results from a consumer decision that violates one's values or norms" (p.1). In which the person actions, inactions, conditions, or intentions are involved in the evocation of the negative emotion. (Baumeister et al., 1994, p. 245).

### 2.2.1 Guilt in Consumers

Academic studies have indicated that guilt has an impact on people's daily lives when it comes to ethical issues. (Arli et al., 2016), since guilt can make people change their behavior and it has been identified as one important component in the change of people's attitudes (Burnett & Lunsford, 1994). People can anticipate the guilt and the feelings that their action or inaction would create if they were to engage on the act that violates their own values or norms. (Burnett & Lunsford, 1994; Steenhaut & Kenhove, 2006).

When referring to guilt is also relevant to distinguish when the guilt is felt. Before or after the purchase. Burnett and Lunsford (1994) bring the term anticipatory and reactive guilt. The first one refers to the guilt that is experienced before the purchase, and the second to when the guilt is felt after the purchase. The distinctions of terms suppose two different types of persuasion used on marketing advertisements (Burnett & Lunsford, 1994).

An important finding related to guilt occurred in 1967, when Freedman et al, (1967) conducted an experiment with the aim to observe how people could be manipulated when they felt guilty. They discovered that when people felt guilty about a certain topic, they would be more likely to copy to a positive request by the right actors, compared to those who did not experiment guilt. In other words, the people did a contra-action to minimize or to balance the guilt that they felt. (Freedman et al., 1967).

Different authors have identified guilt as a relevant emotion in the consumer environment. For example, the impact on different consumer-related decisions (Dahl et al., 2003; Arli et al., 2016). Guilt can be experienced through the acquisition of a product or service, during its use, and when discarding the product (Dahl et al., 2003). For example, anticipated guilt could stop the consumer from purchasing an item, especially if the acquisition will interfere with the ethics of the consumer (Steenhaut & Van Kenhove, 2016). An example is when a specific customer anticipates guilt when buying a jacket that is made of duck feathers and the person decides on a jacket that does not have animal involvement. The guilt experienced after buying the product can be for example purchasing items that contribute to the damaging of the environment or human health, it may occasion the buyer to feel guilty after making a purchase, even affecting the re-purchase decision of the product (Burnett & Lunsford, 1994), or in some cases making them want to buy a different item next time (Freedman et al., 1967). Another example can be observed while using a product, for example, cigarettes, with this product the user might have or not felt guilt when buying the cigarettes but while using it guilt could be experienced (Dahl et al., 2003). And the guilt experienced when discarding the product can be for example related to environmental awareness in which people decide to donate the products instead of throwing them away. The guilt in some cases even results in people returning the product to the store (Martin, 2002). Additionally, the purchase of reused goods has been implied to have a relation to guilt. (Dahl et al., 2003; Arli et al., 2016),

#### *2.2.1.1 Types and Dimensions of Guilt*

Primary literature established that guilt has four dimensions: Financial, Health, Moral, and Social Responsibility Guilt (Burnett & Lunsford, 1994).

Burnett and Lunsford, (1994) defined the four dimensions. Financial Guilt was the emotion of guilt associated with purchases that were difficult to justify. For example, purchases that were overstated or “unnecessary”. It was found to be triggered by impulsive spending or the lack of discount shopping. For the Health Guilt, a person felt this when he perceived that he was not taking care of his health. For example, eating high-fat meals or smoking cigarettes. For Moral Guilt, the authors defined as the feeling experienced when engaging or wanting to engage in behaviors that were not generally accepted by society, for example buying or wanting to buy drugs or sexual products. And for the Social Responsibility Guilt, the authors said that it was experienced when not acting accordingly to the social obligations, for example not buying a gift for a special occasion. (Burnett & Lunsford, 1994, pp. 38, 39).

The same authors, Burnett & Lunsford (1994) explained that guilt can be experienced because of own personal actions or inactions that affect oneself or others. They explained the concept of “the focus of the guilt”. The authors considered that guilt can be experienced by impacting oneself or it can be felt because their action affected someone else. For instance, some people care profoundly about how their actions impact other individuals or groups, while some people hold less concern about other people (Burnett & Lunsford, 1994). In the present, the focus of the guilt has been expanded in new dimensions. (1) Guilt related to others, (2) Guilt related to societal standards, and (3) Guilt related to oneself (Dahl et al., 2003). These three typologies are either experienced by the actions or inactions of the consumer. In the first two typologies, guilt is experienced either in a close relationship or a distant relationship with people. In the last category, the action or inaction refers to a consumption goal of the person itself. (Dahl et al., 2003).

As expressed before, guilt and shame are related concepts that are divided by a tight line, separating both implies difficulties in many cases. Different measurements have been created for both terms and the scales are normally found to measure both concepts together (Harder & Lewis, 1987., Harder & Zalma, 1990., Cohen et al., 2011., etc)

A crucial measurement that has been used in different studies is the PFQ2 developed by Harder and Lewis (1987). This instrument has identified different guilt (G) and shame (S) feelings, those are: mild guilt(G), worry about hurting or injuring someone(G), intense guilt(G), regret (G), feeling you deserve criticism for what you did (G), remorse(G). Embarrassment (S), feeling ridiculous(S), self-consciousness(S), feeling humiliated(S), feeling stupid (S), feeling “childish” (S), Feeling helpless - paralyzed (S), feelings of blushing (S), feeling laughable (S), feeling disgusting to others (S). As, guilt has been denominated as a concept that can be experienced through many different emotions (Dedeoglu & Kazancoglu, 2010). Various studies in consumer research have found that hesitation, sadness, reluctance to spend, regret, and self-blame are concurrent feelings by consumers in the area of guilt (e.g. Lin & Xia 2009, Dedeoglu & Kazancoglu 2010).

### 2.2.2 Guilt in Research

When studying consumer guilt different aspects must be considered otherwise the quality of the research might be compromised. In 2018 a practical guideline for studying guilt in academia was published. In the guide, Kayal et al. (2018) explained different considerations for this kind of study. For example, the researcher needs to specify the type of culture that is been studied, as individualist

and collectivist results cannot be generalized in one. Also, in individualistic cultures, the feelings of guilt differ by gender in which females experience it more, for this reason, the sample in this study only on one gender. Controversially in collectivist cultures, gender does not occupy a predominant place. Additionally, guilt significantly changes in different age groups.

### 2.3 Second-hand Toys in the Context of this Research

Toys are ideal for the second-hand market since their functional life typically exceeds the demands of a single household, especially baby's toys (Waight, 2013). For many years, families have re-used children's toys from different generations, additionally, toys have been recycled in the households of different relatives, neighbors, and close people, and those toys have even been donated for charity. The reasons behind the acquisition of second-hand toys are varied and might have even changed with time. For example, Hutchinson (2014) explained how the use of second-hand toys contributed to the development of kids in the Canadian postwar, and how parents were giving away the toys that their kids did not use anymore in order to contribute to the development of others. As it is known the times after a war is hard for many people, making it even impossible to acquire certain goods, for this reason, can be said that the economic value played a crucial role in Hutchinson's study. In the present the price still plays an important role in the use of pre-own products and toys, for example in 2013, Waight's study found that moms were primarily acquiring toys in the second-hand market because of the monetary value, furthermore, her study also showed a strong ethical urge by the participants to repurpose possessions that had not yet touched the end of their valuable life before being disposed, extending in this way the functional value of the toy (Waight, 2013). In a similar way Hutchinson (2014), discussed the importance that donating second-hand toys for children had in the Canadian Postwar around the late nineteenth and early twentieth (p. 2). Nonetheless, the motives behind the circulation of toys in this study were different, while in the first analysis (Hutchinson, 2014), it was related to the mental wellbeing of kids, in the second research (Waight, 2013) the motive of donating was for environmental reasons.

### 2.4 Summary of the Framework

The concept of sustainable consumption is a significant and extensive subject of discussion. The framework in this thesis explores various aspects of sustainability, centering the circular economy,



and the second-hand market on the guilt. The framework shrinks and centralizes the specific case of buying and selling second-hand toys within the broader context of the circular economy.

The topic of sustainability in the context of buying and selling second-hand toys is explored in two different countries considering their preferences and behaviors shaped by the country they live in. Examining the cultural and ethnographic variations among consumers in the second-hand market and highlighting the characteristics and preferences of second-hand consumers in Finland and Colombia within the context of sustainability.

For this framework was important to include the concept of shame as previous studies have shown it to relate to guilt. In spite of that, the purpose of this study was purely in the guilt experienced or that could be experience in the second-hand market. For this reason, the thesis analyses the types of guilt in the context of consumer behavior and its impact on the second-hand market.

Researchers of guilt in the consumer behavior have given recommendations on how to study the guilt as generalizing the results on different groups might no be adequate. For this reason, this research only studied the guilt on females on the topic and separated the two countries.

The growing importance of sustainability and ethical consumption practices in the contemporary society, has heightened the need of studies tackling this area. The framework of this thesis provides a comprehensive overview of these interconnected topics, shedding light on the intricate relationship between sustainability, the circular economy, consumer behavior, focusing on guilt within the context of the second-hand market.

A summary of the key concepts framing this thesis can be seen in the following Figure 2. Theoretical Framework Summary.

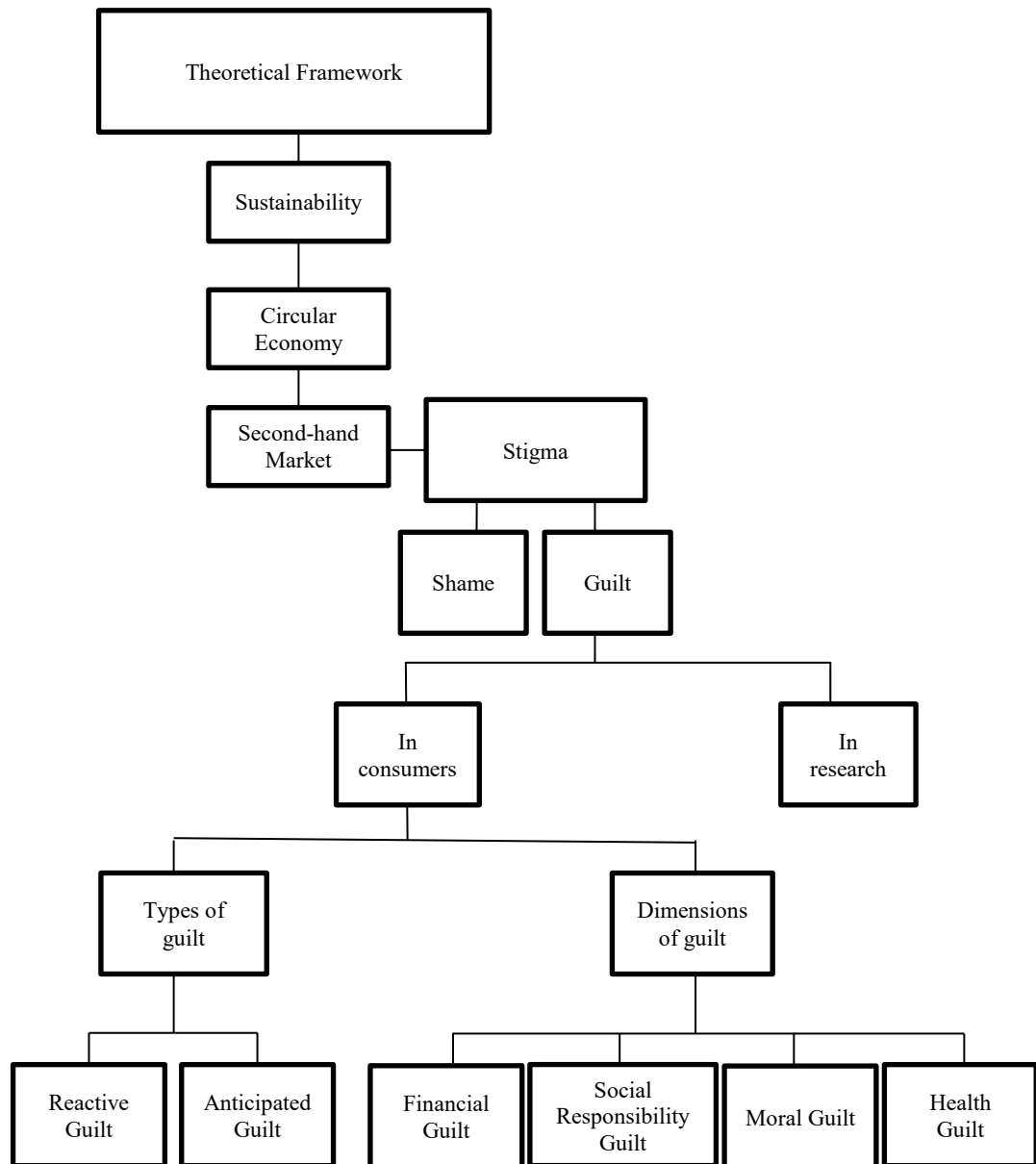


Figure 2. Theoretical Framework Summary

### 3. Data Production and Research Methods.

The most significant skills for this research have been acquired through my past experiences and during the process of writing this master thesis. My previous knowledge has been obtained from courses of my bachelor's degree in business management with marketing content in Colombia, and my postgraduate courses in the Master of Leadership for Change in Sustainable Business Management at Tampere University, which included topics such as sustainability, circular economy, consumer value, etc.

I am originally from Colombia, although I have lived in Finland since 2018. Hence, I have relevant knowledge of the second-hand market of both countries. During the time of this research, I have lived in Finland and visited Colombia two times, one in 2021-2022 for two months and the second time in 2023 for almost two weeks. Additionally, during the time of my study and in the past, I have visited different second-hand shops in Finland, and in Bucaramanga Colombia.

This research structuration started at the end of 2020, and the primary data collection was conducted from January 2022 until the middle of March 2022.

The research, design and methods are presented in this chapter. The first part introduces the research design and methods, followed by the aim of the study, then the type of research, opening to the sample type and participants description, followed but the structure of the interview, and ending with the method base on thematic Analysis.

#### 3.1 Research Design and Methods

The Table 1. Methods found below, enlists the methods used in this thesis. The research has been completed using an exploratory qualitative approach, with a non-probabilistic sample where in some cases the participants are known by the researcher or her friends. The data collection was obtained with Semi-structured interviews in Colombia and Finland and the methodology for analysis was the thematic analysis.

<b>METHODS</b>	
•	Exploratory qualitative approach
•	Non-probabilistic Sampling and the snowball technic.

•	Data collection: Semi-structured interviews in Colombia and Finland
•	Data Analysis: Thematic analysis

Table 1. Methods

### 3.2 Aim

Addressing these gaps in current studies of the second-hand market, the purpose of the present study was to (a) explore the differences of guilt in the second-hand market between consumers in Colombia and Finland, (b) identify if guilt is a big driver in the second-hand market consumption and (c) provide information that aids in the reduction of negative guilt among second-hand market customers in both nations. The following research questions were considered to gain a better understanding of the phenomenon: (a) Is the guilt it a big driver in the second-hand market consumption? (b) How is guilt reflected in the buyers of the second-hand market in Finland and in Colombia?

