Sustainable clothing consumption
- case study about second hand clothes

by

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Thesis of Master in Environmental Economics and Management

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2015
Biographical notes of the candidate

Ágnes Tóta was born 1988, in Szolnok, Hungary. She chose Portugal to do her master since she loves country (people, culture, cuisine, sea, scenery). She realized her master studies in the University of Porto, Faculty of Economics in Environmental Economics and Management. She chose the FEP, UP because she had heard about its fame and dignity. She loved the concept of the MEGA Master and felt that it could be the best continuation of her studies. Ágnes made her bachelor course in Hungary, Budapest in the Budapest Business School in Economics and Hotel Management.

Obviously she is interested in environment related issues. She already did in 2013, a 6-week-voluntary internship in Amorim, Póvoa de Varzim about sustainability issues.

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Acknowledgement

First, I would like to thank Professor Cristina Chaves for all her support and time. Her dedication to the development of the work and her persistence has helped me a lot. She never gave up and motivated to not to do so, but to work and try to reach a better and better outcome of the study.

Also I would like to thank my parents Mária and István to make it possible to take the master course in Portugal. Thank you for their superhuman support and motivation to make me to make progress in life.
Abstract

Nowadays we live in the era of the “spaceship economy”. We are consuming over our resources. The rate of consumption is high, meanwhile the carrying capacity of our Planet is decreasing (which raises ecological problems). We are a consumer society, but is sustainable consumption possible?

We would like to narrow the platform of the research to the clothing industry. The choice is based on personal and academic interest about this issue. Clothing industry is an ever renewing one: continuous production and innovation, new seasons, in one word “fashion”. The use of the resources is inevitable. But these resources will get exhausted once.

As a sustainable solution we would come up with the idea of the famous concepts: reuse, recycle and reduce, where we may in this case also speak about “second-hand”. A lot of alternative ways exist to decrease the ecological footprint when reusing, repairing and “creating” clothes.

On the one hand, we would like to introduce some alternative ways of use of clothes. On the other hand, we would like to scrutinize with the help of our questionnaire how consumers think about the sustainable ways of consumption in clothing (ethics and choices).

Key words: sustainability, resource consumption, spaceship earth, second-hand clothes, fast/ slow fashion
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1. Introduction

1.1. Background of the study

Nowadays the adjective “sustainable” is getting more and more popular. It is getting penetrated to all of the industries. This report is meant to analyze the ever-renewing fashion industry from sustainability point of views. What is really important from this aspect is continuous resource consumption with permanent residue accumulation. Due to the glimpse of fashion new trends come always and more materials are used up. But what is happening to all of the clothes that have been made? Where do they go? After the first use period and disposal, will they get incinerated (or buried?) or will they be reused (recycled)? Second-hand hand clothing is getting more and more popular nowadays (depending on countries, regions). We think that second-hand clothes could take part partially (substitute in some cases) in dressing. With “second-handism” we can save resources and reduce the quantity of residues. Second-hand clothing industry is a business today, getting more and more market share. We think that second-hand might be some kind of interpretation of sustainable consumption.

1.2. The objectives and structure of the dissertation

One of your main objective is to try to find some trends in the clothing consumption habits of the respondents of our sample groups. We want to see their attitude referring to second-hand clothes consumption, furthermore their attitude about clothing at all: How do they dispose clothes? How much do they spend on clothing? How long do they wear the pieces? How they maintain the garments? We would like to give a picture about second-hand industry nowadays, about what is going on. We would like to find some alternative, sustainable ways (materials, modes) for fashion industry as well. Furthermore we would like also to highlight the importance of the spaceship earth and the importance of the decreasing natural resources.
1.3 Summary of the following chapters

Chapter two is our fundamental literature review. Basically it is comprised of three subchapters (Sustainable Economy, Sustainability and Clothing furthermore Clothing- Why Second-hand?).

In the first subchapter (2.1) we will approach the topic of economy from sustainability aspects (or sustainability from economic aspects). We will speak about attitude towards consumption, taking the examples of the cowboy and the spaceship economies. We will identify the spaceship economy as a possible way of sustainable economy that is based on sustainable growth. In the core part of this chapter we will discuss various ideas / ways how we can reach sustainable manners on a general scale. We will talk about environmental harms as environmental costs of economic growth (externalities). As well as we will consult some ideas about the gains of pollution prevention and waste reduction. We will see how economic growth is a constraint for the environment and visa-versa. Then we will surround the role of natural resources and their influences in the economy and in the environment. We will have some thoughts about environmental protection in developed and in developing countries. We will talk about how different the sustainability perspectives of the two worlds are, how uneven is the distribution of the international trade and what imperfections are there in the system. Furthermore we will call the help of the Kuznets curve to demonstrate this. We will discuss the throughput paradigm and what role production plays in our life. We will also talk about GDP and how dependent we are on economic growth and why. As for reaching sustainability and reducing our ecological footprint we will also mention some possible ways.

In the second subchapter (2.2) we will define what sustainable clothing means. We will mention the most common ways of being sustainable in the textile industry. We will also serve with some example of some sustainable measures of some clothing companies. We will speak about the “3Rs” (reuse, reduce and recycle). In the framework of the “3Rs” we will enter the world of second-hand clothes. To see in a complete view we will also accompany the life of a garment throughout the product life cycle.
In the third subchapter (2.3) we will deal with second-hand clothing. We will discuss about the over-production in the textile industry. As well as how second-hand clothing trade decreases the environmental burden of fashion industry. We will mention some motivations for using / consuming second-hand garments. We will identify the budgetary, sustainability / ethical, hedonistic/ recreational shopping inducing factors. After these points, we will also enlist and explain some venues of second-hand clothes sales. To track the natural progression of economic value changes, we will analyse a little bit the so-called four realms of an experience.

After these we will enter into details about the world of second-hand clothes. We will discuss what happens to a garment when it is withdrawn from the market. We will tell how clothes thrown away get reverted back to the clothing system (charities, distribution channels). We will identify the global players of the second-hand market (sellers and buyers according to regional locations). We will speak about the international trade imperfections especially referring to fashion industry.

Then, we will deal with the essential core concepts of fast and slow fashion, furthermore how radical change in the fashion industry is needed; what is going on now and what things should be changed. We will also characterize the present clothing consumption habits and the consumers of today. Moreover we will give some sense about consumer attachment to clothes, why and how it is important. We will give some examples of solutions how sustainable fashion could be reached on the long-run.

After we will have a little discussion about how skills and practices in the maintenance of clothes influence our clothing consumption patterns.

Finally, as last thought we will deal with the psychology of clothing. We will explain what the use of a garment means for us externally as well as internally. Furthermore we will demonstrate the five perceptual patterns in consuming on the ethical / sustainable way.

Chapter three has three subchapters. In this chapter we will make a case study about clothing consumption and attitude, towards second-hand clothing in Portugal and Hungary based on two questionnaire samples. In subchapter one and two (3.1 and 3.2) first of all we will give an economic snapshot about Portugal and Hungary briefly with the help of some economic indicators. Then we will characterize the second-hand market in Hungary and Portugal. We will introduce the main stakeholders of the
second-hand clothing industry in the countries. In subchapter three we will analyse our questionnaires. We will identify the samples and the structure of the questionnaires. Then we will show with some preliminary statistical results of our questionnaires. In the last part of this subchapter, we will present some correlations to see how the different variables might be in relation.

Then finally in Chapter four we will give some conclusions about the work and point forward to some possible future research ideas/topics.
2. Literature review

2.1. Sustainable economy

2.1.1. Life on a spaceship Earth

“I am tempted to call the open economy the "cowboy economy," the cowboy being symbolic of the illimitable plains and also associated with reckless, exploitative, romantic, and violent behaviour, which is characteristic of open societies. The closed economy of the future might similarly be called the "spaceman" economy, in which the earth has become a single spaceship, without unlimited reservoirs of anything, either for extraction or for pollution, and in which, therefore, man must find his place in a cyclical ecological system which is capable of continuous reproduction of material form even though it cannot escape having inputs of energy (Boulding 1966, pp.8).”

On the basis of the open and closed systems we differentiate the labels “cowboy” and “spaceship” economy. The basic difference can be found in the attitude towards consumption. In the cowboy economy consumption and production are considered as good things. The effectiveness of the economy is measured by the amount of output and maximization thereof. This type of economy considers that there is an infinite limitless amount of reservoirs (raw materials and noneconomic objects) where effluvia can be deposited.

Following this idea of maximization of production/consumption, Beaton and Maser (1999) also question that the physical output of an economy is the primary measure of human well-being.

In contrary the spaceship economy (Boulding 1966) is ordered by the concept of minimization. The success of an economy is not ordered neither by production nor consumption. The measurement of success is the maintenance of stocks by diminishing the throughput. So, the least consumption and production is the best scenario. This idea is very strange for economists. Ayres and Frankl (1998), and Ayres (2008) agree with Boulding. According to Ayres and Frankl (1998) long-term sustainability of the global economy needs continuous growth in value added, but reduced consumption.

Hardin (1968) denies this fact. He thinks that the concept of sustainable (economic) growth is an oxymoron or in other words an incompatible combination.
According to Ayres and Frankl, (1998) the viewpoint is similar, namely long-run sustainability on a finite earth is not compatible with perpetual economic growth based on ever increasing extraction and processing of resources going hand in hand with the creation and disposal of wastes. They argue that economic growth must continue but a completely fresh and different mechanism must be harmonized with fundamental dematerialization and energy conservation. Ayres (2008) enhancing the before-mentioned idea proposes the possibility of goods as services in the future using minimum amount of materials and energy inputs. Ayres and Frankl (1998) discuss that also engineers as well as economists tend to forget about environmental concepts when focusing on sustainability. Engineers are concerned about improving the performance; meanwhile economists are sceptical with reduced production. Actually the question is if there is any likely scenario that could get us from our present “throughput” economy to a closed-cycle economy in a reasonably close time limit? Which means an economy that lacks the use of materials, fuels; meanwhile tangible goods are treated as capital assets to be re-used, renovated, remanufactured and recycled. To reach this stage of economy Ayres and Frankl (1998) urge a radical change to potential (bio) technologies.