### 3.3 Qualitative Research

An exploratory qualitative approach through interviews was used to collect the guilt perception of people in the second-hand market in Colombia and in Finland. The reason for selecting a qualitative approach is the lack of studies in this area using this method as stated by Kayal et al. (2018) in their article “Consumer Guilt Review: A Practical Guide for Researchers”.

The qualitative data instrument allows the researcher to collect information in the participants' natural settings enriching the data with details (Eyisi, 2016). Offering rich information about actual individuals and circumstances (De Vaus, 2014, p. 6). Providing an understanding of the perspectives of insiders while capturing information about How? What? Why? while at the same time those questions are best answered by qualitative methods (Bazen et al., 2021) Thus, the collection of primary data as words makes qualitative research well-suited for presenting factual and descriptive information (Johnson & Christensen, 2012, p. 29-37). On the negative side, the qualitative method does not cover representative data of the population, for this reason, the results should not be generalized (Eyisi, 2016). Yet, this type of research works well for exploratory research that acquires information on the perception of buyers in the second-hand market, which will provide valuable information for future quantitative research.

### 3.4 Sample and Participants

The sample was non-probabilistic, this was done by using convenience sampling. I approached people that I knew in Colombia and in Finland. The people approached did not belong to specific groups besides the gender and the relationship with kids, they were people of the common willing to participate in the study. The reason for selecting the non-probabilistic sample was because it provided relevant, and affordable access to information for this type of study. Additionally, the snowball technique was used (Flick, 2009), in which participants and friends directed me to people that were interested in participating in this research on the second-hand market. The people that were approached, were moms and female family members of kids younger than 7 years old since it is the age at which kids start school in Finland and first grade in Colombia (With some exceptions). These participants were selected taking into consideration they have bought children's toys in the past year or had the intention to buy them during the following six months. For this, the filtering question was: Have you bought children toys in the past year? If the answer was negated, I asked "do you plan to buy children's toys in the following six months?". All the participants had replied positively to both questions except for Anne, a Finnish mom of a 3-year-old kid, who is trying not to purchase toys. This interview was completed and due to the quality of data acquired from her, I have decided to keep the interview, yet as it still lacked relevant information in different aspects of the study, I interviewed one more person for the Finnish participants. In the end, I had seven interviews with Finnish participants and six with Colombian Participants.

### 3.5 Interview Structure

With the aim to resolve the research questions in this study the information was collected through interviews. All the interviews in this study were completed following a semi-structured approach. Hence a preliminary questionnaire was created based on the literature reviewed following the guideline on qualitative research. The interviews were targeted at moms, relatives, and friends of family members of kids not older than 7-year-old, that had bought or had the intention to buy toys for kids. The goal was to examine and grasp the research issue to get in-depth awareness of the existing status of guilt in the second-hand market for kids in both countries.

During the interviews, the questions were followed, alternated, altered, and omitted depending on the individual answers and expertise. The interviews did not follow the same structure but the same base. The questions were slightly modified depending on the interviewee's responses to ensure that data collection was as consistent as possible (Bazen et al., 2021). The questions were mostly open;

nonetheless, some closed questions were asked at the beginning of the interview with the aim to selecting the proper people for the study.

The nature of the study was qualitative, for this reason, the interview followed a laddering technique in which I asked the interviewees sub-questions based on their answers and I inquired about the reason behind their responses with questions such as why? how did it make you feel? what do you mean? The leader technique has been used in marketing studies with the aim to understand the consumers (Reynolds & Gutman, 1988).

The interview questions were structured starting from general to specific and in-deep questions, this structure was created considering that the second-hand market has been stigmatized in some cultures (Kayal et al., 2018) and people need to feel secure to share this kind of information.

Additionally, at the beginning of the interviews, the information regarding the purpose of the study was specified, participants were informed about the anonymity of the study, and as a researcher, I reassured the participants that the interview and study itself was a space free of judgment in which the participants could be genuinely themselves. Due to the nature of the study, some questions might have occasioned some of the respondents to feel uncomfortable. Additionally, the questions were created considering the nature of the study, and the sensitiveness of the questions was contemplated since the beginning of the research.

The interviews were conducted using English and Spanish. The participants replied from sixteen to twenty-seven questions. The variation was significantly noticeable between moms compared to the other participants. The moms showed to have more expertise in the topic which allowed me to ask more in-deep questions. The duration of the interviews was from 15 minutes to 45 minutes, and the moms were the ones that occupied the longest time. The discussions with the interviewees were from 5 to 9 pages of content, which provided a good quality of information to be analyzed.

All the interviews were conducted while I was in Finland, and they were done using the Zoom meeting platform, in all the interviews the researcher had the camera on but not all participants turned on the camera. Due to the different time zone and working schedules of the participants, the interviews for Colombian consumers were conducted mostly after 10 pm on EEST, while the interviews for Finnish consumers were executed after 4 pm EEST.

The first interviews were done with Colombian consumers. From the first interviews a suggestion on the term guilt was made, taking into consideration that for some people in Colombia guilt is seen as an emotion caused by a terrible act, such as killing, punishing, etc. For this reason, the Spanish version of the question “Would you feel guilty if you were to participate in the second-hand market” was modified to “by any chance would feel any kind of guilt if you were to participate in the second-hand market?” and in some cases, four dimensions of guilt were mentioned and explained (Financial Guilt, Health’s Guilt, Moral Guilt, and Social Responsibility Guilt). As well, the question “Have you felt guilty when you have participated in the second-hand market for kids' toys?” was rephrased to “by any chance have you experienced feelings of guilt when participating in the second-hand market?”

### 3.6 Method: Thematic Analysis

It has been reasoned that the thematic analysis is a valuable method for analyzing the perception of various participants, this method highlights the parallels and distinctions of participants (Braun & Clarke 2006; King, 2004), which supposes an excellent means for this qualitative research where different participants and two countries will be considered. This approach allows the researcher to identify, analyze, and record data trends that are not constrained by theory (Braun & Clarke, 2006). For this reason, the thematic analysis approach was used to analyze the data.

Following the methodology, all interviews were transcribed, in Spanish or English, depending on the language used in the interview. Commonly Spanish was used for Colombian people and English for Finnish people, except for one Finnish participant in which the interview was completed using Spanish. Once the information was gathered, the audios collected for the Finnish participants were transcribed using the Otter.ai online program, followed by an analysis of the transcription in which filler words were erased as suggested by the method of analysis chosen. The Colombian transcriptions were made manually. Once the transcriptions were completed, I read them multiple times until I familiarized myself with the answers. Then, I identified new themes besides the four dimensions of Financial Guilt, Health Guilt, Moral Guilt, and Social Responsibility Guilt, established by Burnett & Lunsford (1994). And then I coded other positive and negative drivers for the second-hand market in Colombia and Finland. Based on the results, I categorized the responses into positive and negative responses, and I separated the Colombians from the Finns. Finally, with the aim of contributing to the literature on circular economy acceleration, I formulated and offered guidance on how to develop these marketplaces for second-hand toys.

The following Table 2. Colombian participants summary, presents the contestants' anonymous names for the Colombian participants, their relation to the kids, and the age of the related children.

Colombian Participants	Relation to the kids	Age of the kids	Participation on second-hand market	
			Bought	Sold
Mia	Family member who takes care of the kid	4 years	X	
Martha	Mother	4 years	X	
Cindy	Grandmother who takes care of the kid	4 years	X	
Laura	Mother	4 years	X	
Julia	Mother	3 years	X	
Carla	Mother	11 months and 12 years old		

Table 2. Colombian participants summary

The following table Table 3. Finnish participants summary, presents the contestants' anonymous names for the Finnish participants, their relation to the kids, and the age of the related children.

Finnish Participants	Relation to the kids	Age of the kids	Participation on second-hand market	
			Bought	Sold
Elena	Mother	4 months old	X	X
Elia	Mother	4 years old and 1,5 years old.	X	
Adi	Mother	4 years old and 6 years old	X	
Sara	Mother	6-year-old and 10 years old	X	X
Iida	Mother	7 years old	X	X
Anne	Mother	3 years old	X	

Table 3. Finnish participants summary



## 4. Findings For the Colombian Participants

For this research, four dimensions of guilt were considered: Financial, Health, Moral, and Social Responsibility Guilt (Burnett & Lunsford, 1994). The results of this study show that the four variables are immersed in the second-hand market of toys for the Colombian participants. Some variables had deeper repercussions than others and it was found that all of them are drivers and barriers to participating in this market. In the study, positive and negative guilt was documented to be experienced.

Positive and Negative Guilt	
Positive Guilt	Guilt that motivates people to participate in the second-hand market.
Negative Guilt	Guilt that creates barriers for people to participate in the second-hand market

Table 4. Positive and negative guilt definition

Table 4. Positive and negative guilt definition, presents a summary of the positive and negative guilt. For this study positive guilt refers to the guilt that motivates people to participate in the second-hand market and on the opposite side, negative guilt is the one that creates barriers for people to participate in this market.

### 4.1 Financial Guilt

Financial Guilt for the consumer perspective has been associated with people expending more money than they think they should have paid (Burnett & Lunsford, 1994). In this study, the realization of Financial Guilt came once the mothers and relatives of kids noticed that children did not value the toy the way that adults expected, or when the kid ended up playing with the toy for less time than adults would have liked compared to the price paid. Additionally, the literature has not considered the guilt consumers experience when selling or thinking about selling their previously purchased product. The results of this research have made it possible to discuss more about the selling perspective of consumers and I will bring them to light in this chapter.

#### 4.1.1 Purchase Positive Guilt

The positive guilt feeling has motivated people to participate in the second-hand economy. In this study, the low price of the used toys has motivated people to participate in the second-hand market. Colombian participants have experienced Financial Guilt when buying new toys, especially when they toys were expensive kids did not use them as much as the mothers expected. In this study, many mothers told to have experienced guilt when buying new toys especially once they noticed that their kid had used the toy only for a short period of time. The guilt was mostly related to the price of the toys and in some cases the effort made to acquire the toy. As a consequence of the experienced guilt found in this research, the people that had bought second-hand toys mentioned the lifespan of the toy to be a reason for purchasing from the second-hand economy. In the following example, we have a mom that asked her friends to buy used toys and products for her kid's baby shower. I asked Carla what her motive behind this desire was. In the following quotation her response can be read.

*Well, thinking about the useful life of the toys and the things that my son was going to use. Since he was the second baby, I said, well okay, I know how much he is going to use it, and it is not worth investing so much for a toy that does not even last three months. (Carla, mother of 11 months and 12 years old children)*

The previous example highlights one of the motives behind purchasing second-hand toys. The request of this mom to her friends to buy second-hand goods came from the experience, and guilt she felt with her first child, because in the past her kid was not using the toys as much as someone without experience would expect.

Saving money on toys has been noticed to minimize the guilt that mothers feel when their kids do not use the toy for a long time. In this study, it was noticed that mothers who have bought seasonal toys in the second-hand market were satisfied with the purchases, since saving money on the toy helped them erase the guilt that they could have felt when buying a toy that they knew their kids were going to stop using in a short interval of time. In the following example, we have a mom that had purchased second-hand toys, this mom has told that she uses the second-hand market to buy specific toys, for example, seasonal toys, branded toys, and toys that are expensive, and she knows her child will not use them for a long time. These findings were discovered using two questions. The first question was "What has motivated you to buy second-hand toys?" and the second was "have you regretted buying second-hand toys?".

*The price of the toys, as a mother and as a pediatrician, I know there are toys that are seasonal for children. I know that there are toys that kids will stop using quickly because they go out of style, or kids get tired of them fast. And if I expend a lot of money on them, I will feel guilty.*

*No, I have bought to my daughter second-hand toys, but these toys are very particular or especially toys that I know that she will easily stop loving and that can be given a second use. A particular example was a paw patrol tower, the original price was one million Colombian pesos and we bought it last year for two hundred and fifty thousand pesos in very good condition, she enjoyed it and two months ago she stopped playing with it. She was asked if we could sell it. She said yes, it was sold, and with that money she bought a new toy that arrived yesterday, she was aware that it was sold and that we bought another toy with that money. (Laura, mother of a 4-year-old)*

The previous example emphasizes that Financial Guilt could be experienced if this mother was to engage in buying new toys that her child will not use for a time that justifies the money expended. The guilt experienced by Laura can be seen as anticipated guilt (Burnett & Lunsford, 1994; Steenhaut & Kenhove, 2006) in which the buyer anticipated the feelings that she could have felt when expending money on a toy that their kids were not going to use for a long period of time.

The price of second-hand toys was demonstrated to be an important driver of the consumption of second-hand toys for the Colombians in this study. All the participants assured that if they found a second-hand toy in good condition and at a good price, they would buy it without a problem since the most important factor for them was the satisfaction that the kid could experience by having the toy. All the mothers expressed the wiliness to buy the second-hand toy for their own children but not for others without asking, while the relatives of the children said they could buy them without asking. The following example was from a mom that has never bought second-hand toys because the prices of those in the city in which she lives are not attractive, nevertheless she expressed the desire of acquired them if the toy had a good price.

*If the toy seemed to me to be in very good condition and at a good price, I would buy it without any problem. (Julia, mother of 3-year-old)*

From this example, can be observed that people might be open to buying second-hand toys if they are in good condition but also, and most importantly the toys must represent a good price for the Colombian participants for them to buy it.

The Financial Guilt found in this study was specifically related to the price of certain toys and the short use that people give to them. The guilt found was regarding new toys and not to used toys. For

the new toys, reactive and anticipatory guilt have been experienced by the mothers. On one hand reactive guilt has been experienced as a reaction after mothers have purchased new toys and were disappointed by their purchase because of the expensive price and the limited time used by their children. On the other hand, anticipatory Financial Guilt has been the reason for mothers buying second-hand toys. The anticipatory Financial Guilt in this study was discovered to be felt before engaging in the purchase of a toy after having had the experience of regretting buying a previous toy for financial reasons. With the aim to eliminate the possible guilt when buying expensive toys people have found in the second-hand market an alternative since they see a better value there for the seasonal toys and expensive toys. Additionally, in this study was discovered that the guilt experienced has changed the purchase behavior of one participant, now she first looks for the costly toys in the online second-hand market, and then if she does not find them, she tries the conventional market, in the past, she only used the traditional market. Additionally, it is important to note that not all the mothers and family members in the study have purchased second-hand toys, but all of them have taken a glance at the second-hand toy stores and in some cases e-shops. Many mentioned that what stopped them from buying in these stores was that the prices were not as cheap as they would have expected for used toys.

#### 4.1.2 Purchase Negative Guilt

Negative guilt in this study is the guilt that makes it difficult for people to participate in the second-hand market. In this study, negative Financial Guilt was not discovered, yet negative financial factors were found to be a barrier to participating in the second-hand economy as the price has been a big detractor for participants to interact in this economy when the price of used toys is not considered low, people in the Colombian market might prefer to buy the new toy.