Boulding (1966) and Mishan (1967) in Ayres (2008) called attention to the environmental costs of economic growth. The first one to denominate the problem was Pigou (1920), who called externalities to the financially quantifiable environmental damages (Ayres, 2008). Externalities can be abated by polluters to reduce environmental harms. But according to mainstream economists there is no actual gain from pollution prevention and waste reduction, since they are more costly than profitable (Ayres, 2008, pp.289). As Ayres (2008) says, it took a long time for economists to realize that materials extracted from the Earth and used for economic purposes are not literally consumed but they become waste residuals that do not disappear and cause many environmental damages that lead to unpaid social costs. Environmental damages can be quantified in monetary terms, but the costs of pollution and the benefits from pollution elimination are far beyond price.

An additional interesting issue in Boulding’s spaceship economy is the question about demand for variety. This means that humans cannot favour always the same, not in any field of life. Nonetheless demand for variety is too much costly. Beside the variety problem we also need to face the issue of product quality. Referring to the
nature of the products the quality has declined. According to Boulding (1968) in many cases decline refers to changes in taste towards flexibility, fashion and to a need for novelty. Quality has also much to do with improvements, such as durability.\footnote{This perspective will be a crucial question in this study from the point of view of fashion industry.}

A further question is why we should worry about spaceman economy? Why could not we feel good letting the future generations to worry about the future? The answer might be as follows: “…a society which loses its identity with posterity and loses its positive image of future, loses also its capacity to deal with present problems and falls apart...since tomorrow is not only very close, but in many aspects it is already here...unless we at least make a beginning on a process for solving the immediate problems we will not have much chance of solving the larger ones. (Boulding 1968, pp. 10)”.

In contrast to Boulding’s idea Beaton and Maser (1999) state that supporters of the “spaceship paradigm” might judge the theory useless and even more as a dangerous thinking. They say that if resources were not consumed simply they would just go idle and become waste. They think that the theory of the extinction of resources is just a doomsday enhancing claim. What would we do with resources, if we did not consume them? They would just “sit” in their place and act as useless. Ayers (1996) agrees with Beaton and Maser (1999) that higher goods, such as environmental protection in Third World countries is in contrast with basic survival needs. Beaton and Maser (1999) also argue from environmental perspective that conservation is simply elitist. They suppose that only wealthy nations can afford the luxury of environmental protection, limitation on resource use. According to Ayres (2008), for some economists the effect of environmental pollution reduction is a superior good and it will happen automatically when poor countries go richer, since increased wealth permits countries to afford more environmental protection. This agrees with the Kuznets curve theory. According to the Kuznets curve “As countries developed, income inequality first increased, peaked and then decreased” (Acomeglu and Robinson, 2002, pp.1). So if countries get richer they will be more ready and willing to afford a higher level of environmental protection, as we can see in Figure 1.
According to Ayres (1996) as people’s income increases they might be more available to associate greater value to higher goods, such as environmental protection. But poor people in less industrialized countries essentially need those resources to be able to subsist. So conservation and sustainability in these venues are condemned to be selfish. They might harm the unprivileged of the World. Moreover the question is even more delicate. Since the population is growing unendingly, untouched places must be accessed to support the need for survival. But when the environment will lose its ability to support anybody, the question of egoism – being selfish will be irrational.

Naess (2007) propounds a quite interesting point of view about overconsumption based on Hardin’s (1968) most famous essay, “The Tragedy of Commons”. Hardin reminds us about the threat against sustainability represented by population growth. According to him, free access to limited natural resources will lead to exhaustion of the resources, or in other words of the global commons. Hardin sees the problem of overconsumption and finds as solution the stabilization of the world’s population.

Hardin (1974) takes Boulding’s spaceship earth metaphor considerably influential in his work. Though Hardin disapproves this theory. According to him in a closed system even with the most efficient resource reutilization or recycling the consumption would lead to the suicide of the humanity. Hardin thinks that instead of the spaceship economy concept we should focus on the theorem of “lifeboat (Earth)” as an alternative way. In his “Lifeboat Ethics” (1974) he depicts some kind of social Darwinism. He considers wealthy nations as lifeboats and poor nations as the ones who swim in the water. Hardin says that poor nations should not be let into the lifeboats,
since that would endanger the carrying capacity of the boat and would put into risk the survival of all. Hardin (1974) also reinforces that if a poor country receives help, it will not be interested in “standing in his own feet”, but will consider much more convenient to receive external help from others. That is why according to Hardin, poor countries should leave on their own. Hardin (1993) in Naess (2007) reflects the fact that carrying capacity for the human population depends on the desired standard of living. Meadows et al. (1992) in Naess (2007) sees population, affluence and technology as the main components affecting the global ecological carrying capacity.

Hardin’s (1974) thinks that the responsible part of the world (Western civilization) will be outnumbered by the irresponsible part (Third World countries) by irresponsible fertility. He thinks that the irresponsible groups should be denied the access to the commons. If not, they will breed uncontrollable, resulting in the collapse of the Earth’s carrying capacity. Hardin does not believe in fair distribution of the global commons. Hardin (1974) in Naess (2007) sees the solution in (beside technology regulations and quotas) regulating the number of appropriators (controlling the size of the population) and preventing over-utilization of the global commons. Due to the finite scarce resources the potential of competition and that of conflicts are getting higher in the world.

Beaton and Maser (1999) discuss furthermore the “throughput paradigm”. Both supporters and opponents of the theory think they are providing for the future. The throughput paradigm intends to mitigate negative environmental impacts as costs that limit consumption, rather than as benefits for imminent generations and better quality of life. From economical point of view environmental impacts are harmful, because they might reduce production, furthermore influence badly the GDP and the people’s wealth (rather than benefiting the environment or helping sustainability or restoration).

Ayres (1996) questions if economic growth should (not) be measured by increasing GDP. Ayres says that GDP at least in developed countries is just an illusion. Economic growth is a restless activity, but at the same time it brings little or no progress for human welfare in real terms. Ayers (1996) discusses that obviously economic growth made contributions to human welfare from time to time in human history, but he believes that science and technology were the real sources and generators of innovations. Finally Ayres (1996) points to the fact that GDP does not capture equity,
moreover GDP is triggered at the price of raising social inequality. The GDP comes from various trends. As for example from those expenditures that are generated throughout needs for protection against threats to life, from growing necessities to repair damages for health. As well as it derives from the actual depletion of stocks of natural resources (without replacement or substitution). So GDP growth does not necessarily increase human welfare nor human progress (Ayres, 1996). Actually the extra costs generated by externalities of pollution also appear in the GDP basket (Ayres, 2008).

The Brundtland report (1990, pp. 28) also refers to the elimination of anthropogenic pressures on the environment to achieve a long-term ecological sustainability. The pressures primarily derive from extraction of materials and using the Earth as a sink for the disposal of wastes (Brundtland report, 1990, pp. 29).

Beaton and Maser (1999) discuss about technological change. They argue that supporters of the technological optimism suppose that by the time we will run out of the resources, we will have so enough technological innovations and substitutes. New products and new uses will be developed, that will benefit even more people. On the contrary Beaton and Maser (1999) claim that the recycling approach of the Spaceship Earth paradigm is a sager and reasonable approach, since there is an uncertainty about the actual supplies of resources. Also we have to count with political instabilities in the international trade. Upheavals might cause troubles in the provision of resources. Finally the unknown major factor is the environment, how it can sustain itself, how much it can support more and how much we can take more from the environment.

2.1.2. Overconsumption

Our livelihood basically depends on the existence of natural resources, such as materials, clean water, energy, fertile land. Though, fast growing consumption of the human mankind has caused serious harms. Our stocks are diminishing and getting extinct. The climate patterns of the Earth are changing to a worse scenario. In order to be able to continue to live in this planet we dramatically need to change our lifestyle to a much more sustainable way. According to Ayres (2008) most of the environmental problems can be associated with material consumption and disposal, since material inputs become waste outputs.
It is true that resource overuse has serious environmental and social impacts globally. These growing problems are the worst in poor countries in Africa, Latin America and Asia. Though resource extraction is unevenly distributed across the world, developing countries many times (not always) are richer in natural resources. Resource extraction, water and land use implicate serious environmental problems: destruction of fertile land, water shortages, toxic pollution etc. International trade also entails goods to be transported. Transporting increases greenhouse gas emissions.

On the social side international trade involves resource course issues: human rights violations, poor working conditions, low wages, threatened food security, displacement of local populations, creating political unrest and increasing land prices. As Ayers (1996) says international free trade is not good for everybody: There is a too short list of winners and a too long one of losers. Economic growth today benefits only the richest people at the expense of especially the poor and powerless as well as the future generations (Ayers 1996, pp.128).

Industrialized countries mostly export manufactured products with high value added; meanwhile developing countries largely can rely mostly on the export of raw materials and agricultural products, the industrial scissor opens. Exporting manufactured products generates higher profits compared to export of commodities. Moreover the extraction and processing of materials involve higher environmental harassment. As also Ayers (1996) confirms, countries with capital send production to countries where labour is cheap and environmental protection rules are vague.

People nowadays extract and use much more resources than some decades ago. Resource use and consumption are not equal in the whole globe, they occur at different pace in different regions of the World. People in developed countries consume up to 10 times more than people in the developing ones, so obviously they need much more resource units as well. As a consequence the ecological rucksack\(^2\) of developed countries is much bigger than the one of developing ones (SERI et al. 2009). With around 3 tonnes per capita a year, Europe has the highest net-imports of resources (SERI et al. 2009). In poorer countries resource consumption is less resource intensive then resource extraction. If we are already talking about the “ecological rucksack” then

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\(^2\) Ecological rucksack is human access to useful materials and production of products that are not directly entered the trade and production processes of the material, the material flow account also known as the hidden flow (Daozhong and Qingli, 2010).
we feel the need to mention the “ecological footprint”\(^3\) as well. The two indicators are similar, but until the rucksack refers more to the raw material resource amount to produce a product, the footprint measures all the human necessities from nature.

Commerce nowadays generates inherent inequalities in the use and consumption of resources. Naess (2007) criticizes Hardin (1974). In the Hardin lifeboats only wealthy nations would have place, not the poor ones even if there would still be extra space in the boat. Naess puts a question about the “baggage” of the wealthy ones. Interpreting the metaphor: even though if wealthy nations’ people are less in number, they consume much more than the poor ones. Consumption part which is not necessary for the survival is the baggage in the boat. In order to decrease these inequalities and to create a more sustainable and equal world, regions with elevated use per capita need to reduce acutely their material use and consumption (Ayres 2008). So that poorer countries may also have the chance to enhance their quality of life and to surpass poverty. According to Naess (2007) rich countries have an ethical obligation to pay the “ecological debt” to those who suffer from the climate change, draughts and famines caused by greenhouse emissions deriving from industrial activities and overconsumption.

We can note that resource efficiency has developed in general in the recent years, but it still differs among the different world regions. Though, the overall consumption at a growing pace and the growth of economies excess the merits of resource efficiency. This means that even if the latest technologies are applied and even if we use fewer resources to produce one unit of economic value, due to the growing world economies the resource use grows, production grows, consumption grows and waste deposits grow; in other words: in absolute terms we extract more. Though because of resource efficiency now we need less resources than before to produce one $ of GDP. Here comes the rebound effect. When businesses use less energy and fewer materials in producing, the production costs decrease. Consequently lower production costs lower the price of the products. So a bigger product basket can be bought for the same price, increasing the demand for natural resources. Ayres (1996) discusses that increased demand for goods leads production to larger scale. Economies of scale then

\(^3\) The ecological footprint is a measure of human demand on the Earth's ecosystems, the amount of natural capital used each year (Footprintnetwork.com).
result in lower unit costs. Lower costs will be interpreted into lower prices. Lower prices will evoke increased demand. So the growth engine comes to operation. As Marx’s economy theory says, economic growth is necessary if a capitalist economic systems is to maintain its stability. Consumers depend upon growth due to public services (social security), because these are funded by taxes, not by savings. Without economic growth tax revenues will not grow fast enough to fund pension and health service costs. As life expectancy increases, non-working hours increase, that is why governments and wealthier democracies are dependent on growth (Ayres 2008).

From an economic point of view we have to note that firms are most profitable when they work at full capacity. To maximize value in the market place firms continuously need to produce and sell more. That is how also return on capital can be paid (Ayres, 1996). According to Ayres (2008) environmental damages deriving from economic growth is a constraint for the growth itself and vice-versa. Business cannot survive without making profit; though corporate managers do not take into consideration the environmentally harmful effects of economic growth, just the opportunity of finding profitable markets.

As for future scenario the global extraction, production and consumption will expectably grow. This growth will mainly be generated by increasing consumption in developing countries. These countries legitimately want to have a similar life-style than in the more developed parts of the globe. Population in these countries also grows rapidly. The population of the Earth is too high relatively to the carrying capacity. Many non-renewable resources will reach the peak of extraction, ecosystems that provide us biotic resources will get even more limited. The biosphere can only absorb a limited amount of waste products according to Jackson (2007) in Ayres (2008). Nowadays the world is already using much more biocapacity than the global ecosystems could provide in a sustainable way (SERI et al. 2009).

2.1.3. What is sustainability?

Now let us define clearly what sustainability exactly means. Sustainability is defined as meeting the needs of the present generation without compromising the ability of future generations to meet their own needs.
Sustainability is comprised of three components or in other words pillars. These are economics, ecology, and social equity. We can see them in Figure 2.

**Figure 2. The three pillars of sustainability**

From the ecological point of view a viable natural environment should be maintained. At the same time the sustainable ways should produce efficient economy. Moreover from social point of view they should nourish the community. If we offset the circles, then we get variables as “bearable” for the society and the ecology. Bearable means a limit that is still supportable. We also have the “viable” variable which refers to the fact of being possible from the point of the ecology and the economy. It means to be still lucrative and not to take too much from the environment. The third variable is “equitable”. This is a subset between social and economic perspectives. It gives a reference to be fair with the society and still profitable for the economy. These three variables (bearable, equitable and viable) give the core concept: sustainability. We can only be sustainable if we fulfil the requirements of all the three sectors (ecology, society and economy) keeping in mind the variables.

Let us define furthermore what sustainable consumption means with the words of OCSC (2000) in Atkinson et al (2014, pp. 281): "Consumption, that supports the ability of current and future generations to meet their material and other needs, without
causing irreversible damage to the environment or loss of function in natural systems”. Sustainability economics includes the problem of maintaining the economic growth, while reducing pollution and its impacts with special attention to the linked problems of energy supply, climate change and fossil fuel consumption (Ayres, 2008).

Measures in the short, medium and long term must be taken. More strict policy measures must be legalized to raise the price of natural resources. Resource/energy efficient innovations, recycling must be compensated. Information for the consumers must be given broadly. The key questions are as follows: How to create well-being rather than boost production and consumption (since high resource consumption might not be a requirement for high quality of life)? How to decrease our ecological footprint? How much responsibility are we prepared to take for the devastating effects of resource extraction and consumption?

2.2. Sustainability and clothing

2.2.1. Ways of being sustainable in clothing

First of all let us clarify what sustainable clothing means. Sustainable clothing means making fabrics from eco-friendly resources, like sustainably grown fibre crops or recycled materials. The sustainable way also includes the way how fabrics are made. Sustainable clothing refers to reducing the amount of clothing discarded to landfills, and decreasing the environmental impact of agro-chemicals in producing conventional fibre crops (e.g. cotton).

We would like mention the most common ways of being sustainable in the clothing industry. The three catchword of sustainability, we could say are: reuse, reduce and recycle.

If the clothes are already made and used, once upon a time they will be thrown away. Instead of throwing away they can be passed to second-hand hand stores. Throughout the second-hand stores the garments are reused instead of putting them to landfills or incinerated. There are also various types of second-hand clothing: getting
clothes from family/ friends, going to second-hand stores, buying from charity shops or nowadays purchasing in vintage stores, which is getting more and more popular.

Besides the second-hand – reuse phenomenon of being sustainable one can focus on the other 2 “Rs” of the reuse, reduce and recycle concept. Reduce gives a way to decreasing all the resources used in the production process. Reduce refers more to the quantity of elements (natural resources, water, electricity, pollution etc.) that take part in the procedure.

Whereas, recycle is a qualitative change. Recycle is somehow reuse, but a little bit more. In the action of recycling, fibres are transformed and renewed by physical and chemicals processes. Nowadays upcycling textiles is more and more popular (creating clothing from textile waste\(^4\)). Some other companies encourage customers to bring back the used/ useless garments so they can recycle those.\(^5\) The cradle to cradle process for cloth means recycling fabrics reclaiming used fibres to make new garments and accessories\(^6\).

Until now we have been showing short and medium-term solutions. Though, if we want to think for a long-term in a holistic way we should consider the quality of inputs and the raw materials. From the very first point we need to be sustainable; including what seeds to use and how to grow, substances used for growing (no pesticides) etc. This way emphasizes the environmental perspectives as well as the ones of human health.\(^7\)

To control somehow the market and stabilize standardized principles some certifications and indexes have been worked out. These certifications and indexes are important to encourage sustainable practises. They support fair trade clothing\(^8\)\(^9\).

Recently, textile production and consumption have increased drastically due to global population growth and improvements in living standards. Over-production in the textile industry is highly present and driven by the idea that consumers need new

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\(^4\) For example the Looptoworld; Re:newcell companies create clothing from textile waste.  
\(^5\) Patagonia, for instance, recycles used Patagonia products into new garments using a fibre-to-fibre recycling system.  
\(^6\) For example Repair the World company.  
\(^7\) Some sustainable fabric types are enlisted in Annex 1.  
\(^8\) clothing made by businesses that have a commitment to social justice in which employees and farmers are treated and paid fairly, sustainable environmental practices are followed, and long-term trade relationships are fostered, Global stewards (2015).  
\(^9\) Some fair trade organizations are enlisted in Annex II.
clothing collection for each season. This increases the rate of replacement of the products and the rate of textile and waste generation (Fletcher 2008b, in Zamani 2014).