Prices for used products have stopped participants to engage in the second-hand economy. Some of the participants in the Colombian market think that the price of a used product should be significantly lower than the price of a new one for them to buy it. Equally, different participants mentioned that in some cases the stores in Bucaramanga wanted to sell the product as if the toys were new when clearly, they were used. The high price of used products was seen as a barrier for people to purchase products in the physical stores in Bucaramanga. Most of the participants said that the price of the second-hand toys was more than they expect them to cost. The findings were discovered when I asked the participants what have stopped them to participate in the second-hand economy. An example can be seen in the following quotation.

*Used toys are not as cheap as you would think. In fact, when I was looking at things there to see if something was useful for my kid, many things were not in good condition as I would like to buy them, and then there are other things are in good condition, but let's say that the difference in price with something new is still not much, then for a little more, I prefer to have something new.*  
(Julia, mother of a 3-year-old)

In the previous example, Julia explained that she has visited physical second-hand stores looking for toys and products for her child, unfortunately, her motivation to purchase products was lowered when she noticed that the prices of the second-hand goods did not match what she had expected to pay. For Julia, even when the price of used toys was lower than a new toy, the small financial difference did not win over purchasing a new toy. In her opinion when the price difference is not much, she prefers the new toys. This example also shows how the financial reason for purchasing a toy is even more important than the environmental one.

## 4.2 Selling Finances

In the past studies, no considerable information was found on the selling aspect of second-hand toys related to guilt. While doing this research important discoveries arose about the guilt that influences the circularity that mothers give to the second-hand toys, this guilt included the selling of second-hand toys and the reasons behind selling or deciding not to sell.

### 4.2.1 Selling Positive Guilt Finances

Positive guilt regarding selling is the guilt that motivates mothers and people around the children to sell their used toys.

In this study, different triggers had occasioned mothers to feel guilty, and this guilt has driven them to sell toys in the second-hand market. An example discovered in this study was the realization of having too many toys. This trigger was noticed to cause people to participate in the selling of second-hand markets. Social responsibility and Financial Guilt were perceived in Julia, a participant that had stored a lot of toys during the last three years. When she saw all the toys that she had stored, she felt extremely bad because those were just there and had not been used by anyone else. At the same time, this person saw an economical value in the toys and started to separate the ones

that she could sell. The following quotation arose from the question “What do you do with the toys that your kid does not use anymore.”

*(...) I have stored toys in a room, and instead of having them there, I should better earn some money while other people use them, because they are in really good condition. I must sell those things because they were very expensive and even if I did not buy them and someone gave them to me. Those are from good brands, and let's say that it is important to contribute financially to myself when getting rid of these things. (Julia, mother of a 3-year-old)*

In the previous example, Julia explains the economic value she sees on the toys that her child does not use anymore, her realization of the monetary value of the toys has motivated her to sell the toys, especially because she feels guilty about having the toys there and not giving them a use. For this interview, she said that she was saving the toys for her second kid, but now she decided not to have another kid.

In this study, the positive guilt that motivates people to sell was observed to be felt when some mothers realized that they had many toys that could be converted into financial earnings but instead they were laying out in a room. This guilt is reactive since it happens after the purchase, and it is considered to be positive as the guilt motivates people to participate in the second-hand economy.

#### 4.2.2 Selling Negative Guilt Finances

Negative guilt regarding selling is the guilt that creates barriers for mothers and people around the children to sell their used toys.

In this study, it was noticed that the prices that people are willing to pay for the used product sometimes are a drawback for sellers willing to participate in the second-hand economy. In this study, negative guilt related to finances was seen. For the Colombian participants, it was found that people were interested in participating in the second-hand economy by selling their used products to second-hand stores. Conversely, the price offered by the store for the products was not seen positively by the sellers, since the monetary offer was low compared to the price at which the stores sold the same product. The sellers in this case did not perceive the sacrifice as satisfactory and saw more value in donating the product to someone in real need than just participating in the second-hand economy. These findings arose from multiple questions, including “what do you do with the toys that your kid does not use anymore?”, “Have you sold any of your kid’s toys?”, and “What has

stopped you from selling the toys of your kid”? An example can be observed in Martha’s experience.

*When we went to sell things that my daughter had already stopped using. We saw that the same car, in the same condition, and the same brand, was being sold for a high price, for example, two hundred thousand pesos, but they were going to give us fifty thousand pesos. So, we did not sell it there and instead, we gave it away to someone else for free. (Martha, mother of a 4-year-old)*

From the past example anticipated Financial, Moral, and Social Responsibility Guilt can be perceived. When this person decided to better donate the toy for people in need than to benefit herself economically, the trigger for her was the price that the store offered. Instead, she did not sell the product. She did contribute to the circulation of the car, but she decided not to participate in the second-hand economy.

The same remorse mentioned in the previous paragraph about the price was also mentioned by people that tried or had thought about selling to individuals. In this case, it was because sellers had emotional value attached to the objects and they expected to sell the toys at a certain price that in some cases did not match what the buyers were willing to pay for the used product. Two participants mentioned that in the Colombian culture people get attached to things easily because Colombians are very sensitive. These people considered the attachment to be a barrier to selling their products because they considered that others will not pay the price in which they are willing to sell. Some sellers prefer to store the product until the process of separation can be done without much remorse (Lovatt, 2015).

The Financial negative guilt for selling used toys in this study was found to be anticipated guilt. The financial negative guilt was caused by the remorse that people could experience if they were to sell these toys at a price that the seller itself did not consider worth it (See, Harder & Lewis, 1987). Additionally, in some cases, the attachment, and feelings that participants have for some toys, made it difficult for them to even try to place them on sale. For the participants, it was difficult to dabble in the second-hand market because of the low price that other people would be willing to pay for the product compared to the complete value for the seller.

### 4.3 Social Responsibility Guilt

Social Responsibility Guilt refers to the one experiences when acting or wanting to act differently than the society allows. (Burnett & Lunsford, 1994). In this study, it was observed that Social Responsibility Guilt was one of the biggest barriers to participating in this market for the Colombian participants. For the social responsibility, guilt was found that the moral beliefs of participants played an important role when taking the last decision about engaging or not in this market.

In this chapter, the Moral and Social Responsibility Guilt will be analyzed together in some cases, because in those the guilt was triggered by the opposite concept.

For the Social Responsibility Guilt, four themes were discovered: poverty perception, the culture of donating to people in need, the inexistent culture of garage sales, and social norms in which gifts are purchased new. The following Figure 3. Summary of Social Responsibility Guilt for Colombians, shows the guilt triggers found in the social responsibility topic of this research for the Colombian participants. The figure is divided by purchase and sales, then both show the positive and negative guilt triggers for the correspondent topic in the Social Responsibility Guilt.



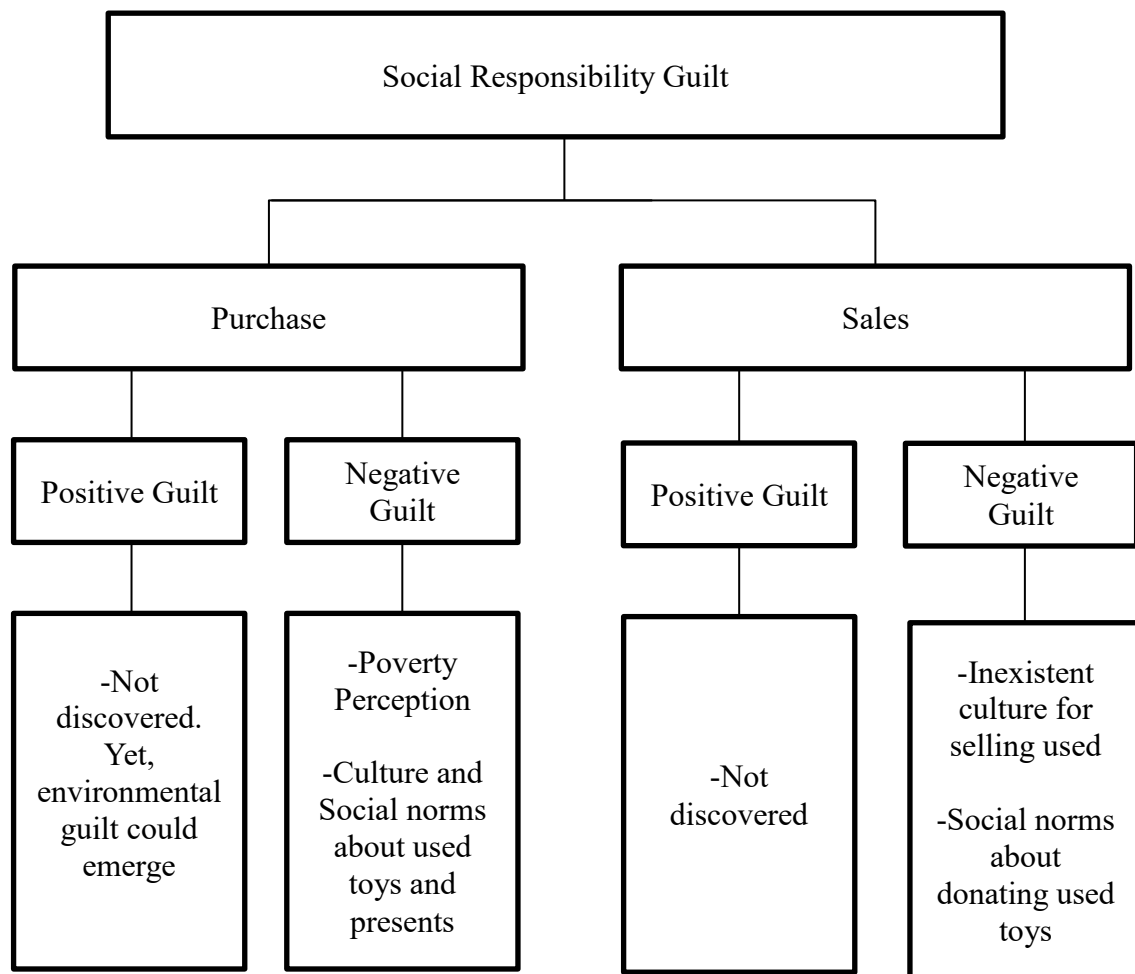


Figure 3. Summary of Social Responsibility Guilt for Colombians

#### 4.3.1 Purchase Social Responsibility Positive Guilt

##### 4.3.1.1 Environment as a Future Trigger of Guilt

In different cultures, the environment has been seen as a motive for people to participate in certain practices. For the Colombian buyers, the environmental aspect was not heavily seen as a positive or negative driver in the second-hand market participation. While the interviewees agreed to perceive a positive value in recycling second-hand toys by purchasing and selling these products, they did not buy or sell with this aspect in mind, and it was not their principal reason to participate in the used market. An example can be observed when I asked Martha “If you bought second-hand toys would you feel that you have contributed to your moral and ethical standards?”

*(. . .) I think it is less plastic or perhaps a less processed material. I know from my heart and with all the environmental issues, that giving a second chance to use things contributes to the recovery of the environmental problem, and that in one way or another the economy moves.*

*However, when we went to look for it, it was more because of necessity than 100% for thinking about giving the products a second chance. (Martha, mother of a 4-year-old)*

As it is shown in the previous example, Martha knows that the second-hand economy contributes to the circulation of usable products and reduces environmental deterioration, yet this is not her motive to use the second-hand market, the attribution is economical. Still, the thought of the environment was present, and the idea could continue developing as it is expressed by Laura in the following example when I asked her “What other reasons have motivated you to participate in the second-hand economy?”

*(. . .) There is less pollution [When participating in selling and buying second-hand], because the more you buy [new], the more demand, and the more pollution of the environment, the less recycling then. It seems to me that [participating in selling and buying second-hand] is a way to recycle. (Laura, mother of a 4-year-old)*

In the previous example, once again can be seen that the Colombian participants are aware that reusing products help diminish pollution. Nonetheless, as it is shown this participant mostly buys because of financial factors. Yet, the environmental attribute is starting to gain an important space for her.

#### 4.3.2 Purchase Social Responsibility Negative Guilt

The Social Responsibility Guilt experienced by the Colombian participants was the most important guilt dimension that prevented them to participate in the second-hand purchase of toys.

##### *4.3.2.1 Poverty Perception as a Negative Guilt Trigger in the Purchase of Second-Hand toys*

Second-hand objects have been associated with scarcity and poverty (see for example, Borusiak et al., 2020). One participant mentioned that some years ago in Colombia, second-hand objects were being sold only in places of bad reputation, and low bugged locations. For example, in the market halls which are not well associated in Colombia due to the ascetics, and the hygiene of these kinds of places, the informant assured that people have a bad conception because they do not know of the existence of other places that sell second-hand objects.

The perception of second-hand objects is changing in Colombian society in which more people are open to participating in it. But, although the behavior of the second-hand market is shifting and more people are participating (see, for example, Sihvonen & Turunen, 2016; Yrjölä et al., 2017;

Dutra Machado, 2019; ThredUP, 2020;), the second-hand market still has a clear association with low budget consumption and some people still bad-associate the places in which second-hand objects can be found.

In this study, most participants did not associate their purchases with scarcity or poverty, but they assumed that other people perceived it this way. The only participant in this study that associates used products with poverty, and stinginess now, is Carla, a mom that asked her friends to buy second-hand products for her kid and was heavily criticized. Before this incident she was open and willing to buy used products. Unfortunately, her friends and family members judge her financially, as if she was stingy, and asked her if she was crazy. This responder told in this study, that she started questioning herself, even self-reflecting if she was crazy and stingy. After this experience, this mom started associating the second-hand market in a bad manner, and she would not accept second-hand presents from someone in Colombia since now she does not know how to interpret it, and she might see it as an act of stinginess. This mom also told that she would accept it from someone from another country since she knew it was a cultural factor but, she made it clear that if someone from Colombia gave her kid a purchased second-hand toy, she would not be happy about it. In the following example, we can see why this mom stopped desiring to participate in this market.

*I feel that what stopped me from buying second-hand toys was the negative perception of my friends and the family of my husband. As my kid is the first grandchild, he is the first baby, all the eyes are on him. They make me feel guilty, for being stingy with some things, because for them that my son uses second-hand things is that I am stingy. So sometimes I've felt a little guilty, saying like "agh", could it be that I'm actually being stingy (laughs)? They don't support this kind of stuff and that is why I did not allow myself to participate in this market anymore. (. . .) (Carla, mother of 11 months and 12 years old children)*

In this specific case can be seen that the guilt occasioned by the social perception started to transform Carla's moral beliefs and those last are the ones that stop her from participating in the second-hand market. As expressed by Burnett and Lunsford (1994), guilt has the capacity to change the behavior and attitude of people towards certain topics, and this was the case of the previously mentioned mother. Additionally, this case also endorses what Freedman et al. (1967) found about guilt affecting the repurchase behavior. After the guilt experienced, Carla expressed her unwillingness to participate in the second-hand economy any longer.

In the study, poverty and stinginess were widely mentioned when I was questioning the reasons for not participating in the second-hand purchase for their own kids and other kids. An example of the answers to this question can be appreciated in the following paragraph.