As Zamani, (2014) classifies: clothing and textiles are produced from fibres which are either natural (silk, wool), natural cellulosic (cotton, linen), manufactured cellulosic (viscose, rayon) or synthetic (oil-based such as polyester, acrylic and nylon). We can clearly see in the Figure 3, that synthetic fibre has the biggest proportion in global fibre consumption. This is followed by cotton. Meanwhile the proportion of manufactured cellulose fibre and wool fibre is minimal. If we take a look at the consumption curve from 2000 to 2012 it shown an increasing tendency, though in 2008 there was a little fall. The fall was recuperated in 2010, since then consumption is growing again.\(^\text{10}\)

![Figure 3. Annual Global Fibre Consumption 2000-2012](source: OECD (2013) in Zamani (2014))

**2.2.2. Product life cycle (PLC)**

Garments have a short life cycle. From marketing point of view the life of a garment can be divided into 4 stages: introduction into the market, (market) growth,
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(market) maturity, and decline (from the market). If we want to be more specific a little, we can track the life of a garment (Charbonneau, 2008). The life cycle of a T-shirt made for example in China begins with cotton, harvested most probably in United States. Cotton requires about five to six months to be harvestable. Conventional cotton farming is harmful for the air, water, soil, and people living in the area of cotton growing. In the production of a single cotton T-shirt, one-third pound of agricultural chemicals is used (Organic Consumers, c, n.d. and Schor, 2003, in Charbonneau, 2008).

Cotton tends to get insect infestation easily, that is why it needs big quantities toxic insecticides. Though only 2.4% of the world’s arable land is planted in cotton, it accounts for 24% of the world’s insecticide market, making it the most pesticide-intensive crop grown (U.S. Department of Agriculture, 2007 in Charbonneau, 2008). For the creation of an eight-ounce cotton T-shirt it necessary to purchase 60 ounces of fossil fuel (for electricity generation during the use phase). This T-shirt in the end of its lifetime will add 16 ounces of waste into a landfill; moreover will emit 141 ounces of carbon dioxide into the atmosphere during incineration. Even though the life cycle of a T-shirt will probably be short the environmental burden is long lasting (Charbonneau, 2008).

The process of cotton is often made in China or in other countries (Indonesia, India) with low labour costs. Finished T-shirts from China are shipped to wholesalers, then distributed to retailers (Allwood et al., 2006 in Charbonneau, 2008) and sold at prices so low that many consumers consider clothing disposable (“fast fashion” is the clothing equivalent of “fast food”) (Luz, 2007 in Charbonneau, 2008).

When the T-shirt is exported to the United States it is purchased, used and when it reaches its decline stage it is disposed. In an optimistic scenario after disposal the garment is sent to a second-hand store, or exported to another country for second use. If it is in good condition, it could be shipped to Poland, the Ukraine, Russia, Philippines, Chile, or Guatemala (Charbonneau, 2008).
2.3. Clothing, why second –hand?

2.3.1. Motivations for second-hand consumption

In previous eras second-hand was considered as a way of clothing evoked by poverty. The consideration of using second-hand garments has changed a lot from the 90’s. In the 90’s retro fashion became popular to relive again the 70’s. Nowadays wearing vintage is viewed cool. Consumers have started to realize the usefulness of second-hand garments and turned to the importance of sustainability issues (Han, 2013).

For some people the economic factors lead to the purchase of second-hand clothing. Traditionally, wearing second-hand clothing was/ is a way to save money. In some cultures, as we mentioned before second-hand clothing is almost the only source of “clothing in a modern way”. For consumers with low budget buying second-hand clothes is a conflict-avoidance strategy, it is an intermediary way to get out of the burden of poverty (Hamilton, 2009 in Han, 2013). As a consequence second-hand clothing has an economic advantage (Guiot and Roux, 2010 in Han, 2013). We consume second-hand clothes to follow budgetary needs on the one hand. It is a completely natural human desire to want to pay less, the fairest price. We do have a satisfaction to bargain for the lowest price. This is a key motivational factor when buying dignified second-hand clothes. The fact that second-hand goods are usually cheaper than the new ones incentivizes frugal consumers to buy second-hand due to the price advantage (Anderson and Ginsburgh, 1994; Stroeker, 1995 in Han, 2013).

Of course second-hand consumers’ motivation is not always limited to economic factors on the other hand. Ethical consumerism also makes part. As was mentioned before second-hand clothing trade decreases the environmental burden of fashion industry. There is a new trend of socially responsible consumer behaviour (Bekin et al., 2007; Ha-Brookshire and Hodges, 2009; Shim, 1995 in Han, 2013). Consumption of used garments also takes place from ethical consciousness. We might take more care of the disposition procedures. We consciously donate, intend to recycle, resell and reuse our pieces. Reusing textiles has enormous environmental benefits (Zamani, 2014). All in all this is an environment friendly way of clothing consumption enabling reusing
products, reducing the depletion of natural resources, and avoiding the accumulation of waste.

Third, the human does have hedonic and recreational shopping motivations such as treasure hunting, authenticity, social interaction, and nostalgic pleasure (Gregson and Crewe, 2003; Guiot and Roux, 2010 in Han, 2013). Since characteristics of second-hand clothes shops are distinctive from ordinary channels, purchasing in second-hand stores generates more intensive social interaction, theatricality, and encouraging browsing behaviours (Guiot and Roux, 2010 in Han, 2013). What is especially true for vintage clothes is the nostalgic feeling. Nostalgic feeling means longing for the past, and yearning for the old good times (Holbrook, 1993, in Han, 2013). This phenomenon is one of the most driving motivations of second-hand stores.

Fourth, we do have a desire for uniqueness. As it was mentioned before clothing is one the ways of self-manifestation. In the second-hand stores we can find products with special value and product-scarcity appeal. We carve for items that are special, extraordinary, differentiated, and unique. The following spots are perfect to satisfy these kinds of needs: antique stores, vintage stores, swap meets, flea market, etc (Han, 2013).

Fifth, we do have intentions of social interaction. Buying in second-hand stores is an amusement, a recreational activity (Belk, Sherry and Wallendorf, 1988; Gregson and Crewe, 2003; Sherry, 1990 in Han, 2013). Furthermore we live the pleasure of browsing (Chattoe, 2006; Stroeker, 1995 in Han, 2013), bargaining (Guiot and Roux, 2010 in Han, 2013) and the freedom from daily routine (Belk et al., 1988; Mathwick, Malhotra, and Rigdon, 2001 in Han, 2013). Second-hand shopping makes part of our leisure time.

2.3.2. Venues of second-hand clothes sales

Second-hand stores and trading methods appear in a variety of formats, involving vintage shops/boutiques, consignment shops, thrift/charity shops, online auction sites, flea markets, antique fairs, swap meets, garage sales, car-boot sales, and classified ads. They are classified as informal, independent, and fringe markets (Gregson and Crewe, 2003; Hansen, 2000a; Mhango and Niehm, 2005 in Han, 2013).
The afore mentioned shops have distinctive retailer formats than the conventional ones, so obviously the marketing adopted and business strategy (if it exists!) are different as well.

*Vintage boutiques/shops* are places where second-hand garments are traded in traditional manners. Retailers select various pieces with the proper broad product range, but cannot offer product depth or customized sizes. Here we are talking about sales of retro items - Pieces with history and exclusivity of finding. Customers are more attached to the intrinsic value of the pieces (Han, 2013).

*Consignment shops* are venues where they normally only accept items in good condition; no stains, no tears, no mothball or smoke odours, animal hairs, missing buttons or broken zippers. Furthermore, the items must be current (one to two years old) and seasonal. If the items are not sold within a given period of time, they are returned to their owner (Han, 2013).

*Thrift shops or charity shops* are essentially important from environmentally point of view since they keep old clothes out of landfills and provide possibilities for low-income people to shop at reduced prices (Weil, 1999 in Han, 2013). Thrift shops accept goods from individuals or charitable organizations. Thrift/charity shops are classified into three categories based on their operating system: non-profit, charity-affiliated for-profit, and for-profit thrift shops. Non-profit thrift stores sell donated second-hand clothes and the return from the sales go directly or indirectly to charities. Charity-affiliated for-profit thrift shops sell goods for profit, and goods are bought from the charitable organization to support their activities. For-profit thrift shops sell goods acquired from individuals or wholesalers, but they sell it for profit. Obviously the different operating systems influence the store’s environment, product quality, style and type (Han, 2013).

Until now we have listed official –formal second-hand stores with an actual place of being. But parallel to this there are informal trades and non-store retailers in the manifestation of flea markets, fairs, auctions, and expositions offered periodically.

*Flea markets or swap meets* are locations where sellers and buyers exchange goods. Consumers in flea markets or swap meets are not characterized as low class shoppers, their major shopping motivations are treasure and bargain hunting (Han, 2013).
Car-boot sales involve a venue where second-hand exchanges occur. Anyone can participate as a seller or a buyer and interact with each other.

Online auction sites such as eBay, OLX exist in a virtual context rather than on a physical sit. Here individuals can sell their own belongings for a reasonable price adjusted personally by them. Here we are actually talking about transforming a disposal for a stock.

2.3.3. The 4 realms of experience

As for closing the concept of second-hand clothing consumption we would like to introduce the 4Es, the four experimental realms (Pine and Gilmore, 1998). Nowadays consumers desire experiences, more and more businesses are responding by designing and promoting these experiences. The 4Es are described in the experimental economy as a natural progression of economic value changes by the business over and above its inputs. Experiences have emerged as the next stage in the progression of economic value.

The experience economy states that businesses should evoke memorable events for their customers, and that memory itself becomes the product. Meanwhile previous economic propositions—commodities, goods, and services—are external to the consumers, experiences are by their origin personal, they exist only in the mind of an individual who has been engaged on an emotional, physical, intellectual, or even spiritual level (Pine and Gilmore, 1998). In Figure 4 we can see the four realms of an Experience.
Figure 4. The four realms of an Experience


Pine and Gilmore (1998) conceptualized four experiential realms: educational, entertainment, escapist, and esthetic experiences (Figure 4). The experiential realm is classified on the basis of how absorbable or immersive an event is, and how passive or active is the participation (Jeong et al., 2009; Pine and Gilmore, 1998, 1999, in Han 2013). When consumers and experiences are linked together through absorption, entertainment and educational experiences take place. When consumers and experiences are connected together through immersion, esthetic and escapist experiences occur. Businesses design charming experiences to generate profit by levying fees, since experiences are memorable.

Going to a vintage store can be considered as a 4E realm. Entertainment, such as going to a vintage store to “meet” the old cool items and remember to the old good times (like a cinema event), is more to engage passive participation, while educational experiences, such as reading about the positive sustainable influences of second-hand/vintage clothes are more likely to involve active participation—absorbing the event. Escapist experiences, such as trying vintage clothes in the cloakroom involve active participation as well as immersion in the events. Esthetic experiences engage passive participation, such as taking beauty pleasure in looking at the vintage clothes.
2.3.4. The world of second-hand clothes

We buy clothes, we use clothes. But we also need to think about what we need to do after we do not want to use them anymore. The post-purchase process of clothes is comprised of: reuse, recycle, discard, and destroy. After the first use period clothes might be given to charities or passed to family/friends. Environmental attitude of consumers might have a strong influence on disposal methods such as recycling (also age might have an affecting factor).

Clothes are often discarded still with much of their potential lifetime from “first-hand” markets. Therefore (charitable) organizations collect the used pieces and resell them as second-hand clothes or donate them for those in need. As per region we consider the first-hand market the Western (That is why we chose Portugal, since also as it turns out later on the results prove that – Portuguese students almost wear no second hand)-, and Northern part of Europe. Meanwhile the second-hand market has its venue more in Easter Europe (that is also one reason we chose as the nation of sample, Hungary), South Asia and Africa. The world’s largest second-hand clothes destination is in Sub-Saharan Africa (Farrant et al. 2010). Imported second-hand clothes are the main sources of clothing for many people in the Global South (Brooks, 2012). Usually the best quality clothes are sold in the country of collection or within Europe. Low quality or torn pieces are usually utilized in textile recycling industries. Those clothes that cannot be used again, or are not worth recycling end up incinerated or landfilled (landfills cause methane emissions to air and pollution to ground water through toxic chemicals). Textile disposal is an increasing problem in the world. National statistics of US show that textiles are 7.3% of the volume of waste to U.S. landfills (U.S. Environmental Protection Agency, 2005, in Charbonneau, 2008). Of course not only the disposal phase generates toxics, but the production one as well: polyester (the manufacture of polyester and other synthetic fabrics is an energy-intensive process requiring large amounts of crude oil and releasing emissions including volatile organic compounds, particulate matter, and acid gases), the most widely used manufactured fibre, is made from petroleum; or conventionally grown cotton, one of the most popular clothing fibres, is also one of the most water- and pesticide-dependent crops (Claudio, 2007).
Regarding the structural change of clothing industry there is a tendency to move industrial production to lower-cost countries, the winner in this game is South-East Asia. As manufacturing of garments moved to lower-cost countries the quality of the pieces also declined; consequently the lifetime of clothes has shortened (which urges the question of the disposal), the product life-cycles have shortened, companies want to substitute their products at an increasing pace.

The main purpose of second-hand clothes trading is to provide cheap clothes to developing countries, to raise funds to investing in development projects. The environmental perspective to reduce the ecological footprint of clothing has not been the main motivation for reusing clothes.

Pieces are brought back to the market in the belief that they to some extent replace the purchase of new clothes from virgin materials. The trade in second-hand clothing is worth around $ 1 billion yearly, while the total global trade of textiles and clothing is about $ 200 billion per year (Baden and Barber 2005 in Brooks, 2012). Second-hand clothes are usually sold at 10-20% of the price of new clothes (Fields 2004 in Farrant et al., 2010). Though we should mention a contradictory issue related to second-hand trade: it destroys clothing industries by killing the local economy, but on the other hand, it creates local jobs (Brooks, 2012).

Second-hand clothes are considered differently to new clothes by consumers. They are considered in an inferior way. As Brooks (2012) refers, in the Global North used clothes are regarded as waste (or gifts) rather than commodities (Brooks, 2012). Garments offered for giving or intended for discarding lose their use-value, so they do not have exchange-value either, that is why they are not considered commodities (Gregson et al. 2007 in Brooks, 2012). Consequently it cannot be assumed that each purchase of a second-hand item would replace the purchase of a new one. The purchase of 100 second-hand garments would save between 60 and 85 new garments dependent of the place of reuse. It was assumed that from 100 collected items 60 would be reused, 30 recycled in other ways and 10 go to final disposal (Farrant et al. 2010). But the avoided production of new clothes has also significant impacts on the environment versus savings that are obtained from replacing virgin clothes. Though from the reuse of clothes, global warming, acidification, human toxicity impacts, resource consumption, waste creation would decrease. Of course different materials of textiles have different
level of toxicity in the disposal process. However, the transfer of garments to second-hand markets is not a 100% green, pollution free activity. Introducing clothes to second-hand markets entails a lot of extra resource using activities: collection, sorting, cleaning, bailing, transportation, storing again of clothes until they get to the final consumer. In Figure 5 we can see the way clothes go through from donation to recycling destinations. Clothes imported into a foreign country are sold in bales to wholesalers. The industry standard is to pack clothes into 45 / 55 kg bales, containing hundreds of the same type of pieces, such as men’s trousers, ladies’ skirts and children’s shoes. Whosalers then sell to retailers, who sell the clothes to final consumers, markets. Marketers normally know only the category of clothes they are buying, although they are not permitted to examine the content of bales prior to purchasing them. A good bale can be highly profitable, but a poor one can destroy the investment made and create waste. Second-hand merchandising does have material costs: labour, offices, shops and energy; that is why the final retail-price is not that low. The processes of global production networks, create the actual exchange-value from unwanted clothing to demanded goods (Brooks, 2012). All in all, the final result shows that reuse of clothes has a real potential in the contribution of reducing the environmental burden of clothes.

Figure 5. Clothes collection and sorting activities
### 2.3.5. Radical change in the fashion industry: fast or slow fashion

In the word of Claudio (2007, pp.7): “Being green and ethical is no longer an option, it is an economic necessity”.

At present, business models are mainly linked with large volume of sales and production, though textile and clothing industry aims to promote sustainability and factors linked to sustainability (ethical issues in production, eco-materials). However the change is needed systematically not only in production, but in consumption as well. Business needs a rethink and redesign by offering new strategies (Niinimaki and Hassi, 2011). Redesigning the fundamentals on the supply side (business models, manufacturing systems, design, sales, marketing, service support, and logistics) would invoke the change of fundamentals on the demand side as well. Consumer attitudes towards reuse must be developed. Consumers’ environmental attitudes and interests need an awakening. First of all customers should be convinced that they can find great second-hand items. The potential for attracting new consumers depends on the offer of second-hand shops (Farrant et al. 2010). As Berchicci and Bodewes (2005) in Niinimaki and Hassi (2011, pp.1878) point out that “successful green products must not only address the environmental attributes, but they must also fulfil market requirements accordingly with their non-green counterparts”. Joergens (2006) in Niinimaki (2010, pp. 153.) argues that “prices are not comparable in ethical clothing, design and appearance are unfashionable and unattractive, or do not suit the customers’ need / style”. As a consequence environmental aspects should be combined with good design and fashion to make more popular eco-clothes.

According to Tischner and Charter (2001) in Niinimaki and Hassi (2011) there are four innovative ways in sustainable design: repair, refine, redesign and rethink. Strategic innovation would question who is the customer, what products should be designed and in what way to be offered. Strategic innovations should also be pushed not only to niche but also to mass markets. For this value creation must be rethought. Companies admit that consumers use things for deep emotional, psychological and socio-cultural reasons as well as utilitarian ones (Verganti, 2009 in Niinimaki and
Hassi, 2011). Consequently the increased durability, quality, longer product life span would enhance the intrinsic use value of a product, which would deepen the enjoyable use experience of the garments for the consumers. Rethought design strategies can potentially decrease the environmental impacts of clothing.

Until now clothing industry has focused on more technological and cost aspects. The emphasis has been on keeping the price of the products low and increasing efficiency in the production processes. Nowadays products are designed and produced according to regularly changing trends that make sure quick profits – industrial economy; rather than focusing on consumers’ needs and sustainability – functional economy. The everly renewing trends – fast fashion - entails increasing the environmental burden (low quality products, short-time use, frequent clothing replacement, increasing textile waste). (Again we can remember here Boulding (1968) that in many cases decline refers to changes in taste towards flexibility, fashion and to a need for novelty). Fast fashion increases additional carbon dioxide emission with rapid, continuous production of pieces (manufacturing, packaging, shipping, and disposing). So fast fashion especially raises the human ecological footprint (Charbonneau, 2008).

As for peculiarity for the long run, as prices and quality of new clothing continue to decline, so will also the demand for used clothing diminish (Claudio, 2007)? This is because in the world of fast fashion, new clothing could be bought almost as inexpensively as used clothing. Consumers have also developed unsustainable desires. Nowadays we are also living in a society that is called liquid society, which has constant fluidity and uncertainty and consumers have constant self-critique. So the customer has an ongoing need to renew his/her appearance/style according to an always changing self; therefore clothing is in a constant change, change is unavoidable (Niinimaki, 2010). Latest societies rest on what is called hyper-commodification. According to Adorno and Horkheimer, 1973; Marcuse 1964 in Na’amneh, and Al Husban, 2011 “Masses are easily manipulated and brainwashed by consumer culture”. Consumerism is a border site where imagination and reality meet and interact (Na’amneh, and Al Husban, 2011). Fast fashion relies on planned obsolescence in a throwaway society. Even if in the recent years technological development has achieved environmental improvements, at the same time production as well as consumption has

\[\text{11 H&M and Zara for example introduce every 2-3 weeks new product lines at very cheap price.}\]
increased. Efficient production reduces prices and enhances the production and consumption. Increased consumption causes increased wastes. The increasing amount of waste has led to the development of reuse and recycle (Niinimaki and Hassi, 2011). As Fletcher (2008) in Niinimaki and Hassi (2011, pp.3) says “recycling is currently so popular: it demands only a small change from producers and consumers, and this approach allows consumers to continue with their unsustainable consumptions patterns”.