*Sadly, people here live thinking about what others will say, for example, other people might assume that if you do not buy a new toy, you are poor or you do not have the financial resources, or you are stingy (. . .) I would feel ashamed that my relatives would think that we were stingy. Regarding my friends, I would feel good because I know that they would support the idea. (Martha, mother of a 4-year-old)*

In the previous example, Martha mentioned that culturally Colombian people care about what others think about them. In case people associate them with poorness and financial problems, it could cause the buyer to experience negative feelings such as shame. Additionally, Martha's case also shows the existence of groups of people who supports this purchase behavior in Colombia.

Another question for the participants was if they thought that second-hand toys in Colombia were associated with poverty or lower social classes. Some people mentioned that culturally the toys have been donated in Colombia from high social classes to low strata population, implying that it is not well seeing to receive donations if you are not in need, this result is similar to the one found by Sanchez Duarte (2013) in which used clothes are donated by people with high income to people with lower incomes. Additionally, in my study, the participants highlighted that the presence of second-hand stores directed at high social classes is only starting to appear, in this sense the inclusion of higher social classes is only beginning to gain strength in this market, hence people are only starting to participate in the buying practice. Yet, the people in the study mentioned that they do not consider poorness to have an association with second-hand toys specifically for the group of mothers, this is because the two trendy stores in which you can buy second-hand toys in Bucaramanga are in high-class neighborhoods, and the toys there are not sold as cheap as someone would think. Two participants mentioned that although they do not see it this way, it does not mean that the rest of the population would have the same approach. In the following paragraphs, some answers to this question can be observed.

*That if they are associated [With poorness or low class?], no, I don't think so, not right now. But if others see it that way, yes, but most of the population does see it that way. But the places I know are here in the upper-class neighborhoods. I don't think they are necessarily associated; I think they have a context of caring for the environment, giving things a use. That is a very current concept. (Laura, mother of a 4-year-old)*

*No, from what I'm telling you. It is not always worth the price; it is not always saving one more. In fact, these are stores that are in high-strata locations. And one sees people from high social classes buying toys there. It depends on the location, the strategy of the store, and on how they sell the story to you. Also, the state of things, the hygiene. Culturally, we have a problem, especially with buying used clothes. (Martha, mother of a 4-year-old)*

In the previous two answers can be highlighted that the participants did not associate themselves with poorness or low social classes, but they believed that other people might see this way because buying second-hand products and helping the environment by using second-hand objects is only starting to appear. Additionally, since the stores that offer used toys in Bucaramanga have high prices, it means that not everyone can purchase there.

When asking, the same question about the association of low classes and poorness, one person in the study highlighted that for people outside the mothers' world it was easier to judge this purchase performance, she thinks moms and close relatives understand that toys had a longer life than the one given in their home and consequently in other parent's houses, which could minimize the bad perception of second-hand toys inside the mom's bubble. From this study, it seems that the mom and close relative participants agreed, nonetheless on a societal level the perception might be different. The following example is presented by Cindy, a grandmother that has contact with different social circles in which some have grandchildren or small kids and others do not.

*When there are no children in a house, it is very easy to make such comments. But when there are children, people get happy that you find the toy that you were looking for, they say "how cool! you got it". But, yes, of course, when a person who does not have that contact with kids criticizes you, it makes you feel uncomfortable, "Why are you picking things from those places? the bad energies, etc". (Cindy, grandmother of a 4-year-old)*

In the previous quotation can be noted that for Cindy, sharing with others that she had found a toy in the second-hand market can be celebrated or criticized. Close people that have children get excited that others have found the toy that they have been looking for because they can relate to it. Nonetheless, when people are outside of the children's world, they cannot relate to the satisfaction experienced when finding certain toys in the second-hand market and might relate the purchase to financial needs. This grandmother believes judgment occurs because they are not rounded by children, and it makes it easy to judge people that buy used things. In this sense, the stigma of buying second-hand toys can still be seen on a societal level.

#### *4.3.2.2 Culture and Norms as a Negative Guilt Trigger in the Purchase of Second-Hand toys*

In different parts of the world, culture has been shown to have an influence on the purchase of second-hand items (Xu *et al.*, 2014; Camacho-Otero *et al.*, 2019). The case is not different for Colombia in which the resistance behavior is more notable in the second-hand market. The Colombian culture has contributed to establishing some collective norms that are accepted or rejected by society. In different measurements, all the Colombian participants of the study mentioned the culture to be a barrier to participating in the second-hand purchase because of societal norms, while some others mentioned it to be a barrier to the participation in selling their kids' used products.

Participating or not in the second-hand market can affect the feelings of people related to their moral and ethical convictions field (Burnett & Lunsford, 1994), this affection can be positive or negative. For the Colombian participants buying in the second-hand-market positive feelings were related to re-using a product while saving money, and the negative part was experienced because of the societal pressure of buying new products. In which the anticipated guilt related to the norms and taboos prevented people to participate in certain aspects of the second-hand market.

#### 4.3.2.2.1 Buying Used Toys as a Presents, Social Responsibility Factor

An important topic in this study was questioning the participants about buying second-hand toys for someone else. Most of the Colombian people in the study could consider buying second-hand toys from someone else, but only if they knew that the toy would be valuable for the mothers (moral). The positive responses were four out of six. Two participants assured that they could buy second-hand presents but not for everyone since it depended on to whom the present was going. Yet, two of the four people said that they would ask the mothers first and the reason for doing it will be mostly because they know that the mothers are looking for some toy that they have not been able to buy or find. Otherwise, they will not buy second-hand toys as presents because they are unsure of how people will interpret the act (Social Responsibility Guilt). Only two people mentioned that they would buy second-hand toys as presents but only if the other people could not tell that the toys were from the second-hand market since they were scared to hurt the mothers' feelings. In the following examples feelings, interpretations, and reasons for buying or not second-hand products can be observed, these examples were obtained from the question, "would you buy second-hand toys for someone else?, why no?"

*(. . .) There are people who would feel offended if I bought second-hand toys for their kids because of the absurd culture that we have in Colombia. (Martha, mother of a 4-year-old)*

*No (...), I would feel ashamed if someone think I want to give something old. (Carla, mother of 11 months and 12 years old children)*

*(. . .) Not everyone will see it in a good way, they could refer to me like this stingy, why does she buy me used toys? So, it depends a lot on to whom the present is going. (Julia, mother of a 3-years-old)*

As can be highlighted in the previous examples, the interviewees fear making people feel uncomfortable. As well, they are scared about the negative thoughts of other mothers towards them. Particularly the biggest distress would be that the receivers saw the givers as financially stingy or associate them with poverty by any means. Additionally, the last example exposes the importance of the condition of the toy in a culture in which purchasing second-hand toys is not well seen for different groups of people.

The cultural perception is a big detractor that prevents people to participate in the purchase of second-hand toys for other kids since individuals are worried about how others would perceive them when participating in this practice that is not accepted by the society. Based on this study there is anticipated guilt experienced by mothers that have considered buying a second-hand toy for someone else. In some cases, the feeling has stopped them, and in other cases, they had still bought the present but made everything possible for the toy to look like new. The last step has been done to minimize the possible guilt if being discovered.

The societal norms have also prevented people from participating or hiding this practice from others. Two interesting examples that highlight the reasons for not buying or hiding the purchase of second-hand presents can be explained by Laura's, Cindy's, and Mia's examples.

*The vast majority of the toys that I buy are birthday presents, so I tend to give things that are new. I would not buy used toys for someone else's child. Because, I don't know how the other people would interpret it, just as I am not sure how to interpret if someone gave my kid a second-hand toy (. . .) The last thing I want is for the person to feel uncomfortable or bad. It is something that is just starting. [the second-hand market], well at least here in my country [Colombia] I don't know in other countries. But no, I wouldn't buy used toys for someone else's child. (Laura, mother of a 4-year-old)*

*I could buy it if the condition of the toy was like-new and the person would not notice. Rather over time, I would tell them, "Look that toy I bought it second-hand; you wanted it and I bought it". It is like satisfaction for them without realizing that the toy was used. I would tell her later anyways. (Cindy, Grandmother of a 4-year-old)*

*I'd rather they didn't find out (laughs). They will say that one is very stingy, because when one gives presents, they are away new, mostly because of social reasons. (Mia, a close relative of a 4-year-old)*

The previous examples highlight that when giving presents in Colombia the societal norms established that those need to be new, otherwise the receivers might not know what to think about the givers, this occurs because in this society people are not used to this practice and when engaging on it, the givers might prefer to hide it with the aim to eliminate the possible guilt.

In this study only one Colombian participant has bought second-hand toys as presents, nevertheless, the individual said that this toy was in really good condition and consequently it looked new. Additionally, this person told in the study that the recipients of the present did not know that the toy was from the second-hand market, and she would prefer that they never find out. People not wanting others to know that a product is used or acquired from the second-hand market is not a new discovery, for example the ex-director of the Colombian Institute of Anthropology and History Fabian Sanabria (n.d.) said, that Colombian people might buy used products but breaking the prejudices by telling other people is extremely hard.

*I have bought, but in a very good condition, so it does not seem that those were second-hand toys and I have not told them either. And of course, it depends on the family to whom the present goes, if you have a lot of familiarity with that family you do not say anything. But you know that the present is going to be liked. But if you start divulging that the toy is second-hand probably then, people will not like it. We have the conviction that we should give new things, that is the mentality we have. So that's the conviction, that they will get uncomfortable when they find out it is second-hand. (Mia, a close relative of a 4-year-old)*

#### 4.3.2.2.2 Receiving Used Toys as a Presents, Social Responsibility Factor

It seems that people see using second-hand toys as something normal since all the participants have received used toys from relatives and friends, and they mostly felt happy about it. What changed the perception of satisfaction was the toy and not the act of passing their used toys. Still, all the Colombian participants expressed discomfort on receiving second-hand toys that were purchased specially for their kids even though, none of them had experienced this or at least they were not aware of it.

In this study, I asked questions related to how the participants will feel if someone purchased a used toy for their kid as a present. The answers fluctuated depending on what mothers valued. For



example, some mothers saw more value in new toys while a few saw more value in some specific used toys. For Colombians, the value of the used toys was laying on the effort that the buyer put to acquire these products, and mothers valued the fact that someone had found a toy for their kid that they themselves were not able to find or purchase because it was discontinued. Conversely, many mothers expressed that they would not know how to interpret if someone purchased second-hand toys for their kids, and most of them replied that it would depend on the toy itself, the person who gave the toy, and the reason for buying it second-hand and not new. This response is mostly related to the societal norms imposed in the Colombian Culture in which people expect to receive new toys.

*What motivates me [to buy second-hand toys] are the prices and what stops me is the social perception of always having to give something new. (Mia, close relative of a 4 years old)*

One person said that her kid had received a second-hand toy as a birthday present. This toy was not bought specially for her kid since it belonged to his cousin, and her cousin-in-law packed it as a birthday present for the kid's birthday party. While she expressed being really surprised about the event, she said that when she noticed it, she was confused (Social Responsibility Guilt), but after reflecting on it she did not think it was a terrible thing to do, since the person that gave the present tried her best to pack it in a good manner in a way that her kid could still have a good experience when opening the present (moral belief). In the following quotation, an interesting example of the feelings and rationalization behind receiving a second-hand present can be observed.

*My sister-in-law gave my son a second-hand present, I don't know, maybe because of the pandemic, she gave him a packed gift, I said "oh", I mean, I never thought it was from her own son, I thought it was new, but I realized that it was used because it did not look like new anymore. Well... I didn't perceive it as bad, because, for him opening the gift is what is special, whether the toy has a label, or whatever. It is like the moment of opening the gift that makes it most important for children, and it does not matter what I think, because for me the gesture is more important. I think that the child does not care, the one who causes problems are the adults. Children don't start looking for the label to say, "oh this is new", "this is used". For them, a toy is an experience. But yes, I had the opportunity, and I did not perceive it to be so terrible. (Julia, mother of a 3-year-old)*

This last example shows that people might not be used to receiving second-hand toys as presents. Hence, confusion about receiving second-hand toys can occur since societal norms have dictated that gifts need to be new. As Julia reflects on the act of receiving used toys, she realizes that it is still a present and the fact that it is used, does not make it a bad piece, especially because adults are the ones that have a bad conception of used products, and small kids might not see it in the same

way as adults do. Small Children do not start looking for the tags and physical aspects that new toys come with, for them the toy itself is a new experience.

The receivers of used toys in this study did not express to have felt any guilt-related feelings while receiving second-hand toys for their kids. Yet, the societal aspect expressed in this fragment of the study, shows that mothers and people themselves are afraid to purchase second-hand toys as presents because they do not know how others and even themselves will interpret the act of receiving a used toy as a gift. The societal norms dictate that presents should be new, and it is hard for people to act differently to what the society has established.

#### 4.3.3 Selling, Social Responsibility Positive Guilt

Guilt that motivates people to sell products was not found in the Colombian participants. Nevertheless, one person mentioned that the environmental factor could be a motive for participating in this market in the future.

#### 4.3.4 Selling Social Responsibility Negative Guilt

Negative guilt was found for the selling aspect of the Social Responsibility Guilt for the Colombian participants. The guilt was triggered by the societal norm that dictates that used toys are rotated or donated to people in need, it has been a tradition from old times. In this study, most of the used toys that participants did not use anymore were given away to family members or friends, and lastly donated to people in need. Selling used toys is something that has gained strength as the second-hand market starts to grow. The toys that have been sold by the participants of the study are the ones that represent a big economic value, and normally those are related to a brand. Still, one participant mentioned that people fear the social perception of selling second-hand toys. The results of this topic were found when questioning the participant about what they do with the toys that their kids do not use anymore, and what has stopped them from selling these products. Different examples complementing these results can be observed in the following quotations.

*What happens in our country is more about, like, we don't have the culture of garage sales or anything like that, so it is not normal, and people feel ashamed to sell the products. (Carla, mother of 11 months and 12 years old children)*

*Here the second-hand toys are given away. They are given away to the lower strata. Some campaigns are held in which people collect these kinds of objects and then those are given away or sold at very cheap prices (. . .) I think that in the high social classes, that does not exist. You*

*don't go to those toy garage sales [organized specially for the lower classes]. Most people give them away. (Cindy, grandmother of a 4-year-old)*

As it is expressed in the last quotations, culturally people are not used to buying or selling second-hand items. In Bucaramanga, Colombia many people are not aware of the places for it and is not a tradition to just display second-hand items in front of your building or house. Additionally, the social perception that used toys and clothes should be donated to family members or people in need, are barriers that prevent people in high social classes from participating in this market.

Some individuals willing to sell in second-hand market, prefer that people close to them do not know about it. One participant mentioned that she would prefer that her friends would not notice that she was selling her products, the reason was she did not want to give a special discount or price to her friends (which is expected in the Colombian culture). Other participants mention that they feared what others might think about them selling second-hand toys. In the following quotation can be observe Julia's thoughts.

*I thought my friends in Facebook will not see that I was selling products, and then they told me like hey, I saw you were selling this, etc. I did not feel ashamed, but I did not want them to see it because friends always expect a special price or a big discount. (Julia, mother of a 3-year-old)*

In this study anticipated guilt feelings for selling stopped participants to engage on sales of the second-hand market. The anticipated guilt was triggered by the perception that used toys are to be rotated or donate to others, as well as supporting charities. It is a tradition that families and close relatives rotate the products between themselves, consequently having a family member or a friend discovered that someone is selling the toy instead of rotating it, might cause feelings of guilt for the seller.