Slow fashion – more sustainable ways of consumption would mean reduced volumes and decreasing profitability. At the same time slow fashion is understood as more high quality products made by keeping an eye on ethical values. They are considered to be durable products, made from sustainable materials. Design, style, colours and materials last over time. This is why it is so crucial to design something “empathic”. Moreover slow fashion would include local production / actors – benefits for environment and highlighted cultural values (Niinimaki, and Hassi, 2011; Norum, 2013; Jagel, et al. 2012).

Beside and together with slow fashion is the idea of customization and co-design (when customers become active partners in the creation processes, affection towards the garments increase; consequently replacement of the product is postponed) are appealing as well in the frame of sustainability (environmental / sustainable value). Through customization / co-design the customer can create personal meanings and form attachment to products (Niinimaki and Hassi, 2011). Since customer behaviour is indeed delicate, it would be a great idea to combine design strategies towards sustainability. The interesting question is just: “Does the concept of slow fashion interest consumers (Niinimaki and Hassi, 2011)”?

2.3.6. Skills and practices in clothing consumption

Sustainability has a lot to do with consumer attitudes towards clothing. Consumer characteristic features from the point of skills have changed all over the years (clothing repair, laundry practices). Skills have important influence on behaviour towards more sustainable clothing practises (Norum, 2013). The process of the clothing consumption consists of acquisition, maintenance (washing, drying, repairing), use, storage and disposal (Winakor, 1969 in Charbonneau, 2008). The cycle of maintenance
is particularly crucial in extending the life span of the garments. Basically maintenance involves laundry and repair procedures. According to a Norwegian study (Laitala et al. 2011) laundering practises affect the disposal of clothes, they might shorten their life-span. Researchers also found that consumers would use their clothes longer, if they could repair them. It is interesting to mention that low-income families were more willing to repairing (Laitala and Books, 2012 in Norum, 2013). Nowadays the ability to repair has become a little bit poor since consumers lack the ability (education) of sewing and repairing. This implicates the fact that when woman labour force increased, acquiring those skills has diminished (Norum, 2013). Consumers practice sustainable clothing measures in their homes to the extent to which they have the skills to do it. Businesses and policy makers should support more sustainable clothing consumption.12

When we observe the consumption of garments from life-cycle perspective, research states that use and maintenance is the most energy-demanding phase of all (Laitala and Books, 2012 in Norum, 2013). Though the most carbon emission (60%) in the life-cycle of a t-shirt e.g. happens after the purchase (Allwood et al. 2006 in Norum, 2013).

2.3.7. Psychology of clothing

When a consumer buys a product, buys a package of extrinsic and intrinsic values. A product is much more than a mix of material components (tangibility); it has inherent values as well (intrinsic intangibility). A product / service bought reflect social orientation and all the value judgement of the consumer; values that the consumer believes in and acts for - ideology. Fashion is the reflection of our individual personality, moreover a dynamic social process that creates cultural meanings and interaction (Niinimaki, 2010). Why fashion? As Max-Neef (1992) in Niinimaki (2010) says, human needs affection, understanding, participation in social groups and classes, as well as individuality and differentiation. McCracken (1988) in Niinimaki (2010) says that clothing belongs to the set of high involvement goods, which means that the consumer purchases a garment to take a possession of a life style to which they aspire. Consumption of products/services is not perceived completely as an economic activity, 12 As a curiosity an example from what a popular company (Patagonia) communicated for its customer: Patagonia told its customers to try to repair their clothes, rather than replace them (Patagonia 2013).
but rather as a cultural practise – consumption of images and signs, attached to commodities (Na’amneh and Al Husban, 2011). For Kaiser (1990) in Niinimaki (2010, pp.4): “fashion is a symbolic production...fundamental part in communication in social issues”. Also in the words of Giddens (1991) in Niinimaki (2010, pp.6): “there is an increasing process of individualization”. In the future, there will not be an average customer who follows trends but rather several small groups (Niinimaki, 2010).

Consumers’ product preferences in ethical and sustainable clothing are highly linked back to personal values. Consequently the combination of factual and emotional benefits works best to position environmentally friendly products (Hartmann et al. 2005 in Jagel et al. 2012). Joergens (2006) and Iwanow et al. (2005) in Jagel et al. (2012) state that price, style, and quality are the primary influences on clothes purchase; ethical / environmental considerations are of secondary importance. Ethical / sustainable purchasing occurs mostly if there are no losses for the consumer in terms of higher price, discomfort, quality (Niinimaki, 2010). This partly because clothing does not affect directly our health; normally consumers show a higher interest in issues which have a direct positive influence on their well-being. There is an attitude-behaviour gap between customers’ ethical / sustainable interests and purchasing behaviour (Niinimaki, 2010). Using a garment implicates a mix of multiple end-goals: self-expression – identity- lifestyle, aesthetic satisfaction, group conformity (Kim and Damhorst 1998 in Jagel et al. 2012), avoiding guilt by using recycled clothing (Ha-Brookshire and Hodges, 2009; in Jagel et al. 2012). Gutman (1982 in Jagel et al. 2012) points out that consumer’ preferences towards certain offers (attributes) are defined by functional and psychological inducing factors.

On the basis of consumers concerns and preferences we distinguish three basic values: biospheric, egoistic and altruistic values. Biospheric values manifest a concern about non-human species and the preservation of the planet in general, egoistic values reflect to trying to maximizing personal outcomes, finally altruistic values point to concerns for social justice, welfare of other human beings – notion of human ethical obligation (Stern et al. 1993 in Jagel et al. 2012).

According to the article (Individual values and motivational complexities in ethical clothing consumption: A means-end approach) made by the University of London and University of Manchester (Jagel et al. 2012, pp. 2) there are five perceptual
patterns in consuming in ethical / sustainable way: value for the money; style and image, comfort and well-being, environmental concerns and finally social concerns. Value for the money goes for all the attributes about durability and money saving (financial and utilitarian benefits). Personal image goes for looking good, staying in conformity in the social subsets. Well-being refers to be in balance and comfortable with your own clothes. Environmental concerns go for assuming responsibility about the planet (sustainable benefits). Finally altruist ethical concerns refer to societal and psychologist components for example exploitation of others (social benefits).
3. Case study: An analyses about clothing consumption and attitude towards second-hand clothing in Portugal and Hungary based on two questionnaire samples

3.1. Economic snapshot about Hungary and Portugal briefly

After presenting some issues of the literature, which this dissertation considers most important, we want to present a case study, with a Western and an Eastern European country, picking up the idea of Farrant et al. that second-hand market has its venue more in the later than in the former. We have chosen Portugal and Hungary because, among other things, the (personal) interest on both countries and the domain of both languages to develop the questionnaires.

We start with a brief economical comparison between Hungary and Portugal, taking into consideration several indicators.

Hungary (2004) and Portugal (1986) both belong to the European Union. Both of them considered developed countries, though Hungary still belongs to the Eastern Block. Neither of the two is between the economically stabile countries within the EU.

The period observed is between 2012 and 2015. On the basis of the data (Cushman and Wakefield, 2015) between 2012 and 2015 the GDP growth of Hungary seems higher (from -1.5 to 2.5 %), but the one of Portugal is more rapid (from -3.3 to 1.6 %).

This is the same for the consumer spending (Cushman and Wakefield, 2015): Hungary (from -1.9 to 2.5 %), Portugal (from -5.5 to 1.3 %).

In case of the industrial production (Cushman and Wakefield, 2015) a growing tendency can be observed in case of the both countries.

If we consider the investments rate (Cushman and Wakefield, 2015), a higher percentual raise can be realized in Portugal (from -16.6 to 2.6 %), whereas in Hungary a little bit lower (from -4.2 to 3.2 %). Though in Hungary in 2014 an indeed significant investment was realized with 11.7 %.

The unemployment rate (Cushman and Wakefield, 2015) as a general rule is a little bit lower in Hungary, but it is true for the both countries that it has been decreasing since 2012.
Respectively to inflation (Cushman and Wakefield, 2015), Hungary shows higher values in a general sense. These results might be due to the reason that Portugal suffered more the economic crises, whereas Hungary developed on a standard moderate level.

If we take a look at the Hungarian core consumer prices (Trading Economics, 2015) we can see an obvious increase from 398 to 401.5 index points. From 7/1/2014 to 4/1/2015 the raise is almost continuous. It has just a little drop in 10/7/2014 time period. Whereas Portugal shows a different picture. The core consumer prices also grow. From 100.83 to 101.59 index points. But between 1/1/2015 and 4/1/2015 a drop can be realized, which is followed by a harsh increase.

Now let us observe the consumer price index rates (Trading Economics, 2015). The Consumer Price Index or CPI measures changes in the prices paid by consumers for a basket of goods and services. In Hungary a slight increase can be realized from 7/1/2014 to 4/1/2015 with a slight drop in 1/1/2015. The Portuguese one is somewhat similar. It also has a slight increase from 100.45 to 101.33 with two drops around the year, one also in 1/1/2015.