#### 4.4 Moral Guilt

Moral Guilt can be explained as the one felt when someone engages or want to engage in activities that are morally not accepted by the person's moral beliefs. The Moral Guilt occurs when the person feels that he has violated his own values, and it can also be experienced in an anticipatory manner (Burnett & Lunsford, 1994). Additionally, Moral Guilt can be felt when people reflect on what they have done but can also be felt when someone points it out to the person committing the act. In this study, I asked the participants how they would feel if someone knew that they were buying second-hand toys, and I also asked how they would feel if someone close to them criticized them for buying second-hand toys.

In the Colombian Market, not all the participants had purchased second-hand toys, only three of them had. Consequently, some questions of the study were made based on suppositions. For the question “How would you feel if someone knew that you had bought second-hand toys?” the majority said that they will not care what others think, for this case, no Moral Guilt was observed, but if someone was to critique them it could affect the participants in how they felt about themselves due to social component. An example was Cindy, the grandmother of a 4-year-old kid, I asked her if she would feel uncomfortable if someone would know that her grandkid was using second-hand toys. She said that she would not feel uncomfortable, the problem, and what would make her feel guilty was if people were to comment on it (until the day of this study, no one had criticized her). This Grandmother thinks that mothers now are more conscious that the life span of toys in the house is not long. She enhanced by saying that today’s era is not like in the past when mothers collected and stored the kid’s toys, now there is more rotation of them. The grandmother also affirmed that a positive change in the used market has occurred. Since this grandmother now sees the practice as something normal compared to her past a moral belief can be observed.

In this study, the Moral Guilt is closely related to the Social Responsibility Guilt because participants had been used to believing that second-hand toys were for people with low resources due to societal paradigms, and now their moral belief is changing due to the utility of the toys.

#### 4.4.1 Purchase Positive Moral Guilt

The purchase’s positive Moral Guilt is the one that can motivate people to acquire products due to guilt occasioned by their moral beliefs. In this study, not Moral Guilt that motivated people to purchase was found. Nevertheless, in the study, it was found that positive Moral Guilt can be experienced when someone is not engaging in the practice. One person acknowledged feeling guilty for not buying second-hand products. The guilt experienced was due to not supporting her own moral values related to mass production and the environment. She feels guilty for not supporting people with this innovative project due to the societal pressure caused by her friends and family members. This mom is Carla, the one that asked her friends and family members to buy toys for her baby shower and was heavily criticized. In the following quotation we can observe Carla’s answer to the question “In any way do you feel guilty for not participating in the second-hand economy?”

*Yes, I would like to support this project in my country because it is innovative, and then it would be something normal for everyone. But of course, it was not what happened [after her friends criticized her]. I did not find it easy to support it and some days, I still think that there are many places like this, that have really good purposes, but they are lacking the demand especially*

*because of our stupid [Societal] thoughts. (Carla, mother of 11 months and 12 years old children)*

As Carla claims, she would like to support this project, controversially she has not dare to purchase in the store because of how her friends made her feel. Carla expresses that somedays she still thinks about these places that have great purposes, but the societal perception limits the participation of people, including herself. She feels guilty that she wants to participate but she does not do it.

#### 4.4.2 Purchase Negative Moral Guilt

Purchase Negative Moral Guilt was not found in this study for the Colombian participants since all of them agreed that giving a second use to toys was positive for their moral beliefs, but what stopped them was the social component and not the moral.

#### 4.4.3 Selling Positive Moral Guilt

While Colombian participants agreed that providing a second use to products was a good act, the people who sold the products did not do it because of their moral values, they did it because they wanted to retribute to their economy. Nonetheless an aspect that contribute to the second-hand selling are the donations that Colombians do to thrift shops, Colombians donate toys and clothes due to anticipate guilt as we grow up with the culture of not throwing away products in good condition.

#### 4.4.4 Selling Negative Moral Guilt

Negative Moral Guilt regarding selling is the guilt that creates barriers for mothers and people around the children to sell their used toys. The feelings have demonstrated to be a barrier for participating in the sales of second-hand goods. As it has been noted in other studies (For example, Lovatt, 2015), emotions and feelings attached to a certain product can make responsible people store objects instead of donating them. In my study, the feelings attached to certain toys have generated anticipated guilt in sellers making them reconsider getting rid of the toy. For example, Julia, a Colombian participant said that she was really attached to objects and getting rid of them has been hard for her.

*I know that I am perhaps very attached to things, so I run away from the process of detaching myself from the memories that an old toy could bring to my memory. I am very attached to*

*things, I have given away some of his clothes, but I also have kept some, I still have clothes from when he was a newborn and he is already 3 years old, as he is growing, now I'm getting rid of things, but not everything. I keep things that have a value for me, related to who gave them to us (. . .) I realized [after three years] that I have many things stored in a room and instead of having them there, I consider that getting some money is better. (Julia, mother of a 3-year-old)*

In the previous example can be noticed that the participant wants to evade the process of detaching her feelings from the products because selling them without the process might make her feel guilty about not having the object anymore. Anticipated guilt can be observed here, this one is represented in Julia's act of keeping the toys until the guilt has been eliminated. It can also be seen that this guilt has made her store some toys for more than three years and now she is finally ready to sell them.

Another anticipated Moral Guilt feeling that has stopped people from selling the products is their desire to help people in need and selling this product might make them feel bad due to their moral values and social beliefs. Helping others indeed is a good act. Nonetheless in this study, it is on the negative side because the direct donation of toys to people does not contribute to the second-hand economy. Mostly in Colombia the toys are donated to people and not to second-hand shops which stops the circulation of money in this specific area.

#### 4.5 Health Guilt

Health Guilt results when a person realizes that by doing certain actions his health is affected. (Burnett & Lunsford, 1994). In this study, positive guilt was not found in the health dimension. Nevertheless, an indication of the existence of positive guilt was found for the selling and purchasing of second-hand toys. In regard to the negative guilt, one participant has experienced it because of the health issues of old toys.

##### 4.5.1 Health Positive for Purchasing and Selling

Positive guilt in this study is the one that motivates people to participate in the second-hand economy. For the health dimension, guilt was not found. Nonetheless, a respondent mentioned that in the future the health dimension could motivate people to participate in this market. When I asked her "Do you think the topic of health could cause any guilt feelings in the second-hand market for toys?" she replied, "Not now, but I think it will come at some point, especially because of the issue of garbage here in our city, the time in which we do not have a place to put our garbage will come" (Martha, mother of a 4-year-old). Her answer was specifically related to sicknesses that the

environmental threat could cause to humans. In Bucaramanga, where she lives, the news has mentioned multiple times that the landfill will be full soon, and if there is no alternative solution on where to discard the trash, people will suffer the health consequences (See, for example, Bueno, 2021). As it can be observed in the participant's answer, in the future a negative threat to health could cause people to join this market with the aim to reduce the contamination and the health threats.

#### 4.5.2 Health Negative for Selling

Colombians' participants did not express any related guilt health issues on buying second-hand toys but for the selling, it was different. One participant found the health issue to be a barrier to selling her son's second-hand toys because of the anticipated Health Guilt that her action could generate to other kids. In this case happened that when she took the decision to get rid of the products, some of them had accumulated fungus and mold because a long time had passed since she stored them. This experience occasioned her feelings of guilt since now she could not give these toys the opportunity to be used again by other kids.

*I was collecting my things from my parent's apartment, and apparently, they were in good condition, because they were stored in excellent conditions, but sometimes because they are stored, they get fungi, mold, dust, and they start to smell bad. They deteriorate a lot, and many little things disintegrate. The clothes become chipped... It's sad to get out of that in that state, they could have been given away (. . .) they have been stored, for a long time and one is not even aware that those were there, until when one reopens the storage unit and realizes that those things are stored there. And well, instead of keeping them stored because they are not going to be used, let's better do charity [before they get bad]] to people who can use them and who need them, instead of getting rotten. (Julia, mother of a 3-year-old)*

In the previous example, can be seen that the status of the toys could create a barrier for people to participate in this market. As was the case of Julia, who had to throw away the toys due to the health threat that mold, and fungus could create for humans. For her, the guilt comes from seeing the toys that once were in excellent condition get thrown out.

#### 4.6 Summary of Results for the Colombian Participants

The following Table 5. Types of guilt for Colombian participants, presents the guilt experienced by participants in the second-hand market of toys for Colombian participants. The table gathers the

four types of guilt divided by positive and negative guilt, then a separation of the identified guilt in purchases and sales can be observed.

Guilt		
Types of guilt	Positive guilt (Contributes to participation on the second-hand economy)	Negative guilt (Limits participation on the second-hand economy)
Financial	Purchase	- Reactive guilt after buying new toys that kids did not value as much as they expected. This guilt has been a driver to purchase in the second-hand economy due to the prices in the second-hand shops. -People that have seen the prices of used toys have experienced anticipated guilt while looking for new toys due the price of retail toys. In some cases, the guilt has changed the searching behavior of the purchaser, making them look first in the second-hand market.
	Sales	- People feel bad, and in some cases guilty when the kids do not give a toy the maximum use. This reactive and anticipated guilt has driven people to participate in the second-hand market selling toys. - Mothers have experience reactive guilt with the realization of having too many toys stored that can be converted into financial earnings. This guilt has contributed to mothers participating in the second-hand economy.
Health	Purchase	- At this moment Health Guilt was not found for the purchase. nonetheless, it was noticed that environmental factors can make people get worried about their purchases if they feel that those toys can affect their future health because of environmental reasons.
	Sales	-Not guilt was discovered for the Health Guilt in sales, nonetheless, I believe that for people that have seen toys accumulate fungus and other harmful elements for the kids, this experience could be a motive to get rid of the toys faster next time as it was implied by one person in the study.
Social Responsibility	Purchase	- Not discovered.  - Social Responsibility Guilt arises from societal perceptions and norms surrounding second-hand items, especially poverty and financial status. This can be anticipated or reactive guilt. -Anticipated guilt can be generated by how others could interpret the act of giving second-hand toys as presents. Cultural norms and social perception: -Culturally toys have been donated to low social classes. -Social perception of used products being for the poor. -Cultural unacceptance towards buying used. -Societal pressure of buying new products.
	Sales	-Not discovered.  -Negative perception of selling toys instead of donating them or passing them on to family and friends. Anticipated guilt. -People feared what others might think about them selling second-hand toy. Anticipated guilt.



Guilt		
Types of guilt	Positive guilt (Contributes to participation on the second-hand economy)	Negative guilt (Limits participation on the second-hand economy)
Moral	Purchase	-Positive Moral Guilt can be experienced when someone is not engaging in the second-hand market because is not supporting a sustainable economy. Nonetheless, the guilt experienced was not enough for the participants to acquire products in the second-hand market as the anticipated social guilt was bigger than the Moral Guilt experienced for supporting the mass consumption.
	Sales	Anticipated guilt of throwing away toys in good conditions. Due to their beliefs, people do not want to throw-out toys, instead they donate them, which indirectly contributes to the selling of toys donated to second-hand shops, even if most toys are donated directly to people and not to second-hand shops.

Table 5. Types of guilt for Colombian participants

## 5. Findings For the Finnish Participants

In Finland, a big portion of the population participates in the second-hand market, some by purchasing, others by selling, and others by donating the used products to peddling shops (see for example: Sihvonen & Turunen, 2016; Korsunova et al, 2021; SB insights, 2019).

### 5.1 Financial Guilt

Financial reasons have been shown to be an important trigger for guilt in different societies. In the study of Finnish participants, Financial Guilt was not an exception. Instead, positive Financial Guilt also motivates Finnish people to participate in the second-hand market.

#### 5.1.1 Purchase Positive Guilt

For some Finnish participants the price of toys has been a reason to participate in the purchase of second-hand toys. Some participants of the Finnish part of the study have affirmed feeling guilty because of financial reasons while participating in the purchase of new toys, while others have strongly implied that they do not feel guilty about expending money on them.

When I asked the participants about their motives to buy second-hand toys, one of the recurrent answers was the price. For example, Sara and Adi expressed that buying second-hand toys feels better than buying new, because of the price factor.

*It saves so much money. and because you never know what your kids are really going to like. it feels better to buy something cheaper, even if it's older than something new that they will never even care about. (Sara, mother of 6-year-old and 10-year-old children)*

*I feel good because I feel that I'm actually saving money, because toys or whatever that I'm buying, I would buy them from a basic store. But now I will get those much cheaper because usually the ones that I buy only cost like a couple of euros, one euro or two euros. And those same toys or clothes would cost in a store like 20-30 euros. So, I feel good. (Adi, Mother of a 4-year-old and 6 years old children)*

The previous words of the participants generated a question about regretting buying new toys. Regretting is a feeling that has been proven to take an important part in the guilt feelings (e.g. Lin & Xia 2009, Dedeoglu & Kazancoglu 2010). With the aim to understand if mothers felt Financial Guilt while buying new toys, I ask them “did you regret that you spent money on a new toy that your kid did not use or stopped using it fast?” One of the answers that caught my attention was Iida’s. She replied that she has regretted spending money on toys that her kids did not use, or they pay time was really reduced. Her answer was not complete related to a purchase she made but to a present she received.

*Like 1000 times, it's really common. Usually, half of the presents that my children get from birthdays or Christmas, they're not going to use them. So, it's also the reason why nowadays, I try to buy as little as possible to kind of not be in a situation that there are loads of stuff everywhere, and they are not used. Also, that is a reason why I would use second-hand because it wouldn't be so bummed about it if I haven't spent that much money on it. And I knew that I wouldn't be like destroying nature with it. So yeah. (Iida, mother of a 7-year-old)*

In the previous quotation Iida’s expressed feeling somehow anxious about new toys not been used, her feelings came from the understanding that new toys are costly and expending money on something that is not used can generate bad feelings.

People growth up expose to different values and circumstances, those values learn while growing up can also generate feelings of guild while buying toys at a retail price. In the following example, we can observe the experience of Sara, a mom that grew up with economic difficulties.

*When I was a child, we were not very well off. How do you say it, we were kind of poor. We never missed anything like food, but toys... I had older brothers so all the toys I got from them were broken. And I never felt bad about getting second-hand stuff. But then I got this because we were always saving money, we did not buy expensive stuff. So, I have it the other way around that I don't want to buy anything new because I feel guilty about that. (Sara, mother of 6-year-old and 10-year-old children)*

As can be seen with the previous interviews, people can experience guilt while buying toys at a retail price. Sara associates buying new toys with being expensive, in addition, she does not want to buy new toys because her past experiences prevent her from acquiring expensive toys. In this case, anticipated guilt is a reason for Sara to participate in a market in which toys are not expensive. In the interview, she mentioned that she gets the majority of her kid's toys in the second-hand market. From this example can be assured that anticipated Financial Guilt is a reason for some Finnish people to participate in the second-hand market.

In the opposite side, we have Adi a mom whose motive behind the second-hand purchase is finding good quality toys. When I asked her if by any means she felt that by not participating in the second-hand market she could she experience any guilt-related feelings? She expressed that she could not. In the following paragraph Adi completed response can be seen.

*No, I wouldn't. I don't actually feel any guilt whether I buy from the second-hand shop, or whether I buy from other stores. So not really, I just think that buying from second-hand shops is environmental thinking. And it's also much cheaper. So, it's kind of a wise thing to do. (Adi, Mother of a 4-year-old and 6 years old children)*

As it can be understood in the previous example Aidi affirms that she does not feel any Financial Guilt whether she buys new or second-hand toys. What this mother appreciates is finding good quality toys, and it is even better if they are at good price. Nonetheless, this mother also mentioned that her family had a good salary and money was not a problem.

Another participant suggested a segregation of guilt experience between people that must buy second-hand products because of economic reasons between a consumer that have a choice. In the following citation, Iida's words can be read.

*I think that many people in Finland who have to buy from second-hand stores because of the money would have a lot more associations of guilts with their shopping. For me, it's a little bit different, because I do it for sustainability reasons. But if you would ask someone who would do it only because of the money, then I think they would have a lot more kind of feelings of guilt related to it. (Iida, mother of a 7-year-old)*

From both previous examples, a suggestion for future studies can be observed. The participants have suggested a difference between consumers. If a further study on Financial Guilt for second-

hand toys was to be studied, the segregation of Financial Guilt could be examined between the consumers that can afford to buy toys at full prices, with the ones that do not have a choice and must buy from the second-hand market because of economic reasons.

### 5.1.2 Purchase Negative Guilt

For the Finnish participants, financial negative guilt related to the purchases of second-hand toys was not discovered.

### 5.1.3 Selling Finances Positive and Negative Guilt

In the selling aspect for Finnish participants, I did not find any guilt-related feelings. Nevertheless, one participant affirmed that one of the reasons why she did not participate in second-hand selling was because the toys that she bought were already bought from the second-hand market. Her response could be further studied to identify if there is any guilt related to the re-sale of second-hand toys that had been acquired in the second-hand market.

The person that affirmed not being interested to sell second-hand toys was Sara. When questioned in this study the participant replied that she had sold only a couple of toys, implying it was so much trouble for her. Sara's response was intriguing and made me question if the reason for not selling those was due to the toys being from the second-hand market. When I questioned her, she replied that the reason was totally related to the toys being used. Additionally, I asked Sara "Do you think because you buy a lot of second-hand toys in the second-hand market it creates something that stops you from selling them?" Sara replied "Sometimes, yes".

## 5.2 Social Responsibility Guilt

As appointed in the literature review, in some societies the environmental factor is a reason to participate in the second-hand market. This was not an exception in Finland, all the Finnish participants mentioned that an important component and even the principal reason to participate in the second-hand market was due to environmental thinking.

### 5.2.1 Purchase Social Responsibility Positive Guilt

#### 5.2.1.1 *Environment as a Trigger of Guilt*

Most Finnish participants of this study affirmed that they buy second-hand products because they care about the environment and because they do not want those usable products to end up being waste. On this side of the world, people are highly conscious of the environment.

The Finnish participants see their involvement on the second-hand market as a positive way to reduce their environmental impact. As observed in the following quotation Elia explains she enjoys buying in the second-hand market for kids because she believes is a good way to care for the environment.

*(. . .) We are concerned about the environment. So that's why we like to buy secondhand toys. I think that's something that's important to us. (Elia, mother of a 4year old and 1,5-year-old)*

The narrative of the Finnish participants makes me believe that the consciousness of doing bad for the environment in the past and in the future has caused some participants to join this market and they have found it to be a safer space for the planet. Some people in Finland find in this economy a way to limit the anticipated guilt they would experience if they were to engage multiple times in the retail purchase of toys. Many of the participants considered the retail industry to be a bad player, which causes a lot of pollution.

In the following quotations can be observe that Finnish participants are proud to take care of the environment while using the circular economy in the second-hand market.

*I think in Finland, like we are really into recycling. So I think that like buying secondhand toys is actually desirable. And I feel like people in Finland feel really proud when they find, good toys, second-hand. (Elia, mother of a 4year old and 1,5-year-old)*

*I think recycling is a really good thing. It makes me feel good that I'm not supporting the baby toy industry. Especially kids they get bored with their toys and it's a more eco-friendly way to recycle or change the toys they are playing with. (Elena, mother of a 4-month-old)*

*The biggest thing is that they are things that somebody else doesn't need, otherwise they would be going to the garbage. That's just stupid. When most of the time they are fine, there's nothing wrong with them. Other than they are not in a plastic or paper box that will never open. (Sara, mother of a 6-year-old and 10-years-old)*

*if I buy it for my own child, then it's only positive because I know that I have saved that environment at the same time that I have bought the thing that we need. So, it depends on who I'm buying for. (Iida, mother of a 7-year-old)*

*(...) I think it's just like this environmental of us consuming too much. And, you know, just things turning into trash too quickly. And I think that's the kind of attitude that has to be changed also*

*that you know, not everything has to be bought new. And that you can take care of the things that you have and prefer to use things that last for generations. (Anne, mother of a 3-year old)*

As observed in the pass quotations, Finnish participants want to take care of the environment and by using the economic model of buying second-hand toys they have found an eco-friendly way to minimize their consumption on the retail toy industry. Children get bored with toys fast, and mothers are using the circular economy to give their kids more opportunities to play with different toys without worrying too much about the environmental damage since they are contributing to the extension of the life of a toy that was going to be placed in the garbage if this economical model were not to exist.

#### 5.2.1.1.1 The Environment: The Guilt of Overconsumption and Overproduction

Many participants mentioned that purchasing and selling in the second-hand market for kids was a way of reducing the culture of buying and throwing away. Additionally, some consumers have found in the second-hand economy a way to circulate the products and reduce guilt.

An example of overconsumption guilt can be observed with Anne, a mother of a 3-year-old. I questioned Anne about her feeling and thoughts experienced throughout this interview. One of the questions I asked was “while I was doing the interview did anything else related to the toys, the second-hand market, and the guilt come to your mind?”, her answer can be read below.

*The guilt that I feel is mostly the guilt of overconsumption. That's not only related to toys, but to also a lot of like other items (Anne, mother of a 3-year-old)*

Anne was not the only one that expressed the feeling of guilt due to overconsumption. For example, Iida explained that the reason for first checking toys in the second-hand market and not buying them new was her worry about the consumption culture. In the following sentence, we can see Iida's reasoning.

*It is mostly sustainability. I think that the consumer or the consumption culture is kind of triggering me. I don't like it that much. (Iida, mother of a 7-year-old)*

From Iida's answer, it can be noticed that the consumption culture and the damage that it makes to society, establish a big weight in the reasoning to participate in the second-hand market.

An example of reducing guilt by using the second-hand market can be seen in Elias's case. She explained that buying something that her kids do not need from the second-hand market will make her feel less guilty than if she bought the same product new. In the following quotation Elia's thinking can be read.

*Do I see any difference between buying something we don't need from the flea market or from the store? Yes, well, maybe I would feel less guilty buying from the flea market buying secondhand toys than new toys. I think new toys would make me feel more guilty. (...) Because we have so much stuff in this world and there are so many toys and when you buy new toys, those toy factories will make new toys and I think there are enough toys already. (Elia, mother of a 4-year old and 1,5-year-old)*

Elena, another participant admitted that buying everything new would make her feel guilty. Her reasoning was that companies overproduce merchandise, and in some cases, those are not even used once, instead, they end up in the trash and eventually burned. In the following sentence, we can see Elena's words.

*I know how much stuff is made that probably never gonna be even used by anyone that just goes to the trash why know what they I guess they burn toys like they burn clothes that they haven't sell. And I don't want to support that, and I don't want to support the kind of culture that encourages you to just buy more and more. (Elena, mother of a 4-month-old)*

The participants of this study resented the ideology of supporting the culture in which people just buy and buy products because there is a lot of overproduction and consumption that generates a negative impact on society. Another important guilt trigger in overconsumption was the guilt of throwing away.

#### 5.2.1.1.2 The Environment: The Guilt of Buying and Throwing Away

Participants are concerned that usable products end up in the landfill. In this study, some participants mentioned that the thought of placing children's toys in the garbage would make them feel bad, especially if the toys have not been used to the maximum. Thus, an important reason to participate in the second-hand market was the guilt experienced for throwing things out.

An example is Sara, she told in this study that the thought of products being thrown out, and the affordable price of them in the second-hand market has kept her motivated to participate in this economy. In the following paragraph, her answer can be observed when she explained that good quality toys last to be used for more than one kid.

*The best toys last for more than one or two kids, it will be fine. So is just the thought of being thrown out. Sometimes I even fix things. (Sara, mother of a 6-year-old and 10-years-old)*

With Sara's example can be appointed that the current culture of buying and throwing away products is disturbing for people, consumers are concerned about not using products to their maximum potential.

The guilt of throwing away toys not only explains the behavior of consumers to participate in the purchase of second-hand toys, but this guilt also explains the donations of toys and in some cases the reselling of those. This type of guilt can be attributed to the guilt experienced by the participants when discarding their products in the past. For this reason, this would be cataloged as anticipated guilt.

Finland is a nation that has a great circular model in the second-hand markets. Inhabitants of this country have different mechanisms that facilitated the re-circulation of toys. For example, Elina, a participant in this study explained that in Finland the channels for recycling, donating, and selling second-hand products are well established, making it easy for the consumer to participate in those. In the following quotation can be observed her reasoning.

*I feel like Finland is really into recycling in toys, clothes, and everything. And we have these Facebook groups where people give, stuff and toys for free, and they are really popular. Every time you want to get rid of old toys you just write it on Facebook, and somebody would come to take them. So, I prefer to give out second-hand toys than throw them into the trash. (Elia, mother of a 1,5-year-old and 4-year-old children)*

From Elina's words can be questioned if the societal thinking in Finland of taking care of the environment and recycling could be classified not only in social guilt but considered as well as Moral Guilt.

With the previous data, it can be concluded that guilt in consumption plays an important role for certain type of costumers that motivates them to participate in the second-hand market. We can comprehend that consumers are tired of the linear model of producing and throwing away products, making the circular economy established in second-hand markets an important model to suppress the guilt of throwing away.



### 5.2.1.2 Purchase Social Responsibility Negative Guilt

#### 5.2.1.2.1 Poverty Perception by the Society

According to the Finnish participants of this study, the social perception of buying second-hand toys for their own family is not heavily associated with low income or poverty as it was many years ago. Nonetheless, the association of the second-hand market with poverty still exists.

I asked all the participants about the relationship between the second-hand market and the social association of it with poorness. A participant in the Finnish market mentioned that there is still stigma in the second-hand market, especially by people that are not so interested or educated about sustainability. Participants of this market still feel the social pressure and the judgment of other people towards their actions. For example, in the following quotation, Iida explains more about her experience.

*I think that there is a little bit of a stigma there. Especially in situations where I know that the other mothers and other families have a lot of money, and would not be that keen on sustainability. Then, of course, there is more besides that I'm the hippie parent, who buys second-hand stuff for my kids (Laughing). So if you go to the situation where you compare, then it can be negative. But then if I discuss it with my own friends, then it's not that. But if other families or mothers are not familiarized with them, then it can be. Yeah. (Iida, mother of a 7-year-old)*

In the answers to the question “Do you think that the second-hand market in Finland is still associated with poorness?” it was noticed that a change in the perception of people towards the relationship of second-hand shops and the economic power of acquisition has occurred.

For example, Iida affirmed that the second-hand market was more stigmatized in the past than now. She believes that 10 years ago the second-hand market was still heavily associated with poorness. Today people do not only buy in the second-hand shops because of the prices but there are new factors to it. In the following quotation Iida's perception can be appreciated.

*I think 10 years ago, the second-hand market was still a bit stigmatized with only being for the poor. But I think that the attitudes have changed during the past 10 years. Now it's not anymore that much on the financial side, but it's the sustainability side also. But yeah, still it has a little bit the monetary dimension. (Iida, mother of a 7-year-old)*

Another participant mentioned that she does not think that people associate the second-hand market with poorness anymore. She believes that people now have other values in mind when acquiring products in this markets.

*I think it depends on the family's values. Like what do they value in life? is it the environment or what? (Elia, mother of a 4year old and 1,5-year-old)*

Elia is not the only that believes that the values are different for people, and while some might see second-hand as synonymous with poorness others will see the second-hand market as an opportunity. In Sara's case, she explained that the second-hand market is not associated with poverty anymore because nowadays there are products that become more expensive with the passing of the years or because they have been used. Her opinion can be read in the following quotation.

*No, not anymore, because now, there are a lot of toys that people even pay more if those are second-hand. But, of course, we all have My Little Ponies or something like that. Some people collect them, but it's different. It's changed a lot in 20 years, or 30 years. Even when I was a kid there were no flea markets then at least not here in western Finland. So, I think it was a bit of a shame. (Sara, mother of a 6-year-old and 10-years-old)*

In Finland the association with second-hand and poverty appears to be present in a really low level. Yet for the participants of this study not guilt was found when buying toys directly for their children.

#### 5.2.1.2.2 Buying Used Toys as a Presents

Giving second-hand toys as presents is something relatively new withing people that have a good power of acquisition. Elena explained that in her childhood giving second-hand toys as presents was not a practice that would have been okay. In the following paragraphs Elena's words can be read.

*I think before the second-hand toys were considered something that people with less money would give, so it's kind of a new thing that people who could afford to buy new gifts buy second-hand and stuff, because in my childhood I don't think it would have been okay. (Elena, mother of a 4-month-old)*

As can be observe in the previous quotation, some years ago giving second-hand toys would be considered something that only people with low economical wealth could do. Now, in Finland people with higher power of acquisition are also participating in this practice.

Giving second-hand toys as presents to other kids is not a practice that happens often without the receiver's consent. Even in Finland people are careful about giving second-hand presents to others because it is not a practice accepted by everyone. Different participants of this study mentioned that consent was needed on giving and receiving second-hand toys as presents. In the following quotation it can be observed that Elia needs to have the acceptance of others before gifting second-hand presents to other children:

*Usually, we have the conversation before like, I know that some of our friends don't want second-hand toys and don't want secondhand clothes. So of course, we respect that too. Then we don't buy second-hand toys. But like, like all the second-hand toys we have received, or I have bought, they have been wanted, so no feelings have been getting hurt. (Elia, mother of a 4year old and 1,5-year-old)*

As observe in the previous quotation, the social perception is an important trigger that prevents mothers for purchasing second-hand toys for kids different than their own. This relation was found in the majority of the Finnish's participants, they would not buy a second-hand toy as a gift to other children without asking for permission first.

The social perception of other mothers towards people willing to buy second-hand toys brings fears to buy second-hand toys for other kids. For example, Iida pointed out different unpleasant emotions that have stopped her from buying for others in the second-hand market, these can be observed within her answer:

*I would fear that they don't appreciate it (the present), or they don't know that it's sustainable. Or they might think that the product should be new, because it would be more appreciated in that way, or something like that. That it's a little bit cheap or something. (Iida, mother of a 7-year-old)*

As observed in the previous answer, an important fear found in this study is that purchasers are scared that the receivers would see gifting used products as an act of stinginess. For example, Iida explained in the past quotation that she feared other mothers saw her gifts as something cheap, consequently a gift that it is not appreciated by the mothers.