Let us come now to the consumer confidence (Trading Economics, 2015). Consumer confidence is an economic indicator which measures the degree of optimism that consumers feel about the overall state of the economy and their personal financial situation. Basically, if consumer confidence is high, consumers will be making more purchases. On the other hand, if confidence is lower, consumers tend to save more and spend less. Consumer confidence typically increases when the economy expands, and decreases when the economy contracts. Referring to Hungary the consumer confidence has been increasing since 7/1/2012 and culminates 1/1/2015 which is followed by a sharp drop in the same time period. If we compare the results with Portugal we can see that after a drop in 1/1/2013 the curve is increasing on a standard basis, so the consumer confidence raises.

And finally let us come to the question of gross average wage. In Hungary the curve from 7/1/2012 to 1/1/2015 follows the line of a roller coaster (it drops and increases) with an increasing tendency. In case of Portugal the data was observed between 1/1/2010 and 1/1/2014 on the basis of the Average Nominal Monthly Wage.
The chart shows a slightly increasing tendency until 1/1/2012, then a balanced decreased level.

### 3.2. Second-hand market in Hungary and Portugal

#### 3.2.1. Hungary

While in Western Europe budgetary issues of households urged many consumers to turn to low-price retailers\(^{13}\), in Eastern Europe consumers with lower wages have shifted to the used- or in other words to the second-hand clothing sector. Second-hand clothes retailers in Hungary have grown rapidly. Second-hand clothing consumption is very well known and popular. Hungary imports second-hand clothes from England, mostly (Dailymail UK, 2014, Háda Hungary, 2015). Hungary takes place integrally in the second-hand clothing transit from Western Europe to Eastern Europe and from Europe to Africa / Asia. If we talk about second-hand clothes business in Hungary we need to differentiate the wholesaler and the retailer market.

The following stores are the biggest wholesales players in the market: *EG Textile Recycling*, *West Hungary Textile and the Texval Kft*. Unbranded second-hand retailer stores buy from these wholesalers. These retailers are normally smaller, individual second-hand shops all around the country.

The *EG textile* recycling wholesale manages import, process and distribute English second-hand clothes. The company was founded in 2006. The EG textile is a company that is dedicated to preserve the environment. Through their partners clothes are sent to countries where in some cases this is the only solution of clothing. They sell from their second-hand clothes stock warehouses located in Budapest and rural cities: Szeged, Veszprém to Eastern European countries, and to Africa and Pakistan. They receive the unsorted bales to the warehouse in Budapest. Sorting happens in the warehouses. After all some part of the sorted clothes is transported to the warehouses in Budapest, Szeged or Veszprem and sold to retailers. Another part of the garments is exported to countries of Eastern Europe, Africa, and Pakistan (Easyget Kft, 2015).

*West Hungary Textile Company* was founded in 1994. They specialized in sorting, grading and selling second hand clothing. The majority of their products are

\(^{13}\) Such as Primark.
sold in Hungary, but considerable mass of used clothes and shoes is sold in the neighbouring countries, Eastern Europe, Africa and Asia. They have a 6000-square-meter plant and they process 5000 – 6000 tons of original clothes and produce 300 different kinds of products, all sorted according to seasons, types and quality (West Hungary Textil Kft, 2015).

Texval is a company located in Algyő, Hungary where a wide range of sorted second-hand garments are treated. They process about 400,000 kg of original clothes per month. They import unsorted goods from countries like Italy, Switzerland, Luxembourg, Germany, whilst exportation takes place all over the world and the company handles transport individually (Texval Kft, 2015).

There are also some commercial chains founded by Hungarian individuals who play as market leaders in the second-hand market in Hungary: Háda and Cream. Háda is still the first one with the biggest market share (about 60 stores around the whole country), but Cream has developed a lot in the recent years as well. Both of them are family run businesses. They are completely profit-oriented stores. Both Háda and Cream import directly from the UK. They are also called as English second-hand stores. Beside these two giants, Humana is also a significant player, but mostly in the capital city, in Budapest. The profile of Humana is different than the one of Háda and Cream (Háda Hungary, Cream Hungary, 2015).

Humana People to People organizations operate in 19 countries in Europe and North America. Humana is a semi-profit oriented organization. The funds raised are used to help people. The basic philosophy is to create a stream of funds and useful commodities from people who have, to people in other parts of the world who do not have. Everybody can participate for example by donating their used clothes and accessories. The collected clothes are either sold directly on the international market, or are treated in sorting centres in Europe. Some are sold in the brand shops of Humana and others are donated to member organizations in Africa for re-sale. With the collection of clothes, still usable garments do not end up in the landfills. Moreover resources are saved. This is a sustainability act by protecting the environment. Humana also mobilizes funding for development projects from transnational institutions, governments, foundations, UN agencies and private donors in Europe, North America and Asia. The partnerships are based on genuine, shared interests in creating
development for the people. Networking works actively among the member organizations across the continents creating connections among people from very different parts of the world (Humana Northern Sponsors, 2015).

The stores mentioned above are the generic, ordinary ones. Beside these there are the alternative shops (for example Retrock, Iguana, American Rags). These are vintage shops. They just (or partly) commercialize imported retro clothes. The garments are specialized to the era of 70’s- 90’s or they might have other specific features.

3.2.2. Portugal

In Portugal there are not branded second-hand clothes retailer chains. The second-hand retailers are individually run businesses. They buy from the wholesalers and they sell to the public. *Vintage shops* are popular, there are a lot of shops dedicated to retro style in Porto (Mon Père) as well as in Lisbon (Viúva Alegre, A outra face da Lua). Beside those also Remar and Humana Portugal are important retailers of second-hand clothes. Portugal is also a member-country of the Humana People to People organization in the same way like Hungary.

*Remar* is a solidarity organization. It collects / receives donations from individuals. These donations include furniture, household utensils, shoes, home textile, clothes and etc. Here one can buy pieces of clothes for 50 cent or 1 € (Remar Portugal, 2015).

It is worthy to mention the *Loja Baú*. It is a shop which acts as an (un)official retailer of selling second-hand garments (shoes and accessories) of individuals to the public. The shop selects from a wide range of pieces from the suppliers (individuals) and sells those in the shops of Loja Baú. The pieces must be kind of new and in perfect condition. The Loja Baú deals with the commercialization of selected brands on an accessible price. The shops keep the pieces in the venue for 3 months. If during this time they are not sold, they will be returned to the suppliers. If they are sold, the supplier will receive the 50% of the final price of the item sold (Loja Baú, 2015).

Another mentionable phenomenon is the *flea market*. Flea markets are indeed popular in Portugal. Comparing Hungary to Portugal, according to our observations
there are much more flea markets. The sellers are classified on the basis of the items they sell: second-hand / used or new items.

Referring to Portugal there is an important distributor, called Chikatex. The Chikatex is a company specialized in the recovery and recycling of second hand clothes. Their function is selling used clothing and used shoes as a wholesaler for both the Spanish market, and abroad. They are present in countries of Western Europe, Eastern Europe, West Africa and Asia, especially in India and Pakistan. They make a selection of garments, both offering a service to sell summer and winter second-hand clothes, as well as used clothes for adults and second-hand clothes for children. They sort clothes and resell them in accordance with the characteristics of the garment (Chikatex, 2015).

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14 In Porto there is a flea market organized always in a different place on a monthly bases. This is a one-whole afternoon event attracting many visitors with a purpose of finding some treasures. The sellers need to register before the event in order to be able to participate. Anybody can be a seller.

15 Chicatex is a wholesaler located in Cocentaina, Spain. But they have a large presence in Portugal.
3.3. Questionnaire

3.3.1. Samples and structure of the questionnaire

In this part we are going to describe the process of conducting the research. Obviously a literature review was made to get a clear picture about the scheme of the thesis topic. The topic was tried to be approached from as many aspects as possible. Beside the literature review a survey was conducted. The compilation of the survey was made on the basis of the content of those academic articles that we found crucial relative to the thesis topic. Due to the peculiarity of the conditions (the master was made in Portugal, the writer is Hungarian and the most accessible common language of all is English) the survey was made in three languages (Portuguese, Hungarian and English). The questionnaire was distributed using various channels: Faculties of the University of Porto, Facebook, special Facebook groups of second-hand clothes, and online platforms of flea markets in Hungary and in Portugal. Also an event was made throughout Facebook (more than 1000 people were invited from the writer’s group of friends, and from friends of the friends). As a consequence, the sample is a convenience sample. Altogether 562 responses were collected. We received 308 responses from the Portuguese questionnaire, 139 answers from the Hungarian one and 115 people responded to the English version. Because some Portuguese and Hungarian answered the English questionnaire, answers from Portuguese people in the English version were compiled together with the answers of the Portuguese version, as well as the Hungarian answers from the English version with the answers of the Hungarian version. So, altogether if we count the responses 329 Portuguese, 179 Hungarian and 54 international valid responses were taken. We felt crucial to move the responses to get more precise results. The respondents constitute a heterogeneous set. The Portuguese and English version were sent to the dynamic e-mail of the Faculty of Economics, Faculty of Engineering and to the Faculty of Arts of the University of Porto. Of course we cannot be 100% sure that one person only filled in one version of the questionnaire, but as looking at the number of answers it is very likely that we have one person- one answer. We believe that the most of the respondents of these three universities filled in
the Portuguese version. Furthermore it is not surprising to mention, that since only the Portuguese questionnaire was shared in Faculties, the majority of these respondents are young people with mainstream taste. The Hungarian and the English version were more popular in the Facebook event and Facebook groups. This can mean a little distortion in the results, which we could not avoid, due to the circumstances. That means that we will not be able to make “comparisons” or have the pretention to have a pattern for the corresponding population. We just wanted to have an approximate “picture” about the behaviours of (especially) young people from different countries facing the use of second-hand clothes, related with other general behaviours.