Lida was not the only that mentioned stinginess as a fear. Other mothers also mentioned it. For example, Sara, made the relation that second-hand toys are cheap and gifting something cheap can be seen as if the giver of the second-hand present did not appreciate the other kid.

*I think they could see it as being cheap. That I don't appreciate their kids.  
(Sara, mother of a 6-year-old and 10-years-old)*

Sara's fear shows that people are afraid of the interpretation of the receivers when giving presents. Iida also told about conversations and comments that other people make on the internet about mothers giving second-hand toys to their kids, she mentioned it to be one of the reason why she doesn't give second-hand toys to people she is unsure about.

*I have seen a lot of like conversations on the internet, where people are really, like, shocked that someone can buy secondhand toys for their kids or others as a present. (Iida, mother of a 7-year-old)*

Another important factor preventing people from buying second-hand gift is the societal norm that presents needs to be new. For example, during the study Adi affirmed that mothers are expected to bring certain gifts to celebrations. Her explanation can be observed in the following quotation:

*We have dozens of birthday parties a year. And people kind of expect when they organize the birthday party you need to kind of pay back that organization. That's why the value of the present needs to be a certain sum. So it's kind of unspoken rules. (Adi, Mother of a 4-year-old and 6 years old children)*

As Adi mentioned second-hand toys sometimes must have a value depending on the type of party infants are invited. Unfortunately, in societal standards, second-hand toys are still valued widely on monetary grounds. Yet, as seen in this study there is a subgroup of people that values sustainability more over the financial aspect of the second-hand market, and with the development of this group, in the future it could be seen that more mothers start value higher other parts of gifting from the second-hand market.

Is relevant to think that anticipated guilt could be playing an important role in limiting the willingness of purchasers to acquire second-hand gifts for people outside their close circle. As it was found in this study the finish participants worry that giving second-hand presents makes them look bad with other mothers. People are afraid that others think that they do not want to put effort in the present or that they are been cheap. Additionally, mothers don't want to feel that their present is not appreciated and for these reasons anticipated guilt could be preventing them to make the purchase.

### 5.2.2 Selling, Social Responsibility Positive Guilt

The Social Responsibility Guilt was found in this study to be a reason for participants to sell toys in the second-hand market. The feeling of guilt when throwing away products that are still usable was a trigger for one participant to sell her kid's products in the second-hand market. She does not want to place usable products in the trash. When I asked Elena about her motivation to sell the products, she first mentioned the guilt of throwing things out. In the following quotations can be seen her thinking.

*I like to keep my stuff to a minimum; I don't like to have a lot of stuff that I or anyone else does not use. And I never want to throw away something that could be used again. (Elena, mother of a 4-month-old)*

Additionally, Elena mentioned that the reason for selling her products and not only donating them was the guilt experienced when discarding toys, nevertheless when I questioned her deeper, she mentioned the monetary component.

*I was a bit younger, and I got some money with the selling. And I don't know. I guess I still don't know all the places you could donate toys. (Elena, mother of a 4-month-old)*

For the Finnish participants, guilt related to throwing out toys can be seen as a motive to participate selling in second-hand market. Mothers often see the second-hand economy as a way to keep usable products in circulation.

*When my kid was small there were a lot of toys and then once you are not a baby anymore, the old toys just don't do it anymore. So, you have to get rid of them, and then because I would not like to throw anything out, it was just convenient to sell them, and then give them out if no one buys them. (Iida, mother of a 7-year-old)*

In this study, a likelihood of guilt related to not selling products was found. This guilt can be seen as anticipate guilt that stops people to sell products that have been acquired for free or in the second-hand market. A mother was telling that she posted a free product on Facebook market for another kid to use, she explained that she did not sell the product because she had acquired it without a cost. In the following quotation can be observed Anne's reasoning.

*I didn't sell it. But I advertised this kind of pushing car that little kids use when they start walking. Because we didn't use it anymore. I put an add on and then somebody picked it up. So, I gave it away to a stranger. I didn't have friends who needed it, but also, I had gotten it for free.*

*So, I think there's a difference. Like if I would have paid something and it depends on how valuable the thing is. Also, then I might ask for something in return. (Anne, mother of a 3-year-old)*

## 5.3 Moral Guilt

### 5.3.1 Moral Guilt Purchase

People with different socio-economical classes can experience different feelings regarding the second-hand market. An important discovery was made with a participant whose mothers always bought in the second-hand market because they didn't have the economic resources to make purchases of new products. This participant grew up saving money and now she experiences guilt when she buys products that are new. She believes this happens because she grew up seeing her mothers save money and that was the norm in her house. This guilt was also referred in the Financial Guilt as it is associated to Moral Guilt and Financial Guilt.

Another annotation about the guilt mothers experience when purchasing in the second-hand market are their negative feelings towards themselves. One participant mentioned that Mothers might feel bad when buying used products for their kids. Two interviewees reiterated the negative feeling they and other mothers can experience. In the following paragraphs the experience of Iida and Sara can be observed.

*It's good thinking if they mothers don't have a choice because not everybody has the choice, and they will have to buy second-hand toys. And I'm sure they feel like they are being bad mothers, but I don't think they are. (Iida, mother of a 7-year-old)*

*As a parent, you want the best for your kids, and I mean, the kids are happy with anything. That's for sure. But when they are with their friends at school, that's when they get this idea. That's, they should have more or better, or new ones or anything. But I don't know. It's just, I've never cared really. I mean, I discuss so much with my kids. That's, it's not always about how much you get. It's about getting something that's really good. (Sara, mother of a 6-year-old and 10-years-old)*

As Sara mentioned, people have grown up with the believe that giving is a way of showing love. In the capitalist economy a way of expressing affection is by giving new products to your loved ones, and people grew up with the societal standard of giving new.

The societal believe pf giving new was connected to Moral Guilt in this part of the study. For example, I asked Iida if by participating in the second-hand market has, she felt that she has violated her own norms? In the next quotation Iida's answer can be seen.

*It is usually what you think you should be doing. Most of the mothers think that they should be buying new toys for their child, because it is an act of love, you want them to have these things, and I want that you can have the new ones, that haven't been used by anyone else.*

*At first, it was kind of hard to go for second-hand things, it was easier to buy the new ones. But I think that you kind of have to make active choices by choosing the second-hand products. At first it might be a little uncomfortable, but then it gets easier. (Iida, mother of a 7-year-old)*

For Iida two different guilt types were mixed in the dilemma. First in her answer can be interpreted that it was hard for her to buy in the second-hand market because of her moral believe stating that buying new for the kids was the correct way to show love than buying used products, nonetheless she also stated that she needed to make active choices to buy in the second-hand market even when a negative guilt was experience after the purchase. On the contrary the environmental guilt helped her to change her ideology of buying new and out of the social guilt she decided that it was better to buy used than new.

### 5.3.2 Capitalism and Traditional Purchase Channels

When questions participants if they would feel guilty by not participating in the second-hand market, a good number confirmed that they would feel guilty about it. The reasons were pointing out the environment and the way the products are produced.

*Mostly sustainability, it's, I think that the consumer or the consumption culture is kind of triggering me. I don't like it that much. So that's it (Iida, mother of a 7-year-old)*

A participant mentioned that the guilt that she would experience was related to the capitalistic culture in which companies produce in mass not considering the environment so much.

*Yeah, I think I would if I just went and buy everything new and didn't even try to find anything a second time Yeah, I think I would feel guilty about it (..)I know how much stuff is made that probably never gonna be even used by anyone that just goes to the trash, I guess they burn toys like they burn the clothes that did not sell. I don't want to support that, and I don't want to support the kind of culture that encourages you to just buy more and more. (Elena, mother of a 4-month-old)*

### 5.3.3 Health Guilt

#### 5.3.3.1 Health Guilt Purchasing

Guilt related to health was not discovered in this study. Some participants mentioned that they did not purchase certain toys in the second-hand market for health-related issues. And other mentioned cleaning them before using the toys.

#### 5.3.3.2 Health Guilt Selling

Not health reasons were mentioned while inquiring about the guilt of selling used products.

### 5.4 Summary of Results for the Finnish participants

Table 6. Types of guilt for Finnish participants, presents the guilt among Finnish individuals in the second-hand market of toys-. The table categorizes guilt into four types, distinguishing between positive and negative guilt. Additionally, it delineates the identified guilt in both buying and selling dealings.

Guilt		
Types of guilt	Positive guilt (Contributes to participation on the second-hand economy)	Negative guilt (Limits participation on the second-hand economy)
Financial	Purchase	- Finnish mothers have felt reactive guilt after purchasing pricey toys that their children do not use as frequently as they had anticipated. The initial guilt mothers felt may have contributed to their motivation to purchase on the pre-owned market because they anticipated feeling guilty about spending more money on a new toy than a used one.
	Sales	- Not discovered.
Health	Purchase	- Not discovered. Yet, some interviews declared that they did not acquire certain toys in the pre-owned economy due to health reasons.
	Sales	- Not discovered .



Guilt			
Types of guilt	Positive guilt (Contributes to participation on the second-hand economy)	Negative guilt (Limits participation on the second-hand economy)	
Social Responsibility	Purchase	<p>-Environmental guilt (anticipated and reactive) is a great motive for people to participate in the second-hand purchase.</p> <p>-Second-hand buying helps reduce the guilt associated with overconsumption and supporting overproduction.</p> <p>-The sense of remorse connected to discarding toys contributes to the engaging of purchasing second-hand toys, and it also sheds light on the act of donating toys, and in certain instances reselling them. This form of guilt can be traced back to participants' feelings when they previously disposed their kids' products. As a result, this can be categorized anticipated guilt.</p>	Not discovered.
	Sales	<p>-Environmental guilt (anticipated and reactive) is a great motive for people to participate in the second-hand sales.</p> <p>-Second-hand selling helps reduce the guilt associated with overconsumption, overproduction, and throwing away usable items.</p>	- Anticipate guilt stops people to sell products that have been acquired for free or in the second-hand market.
Moral	Purchase	<p>-Participants would feel guilty if they didn't participate in the second-hand market, this is due to environmental concerns and opposition to consumer culture.</p> <p>- Anticipated and Reactive guilt is linked to capitalism, where mass production often disregards environmental considerations.</p> <p>-Some people care deeply about reusing products. This have occasioned people to buy and sell in the second-hand market. Especially, they might experience guilty if they do not to give a second use to their toys. This can be Anticipated or reactive guilt.</p> <p>-Socio-economic backgrounds can influence feelings about the second-hand market. For example, a participant that grew up with scarce resources feel guilty when buying new products. In this case this is reactive guilt.</p>	-Mothers might feel guilty buying used products for their children, as societal norms often associate new items with showing love. Could be anticipated or reactive guilt.
	Sales	- Not discovered	-Attachment to products. The emotional value of some toys does not allow some mothers to sell or donate certain toys.

Table 6. Types of guilt for Finnish participants

## 6. Summary of the Colombian and Finnish Participants

In the following table Table 7. Summary of the Guilt for Colombian and Finnish Participants, can be found a summary of the findings for both countries.

Guilt in the second-hand market					
Types of guilt		Positive guilt (Contributes to participation on the second-hand economy)		Negative guilt (Limits participation on the second-hand economy)	
		Colombia	Finland	Colombia	Finland
Financial	Purchase	<ul style="list-style-type: none"> <li>- Reactive guilt after buying new toys that kids did not value as much as they expected. This guilt has been a driver to purchase in the second-hand economy due to the prices in the second-hand shops.</li> <li>- People that have seen the prices of used toys have experienced anticipated guilt while looking for new toys due the price of retail toys. In some cases, the guilt has changed the searching behavior of the purchaser, making them look first in the second-hand market.</li> </ul>	<ul style="list-style-type: none"> <li>- Finnish mothers have felt reactive guilt after purchasing pricey toys that their children do not use as frequently as they had anticipated. The initial guilt mothers felt may have contributed to their motivation to purchase on the pre-owned market because they anticipated feeling guilty about spending more money on a new toy than a used one.</li> </ul>	- Not discovered.	- Not discovered.
	Sales	<ul style="list-style-type: none"> <li>- People feel bad, and in some cases guilty when the kids do not give a toy the maximum use. This reactive and anticipated guilt has driven people to participate in the second-hand market selling toys.</li> <li>- Mothers have experience reactive guilt with the realization of having too many toys stored that can be converted into financial earnings. This guilt has contributed to mothers participating in the second-hand economy.</li> </ul>	- Not discovered.	<ul style="list-style-type: none"> <li>- Mothers feel anticipated guilt on needing to sell the toys at a lower price than desired, stopping them from selling.</li> <li>- Mothers experience anticipated guilt for not offering to sell toys to friends because they expect a discount.</li> <li>- The emotional value of some toys are higher than the price people and stores are willing to pay, to prevent reactive guilt people prefer to keep the toy.</li> </ul>	- People may be hesitant to sell second-hand toys they acquired from the second-hand market, possibly due to anticipated guilt related to making profit from these products.
Health	Sales & Purchase	- Not discovered.	- Not discovered.	- Not discovered.	- Not discovered.

Guilt in the second-hand market					
Types of guilt		Positive guilt (Contributes to participation on the second-hand economy)		Negative guilt (Limits participation on the second-hand economy)	
		Colombia	Finland	Colombia	Finland
Social Responsibility	Purchase	-Not discovered.	-Environmental guilt (anticipated and reactive) is a great motive for people to participate in the second-hand purchase. -Second-hand buying helps reduce the guilt associated with overconsumption and supporting overproduction. -The sense of remorse connected to discarding toys contributes to the engaging of purchasing second-hand toys, and it also sheds light on the act of donating toys, and in certain instances reselling them. This form of guilt can be traced back to participants' feelings when they previously disposed their kids' products. As a result, this can be categorized anticipated guilt.	- Social Responsibility Guilt arises from societal perceptions and norms surrounding second-hand items, especially poverty and financial status. This can be anticipated or reactive guilt. -Anticipated guilt can be generated by how others could interpret the act of giving second-hand toys as presents. Cultural norms and social perception: -Culturally toys have been donated to low social classes. -Social perception of used products being for the poor. -Cultural unacceptance towards buying used. -Societal pressure of buying new products.	Not discovered.
	Sales	-Not discovered.	-Environmental guilt (anticipated and reactive) is a great motive for people to participate in the second-hand sales. -Second-hand selling helps reduce the guilt associated with overconsumption, overproduction, and throwing away usable items.	-Negative perception of selling toys instead of donating them or passing them on to family and friends. Anticipated guilt. -People feared what others might think about them selling second-hand toy. Anticipated guilt.	- Anticipate guilt stops people to sell products that have been acquired for free or in the second-hand market.
Moral	Purchase	-Positive Moral Guilt can be experienced when someone is not engaging in the second-hand market because is not supporting a sustainable economy. Nonetheless, the guilt experienced was not enough for the participants to acquire products in the second-hand market as the anticipated social guilt was bigger than the Moral Guilt experienced for supporting the mass consumption.	-Participants would feel guilty if they didn't participate in the second-hand market, this is due to environmental concerns and opposition to consumer culture. - Anticipated and reactive guilt is linked to capitalism, where mass production often disregards environmental considerations. -Some people care deeply about reusing products. This have occasioned people to buy and sell in the second-hand market. Especially, they might experience guilty if they do not to give a second use to their toys. This can be Anticipated or reactive guilt. -Socio-economic backgrounds can influence feelings about the second-hand market. For example, a participant that grew up with scarce resources feel guilty when buying new products. In this case this is reactive guilt.	-Not discovered.	-Mothers might feel guilty buying used products for their children, as societal norms often associate new items with showing love. Could be anticipated or reactive guilt.

Guilt in the second-hand market					
Types of guilt		Positive guilt (Contributes to participation on the second-hand economy)		Negative guilt (Limits participation on the second-hand economy)	
		Colombia	Finland	Colombia	Finland
	Sales	Anticipated guilt of throwing away toys in good conditions. Due to their beliefs, people do not want to throw-out toys, instead they donate them, which indirectly contributes to the selling of toys donated to second-hand shops, even if most toys are donated directly to people and not to second-hand shops.	- Not discovered.	- Anticipated guilt of selling due to attachment of toys. -Anticipated guilty for wanting to sell the toys instead of giving them to people in need or to friend restricts people to participate in the second-hand selling.	-Attachment to products. The emotional value of some toys does not allow some mothers to sell or donate certain toys.

Table 7. Summary of the Guilt for Colombian and Finnish Participants

### Financial Dimension:

As it can be seen in Table 7. Summary of the Guilt for Colombian and Finnish Participants, the financial dimension in the purchase area, positive reactive guilt was discovered for both countries. The reason behind this was that the expectancy of the buyers was not fulfilled on the usage of the products by the kids. Then for the Colombian participants, it was found that buyers experience anticipated guilt when they are purchasing expensive or new toys because they know that the same product but used can be found for less price, unfortunately in Colombia the offer of second-hand toys is limited compared to Finland. In respect of negative guilt, it was not found in Colombia nor in Finland.

For the financial dimension in the sales area, positive guilt was found in Colombia. While negative guilt was highlighted for both countries. For the positive guilt in Colombia, the usage of toys motivates buyers to sell their products, mothers might feel guilty about a purchase, and they want to recover some of the money expended. Also, in Colombia, mothers feel reactive guilt for having way too many toys that can be converted into money. For the negative guilt, In Colombia, people want to maximize the price of their selling and if the price is not attractive, they might decide to store the toy in the house rather than selling it. On the contrary in Finland, some people in this study did not want to make a profit from toys purchased second-hand, as they might feel anticipated guilty about earning money from something that was already re-used.

### Health Dimension:

The health dimension did not present any type of guilt. However, during the study, some comments have been made that could indicate the presence of guilt. Yet, a deeper investigation would need to be conducted to be able to determine if this dimension could present guilt.

#### Social Responsibility Dimension:

The social responsibility dimension in the purchase presents interesting findings due the different reasons in the two countries. While for Colombia the guilt was anticipated negative guilt, for Finland was positive anticipated and reactive guilt. For Colombia, social responsibility presents limitations in the acquisition of second-hand products. due to the societal perceptions and norms where people prefer not to participate in the second-hand economy before feeling guilty. In Finland, the guilt that drove to purchase was the environmental guilt, overconsumption, and the discarding of toys.

For the sales part, for the Colombian participants, positive guilt was not discovered. For Finland, positive guilt was discovered, and it was driven by environmental, overconsumption, and overproduction guilt, those were great reason to participate in the sales. For the negative guilt, for Colombia and Finland, societal norms create anticipated guilt to people thinking to participating in second-hand selling, for Finland the guilt that people experience is also anticipated guilt, but this is due to people no feeling transparent for selling products they have already acquired in the second-hand market.

#### Moral Dimension:

The moral dimension, in the purchase area, for Colombian participants it can make people feel guilt for not supporting a sustainable economy, yet this guilt was not enough to drag them to participate in the second-hand economy. In the contrary for Finland, the participants have incorporated caring for the environment into a moral concept, and this is one of the fundamental reasons why they participate in the market.

Linked to this topic guilt that drives Finnish participation in the second-hand economy is the guilt experienced by the capitalism, overconsumption, and overproduction. Additionally, the background of a person can directly influence the guilt experienced, for example in Finland a person who grew up with scarce resources feels guilty when purchasing new products as the norm in her home was to buy always second-hand due to financial reasons. On the negative aspect, Finnish people mentioned feeling guilty about not giving new toys to their kids as old norms are still in their minds. For the sales, for the Colombian participants anticipated guilt plays an important role in the donation of toys since people want to give a new life to a product that is still usable, for Finland no positive

guilt was discovered in the sales aspect. Regarding the negative guilt, for both countries, attachment to products was found, this impeded people to donate or sell toys.

## 7. Discussion and Conclusion

### 7.1 Theoretical Implications

The implications found in this thesis offer valuable insights into understanding and addressing the dynamics of guilt in the sustainable consumption of the second-hand market.

This study affirms that guilt dimensions Financial, social responsibility, health, moral, are still valuable when studying guilt in the secondhand consumption. From these dimensions health was not found to be a relevant variable in the case of this study, nevertheless if new viruses appear it could become more relevant, also the significance of this variable could depend on the practices and believes of the people in different countries.

This study also presents the anticipated and reactive guilt caused by different triggers, expanding the knowledge of guilt in the sustainable consumption in the second-hand market, the study offers a comparison between two countries with different cultures and beliefs.

This research also adds to the scarce body of knowledge of guilt in individuals that sell their own used products, offering new references for new studies. The research for selling in the second-hand economy is still extremely limited.

### 7.2 Managerial Implications

This study aims to provide a set of practical recommendations for individuals involved in managing businesses within the second-hand economy. The objectives of these recommendations are to minimize the anticipated and reactive guilt that buyers may encounter when engaging in second-hand transactions, and to increase the positive guilt that motivates consumer to participate in the second-hand economy. By addressing guilt in the second-hand economy, businesses can foster a more positive experience for purchasers while improving the sales and recognition of their business. Additionally, by knowing the guilt experienced in the sales and donations of second hand-products, companies can create campaign for attracting more donations and sellers.

In this research the need for tailoring campaigns to the specific cultural and social dynamics of the two countries was found, creating these campaigns will help companies to promote sustainable consumption effectively. As a recommendation, individuals directing second-hand shops need to evaluate whether the quilt perceived in this study could resonate with costumers of their store and apply the strategies accordingly.

Recycling and sustainable consumption are two topics that are gaining importance and people value more every day. Reinforcing these two concepts by creating and mixing them with campaigns in the company communication channels will reinforce the positive environmental impact purchasers can make by choosing second-hand over new products. These campaigns can help maximize the positive environmental guilt while minimizing the societal guilt and other types of guilt as people get educated or reminded about the environmental benefits of purchasing pre-owned products.

As a general statement, mothers often feel guilt when not providing new toys for their children. Understanding this guilt is fundamental to devising effective strategies to reduce the guilt and increase the participation of costumers. Additionally, the research group of this study were the mothers for children younger than 7 years old. It was found that kids value the experience of receiving toys, regardless of whether they are new or used. In regions where mothers may feel apprehensive about buying second-hand toys for their children due to holding the belief that new gifts are superior, companies can create communication strategies showing that kids place a high value on the act of receiving toys, irrespective of whether the toys are new or previously owned.

The presentation and cleanliness of products play a central role in reshaping parental perceptions and reducing feelings of guilt associated with not providing new toys for their children. To decrease this guilt and increase the participation of people buying second-hand products, campaigns showing the process that used products go through before been sold can improve the perception of people favoring second-hand sells.

In this study a person mentioned that some products might be better perceived an even gain value while packed. Placing some of toys in ecofriendly boxes, with tags can also improve how people perceive the product. In regions where second-hand purchases are stigmatized and associated with poorness, these strategies can play a vital role in positioning second-hand toys as desirable and ecofriendly choices. As a result, these strategies can contribute an improve perception of the second-hand market while having a more sustainable and responsible approach to toy consumption.

An important topic in this study was the financial guilt mothers experience when buying new or expensive toys. Creating campaigns that highlighting the financial benefits of toy rotation within the second-hand economy for mothers while emphasizing the advantages of second-hand purchases and sustainable practices might attract new customers. The campaign should aim to address the common issue of mothers spending big money in toys that might lose their appeal to children rapidly, as kids lose interest in toys quickly. Simultaneously, the campaign should aim to promote and encourage mothers to adopt practices that minimize wasteful consumption.

Furthermore, if the business model works on donations, to enhance the volume of contributions from individuals, companies could shed light on the importance of toy rotation, and the environmental effect when usable toys are thrown-away. The negative effects on storing products and the positive impact a toy can have when shared with another child.

### 7.3 Ethical Considerations

All the participants of the study were informed about the research topic and aim of the study before agreeing on participating. I made sure to clarify the purposes of my study to all the voluntary participants and I ensured their anonymity as well the privacy of the participants was respected. It's essential to note that this study, which focuses on guilt related to second-hand market toys, did not include the direct perspectives of minors, as all participants were older than 21 years of age.

Buying on the second-hand market can be considered as a topic of stigma. For this reason, I was respectful when asking the questions related to the demographic background of the participants and their perception of guilt on the second-hand market. As a result, I assured politeness and discretion when asking the questions about the participants' perspectives on the used economy and their special characteristics such as demographic aspects.

In regard to data collection, I ensured the use of trustworthy information, always respecting intellectual property. I only saved and published the collected information with the participants' permission. Additionally, this research has been verified by using the antiplagiarism tool Turnitin.



## 7.4 Limitations and Suggestions for Future Research

### 7.4.1 Limitations

Guilt can be experienced in different ways depending if external people are included or if the guilt is based on themselves. In this study I have mostly talked about female family members purchasing toys for their closest relatives who are young kids that might not have a sense of guilt about second hand-products or do not understand the difference between new and used.

In this chapter it is important to acknowledge the distinct backgrounds and interpersonal dynamics that shaped the composition of participants. While this study was delimited by close females' relatives of kids younger than 7-year-olds, this study did not focus on a specific age group or socio-economical group for the participant, which could present different result as people with different socio-economical classes can experience different feelings regarding the second-hand market. Additionally, while all the Colombian participants were born and lived almost all their life in the same city. Almost all Finnish participants were living in Tampere, nonetheless, they might have grown up in different cities. Almost all the Colombian participants were previously known by the researcher, while only one Finnish interviewee was previously known. Additionally, the Colombia participants were the moms and close female relatives of kids, while the in Finland all the interviews were moms of the kids in question.

The study did not focus on a specific sales channel, it took into consideration physical second-hand shops and online second-hand purchases and sales channels. Focusing on a specific channel could highlight different types of guilts from the ones in this study.

Another relevant limitation to note is that not all Colombian participants had participated in the second-hand purchase, for this reason some answers were based on suppositions and not real experiences. Additionally, as the topic is stigmatized in Colombia, some additional guilts could have been hidden by the participants.

### 7.4.2 Suggestions for Future Research

For this study consumer guilt was studied inside four different dimensions of guilt, financial, social responsibility, moral, and health. Focusing on the four areas consumes a big amount of time and resources delivering results in a general level. For this reason, future studies could focus limit the

dimensions of study, as specializing in a specific topic could provide deeper insides. For instance, the social responsibility, moral and finance guilt could be topics were studying it alone could provide a great deal of insides. Additionally, future research could indagate deeper in the anticipated and reactive guilt and its importance in the second-hand market. While this study named if the guilt was anticipated or reactive, it did not offer any concrete findings.

The guilt in the second-hand market has not been greatly studied. For this reason, I would recommend researcher to conduct similar research as this in order to find more results that could help to obtain a basic ground for future researcher. While in this study guilt was not found in the health dimension, it does not mean that topic of health does not produce guilt in the second-hand market as results cannot be generalized due to the size of this study.

Future research could compare if the most relevant dimensions for the developed and developing country are the same as stated in this study. For example, in the context of buying in this study, for the developing country the primary motivation was the financial consideration. On the other hand, the predominant factor inhibiting people from making purchases in the developing country was the sense of negative guilt associated with the social aspect. In the developed country the social responsibility reason related to the environment was the most significant when buying and selling.

This study was made about Finland and Colombia, both countries represent really different characteristics for example, been a developed and developing country, having individualistic and collective culture. If we would like to generalize in a specific area, more studies will need to be made in countries that have similar characteristics. As a contrary, this research was conducted in Northern Europe where customers are extremely aware of sustainability issues, and in South America where sustainability is not a big topic. An investigation in similar global settings could result in similar findings providing the possibility to generalize.

The selling in the second-hand market has not been studied so much. While conducting this study, questions about selling in the second-hand market appeared. Future studies could indagate deeper the guilt in selling or not selling second-hand products. For instance, in the developing country the selling aspect showed to have some stigma. In the develop country, for the selling aspect not guilt was found. Yet, one person mentioned not wanting to sell second-hand items because the those were already acquired in the second-hand market. A future investigation could explore whether

there exists any sense of guilt associated with the resale of second-hand toys obtained from the secondary market.

## 7.5 Conclusion

Guilt in the second-hand-market is a topic that plays a significant role regarding the purchases of second-hand products. In this study it was noticed that guilt was present in individualistic and in collective cultures, as it is the case of Finland and Colombia respectively. The differences found in this study were the dimensions of guilt for the different cultures. The guilt was experienced differently in both countries and even some dimension of guilt did not represent anything for the opposite country, or the triggers inside the guilt dimensions were guided by different factors.

In Colombia the positive guilt that made people participate in the second-hand market was the Financial Guilt, While the negative guilt that prevented people to participated in the second-hand economy was the Social Responsibility Guilt, the trigger been the social perception of poverty. While for Finnish participants the most important reason to participate in the second-hand market was the Social Responsibility Guilt, with the trigger been the environment as the positive reason to participate in this economic model. Additionally, for the finish participants I was not able to identify a heavy negative guilt that limited the participation on the second-hand market of the participants of this study.

From this study it can be noted that countries experience different type of guilt in different proportions and that a specific guilt can be a big trigger that limits or impulses the participation in the second-hand market. Additionally, it can be noted that the reasons why people participate in the second-hand market are different, while for Colombia the most relevant reason is the Financial, for Finland the most relevant was the social responsibility. The results of the countries show the opposite, while for Colombia de social responsibility was a detractor and a reason not to participate in the purchase of used product, for Finland it was the most important guilt. It is important to note that even the category is the same the specific component that trigger the guilt was different, for Finland the social responsibility referred to the environment, while for Colombia the Social Responsibility Guilt referred to the stigma associated with poorness and how others would see it.

I hope this thesis awakes the inspiration of other scholars and researchers in the interesting topic of guilt in the second-hand market. I firmly believe that the second-hand market is a great alternative

to diminish different environmental treats, and the study of the topic could potentialize the great value this market holds.

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