Most of the questions are closed questions to be easier for the respondent to answer, but also to be able to analyse on a more standardized manner the results from statistical point of views. In some cases respondents could give multiple answers for the questions (obviously in cases where various answers can be true at the same time). Only few open-ended questions can be found in the questionnaire, where we felt to give the greatest level of freedom to the respondents (in cases where pre-defined questions cannot cover/ limit the real situation).

The questionnaire is comprised of 49 questions and 5 questions groups (table 1). Most of the questions were obligatory, but some especially with financial origin were allowed to be optional. Because from our experience some people avoid answering these kind of questions. To surround this problem we put some questions which indirectly could lead us to similar information (like question 3 and 8). The core part of the questionnaire was made on the basis of scientific papers: Like Jagel, et al. (2012), we considered 5 Patterns: Value for money, Style and image, Comfort and well-being, environmental concern, social concern. We considered that other parts should be added, respectively to sustainable consumption- second hand consumption. Questions referring to participation in designing clothes as acting within the framework of sustainable consumption were ideas taken from the academic article of Niinimaki and Hassi (2011). Questions referring to skills and attitudes towards clothing were inspired by the paper of Norum, (2013).

Finally, we would like to explain how we made the income ranges (Question 44). We found it crucial to indicate precise values, and with an equivalent “measure” for both countries, Portugal and Hungary.
When we defined the income ranges we did it on the basis of the minimum income, median income and average income of Hungary and Portugal. Moreover for the lowest income range we thought about those living with an income range, under then the minimum (We mean here those people who get a support from the state). When we defined the ranges we separated the two countries and calculated separated for Portugal and for Hungary. We did not use exchange rates, but we tried to follow the same logic for both countries.

In case of Portugal, according to Economico (2012) this support amount from the state is 195.4 € monthly. Rounding the value, we determined 200 € lowest income range for Portugal. So we got to the first range 0-200€. The following income range was the 200-600€. In this case on the basis of the statistical data of Eurostat (2015) we found 565.83 € as the monthly minimum wage. We were also interested to see how much the median income was, to make an income range between the minimum and the median. We found for median 584.07 € monthly (Eurostat, 2015). We realized that the minimum was very close to the median wage, so we adopted the round 600 € value as a range limit. Furthermore, we were also curious about the average wage. As for average wage we found 707.07 € monthly (Eurostat, 2015). So that is how we created the third income range: 600-800 €.

In case of Hungary, according to Oficina (2015) the state support amount is 47.493 HUF monthly. This is how we determined the 0-50 000 HUF lowest income range for Hungary. The following income range was 50 001-105 000 HUF. In this case on the basis of the data Eurostat (2015) we found 100.680 HUF as the monthly minimum wage. We also wanted to know again the median income to determine the following income range between minimum and median wages. We found for median 109 166.66 HUF monthly (Eurostat 2015). Again we realized that the minimum was approaching the median wage. In the Hungarian case we also determined the average wage monthly. As for average wage we found 123 594.08 HUF monthly (Eurostat, 2015). So we made the third income range between 105 000 – 130 000 HUF.

The higher income ranges (in case of Portugal: 1200-1500€, 2500+€ and in case of Hungary: 190 000-250 000, 250 000 HUF) were chosen by the author as reasonable values to middle-low income and middle income for a Portuguese family. The 800-1200 € (in case of Portugal) and the 130 000-190 000 HUF (in case of Hungary) is the
difference between the medium and middle-low income amount. We didn't put higher scales because we thought that people with higher incomes would be willing to buy less second hand.

Thus, the questionnaires structure may be seen in table 1.

Table 1. Questionnaire structure\textsuperscript{16}

<table>
<thead>
<tr>
<th></th>
<th>General questions about second-hand clothes consumption</th>
<th>Questions: 1-8</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Conditional cognitive questions based on the level of agreement about second-handism</td>
<td>Questions: 9-23</td>
</tr>
<tr>
<td>2.</td>
<td>Skills and attitudes towards clothing</td>
<td>Questions: 24-30</td>
</tr>
<tr>
<td>3.</td>
<td>Fashion related questions</td>
<td>Questions: 31-34</td>
</tr>
<tr>
<td>4.</td>
<td>General sociodemographic questions</td>
<td>Questions: 35-49</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

3.3.2. Preliminary results

In presenting the results of descriptive statistics we will follow the order of the questions in the questionnaires.

As already mentioned before, the first question group was about generalities referring to second-hand clothes consumption.

The first question was about where the respondents generally purchase their clothes (results in table 2). From 562 (100%) respondents 85.7% marked the general clothes shops (shopping centres, street clothes shops), 10.6% chose Chinese shops, 4.6% marked the indie, artistic shops, 33.6% of the answers chose the second-hand shops and 9.9% other venues (markets, flea markets, Facebook groups and other internet platforms)\textsuperscript{17}

From the respondents who chose the general shops, 58.3% respondents purchase clothes just in this type of shops. It is interesting to mention that 10.8% respondents buy

\textsuperscript{16} See the full questionnaires in Annex V.
\textsuperscript{17} The percentages are always calculated relative to the all sample in this case 562= 100%, if not other special mentioning will be made.
clothes only in second-hand shops, furthermore 1.6% respondents chose only alternative (mostly online, or flea markets) ways to arrange clothing.

It turned out that 67% of the Hungarian respondent of the sample seek clothes (also) in second-hand shops, whereas only 8.4% of the Portuguese respondents of the sample admitted to buy clothing (also) in second-hand shops. But again it is important to remember that the questionnaires, in case of Hungary, were not distributed to general student population, but mostly in places where people buy more second-hand clothes. This distortion may explain partly the strong difference within the answers of the sample, but we do not think it is responsible for all this difference.

Table 2. Where do you generally purchase your clothes?

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 562</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>General clothes shops (shopping centres, street clothes shops)</td>
<td>312</td>
<td>127</td>
<td>43</td>
<td>482</td>
<td>85.70%</td>
</tr>
<tr>
<td>Chinese Store</td>
<td>21</td>
<td>36</td>
<td>3</td>
<td>60</td>
<td>10.67%</td>
</tr>
<tr>
<td>Indi/Artistic shops (where not branded but hand-made, quality level, unique clothes are fabricated)</td>
<td>19</td>
<td>7</td>
<td>0</td>
<td>26</td>
<td>4.60%</td>
</tr>
<tr>
<td>Second-hand shops</td>
<td>29</td>
<td>115</td>
<td>19</td>
<td>163</td>
<td>29.00%</td>
</tr>
<tr>
<td>Other</td>
<td>21</td>
<td>24</td>
<td>11</td>
<td>56</td>
<td>9.96%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

The second question (results in table 3) is related to consumption habits. We wanted to know if respondents purchase just or more new or second-hand clothes. 53.27% respondents said that they purchased only new clothing, 28.72% said that they bought more new clothes then second-hand, 16.54% answered with buying more second-hand then new clothes. Finally only 1.4% respondents admitted to buy only second-hand clothing. From the respondents 81.5% came from the Portuguese answers who just buy new clothes. This is in line with the results of question 1.
Table 3. Related to clothes, how do your consumption habit patterns look like?

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 550</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>I only buy new clothes</td>
<td>253</td>
<td>21</td>
<td>19</td>
<td>293</td>
<td>53.27%</td>
</tr>
<tr>
<td>I buy more new clothes than second-hand ones</td>
<td>67</td>
<td>68</td>
<td>23</td>
<td>158</td>
<td>28.72%</td>
</tr>
<tr>
<td>I buy more second-hand clothes than new ones</td>
<td>8</td>
<td>71</td>
<td>12</td>
<td>91</td>
<td>16.54%</td>
</tr>
<tr>
<td>I buy only second-hand clothes</td>
<td>1</td>
<td>7</td>
<td>0</td>
<td>8</td>
<td>1.45%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

The **third question** asked the respondents to specify how much they spent on clothes on average monthly. This question was optional. We were interested in the direct answer, but we also wanted to have an idea related to the income of the respondents. The results for this question were calculated in an excel file (table 4). We received many answers saying that the amount on a monthly basis is variable. There are some months when almost no money is spent on clothes, and also others when a bigger amount is spent. It turned out from the Hungarian answers of the sample that on an average level 9143.42 Ft (1€=315 HUF so approximately 29.02 €\(^{18}\)) is spent on clothing monthly. The biggest amount was 70,000.00 Ft (222.22 €) while the smallest one 1000 Ft (3.17 €). After making a conversion it turned out that the respondents of the English questionnaire on an average spend about 57.64 € monthly. In the Portuguese version of the questionnaire the approximate spending on clothing monthly is about 37.05€. These different amounts may have as reason the income level as well as the consumption habits.

Table 4. What value (in euros, forints or other currency) do you spend, in average, for clothes (monthly)?

<table>
<thead>
<tr>
<th></th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUM</td>
<td>37.05 €</td>
<td>29.02 €</td>
<td>57.64 €</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

In the **fourth question** we wanted to know if the respondents were willing to buy second-hand clothes (irrespectively if they already do, or not). If we consider all the

\(^{18}\) Exchange rate readjusted on 26/9/2015 from www.xe.com, 1€= 315 HUF.
results (table 5), 410 respondents (72.9%) selected yes. But what is more interesting is
that the three results are really different. The biggest differences can be found between
the Portuguese (60% said yes) and Hungarian (93.5% referred yes) answers in the
sample. In case of the Hungarian respondents the willingness of buying second-hand
clothes seems much higher, which points out to the same conclusions of question 1 and
2.

Table 5. Would you be willing to buy second-hand clothes?

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 562</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>199</td>
<td>167</td>
<td>44</td>
<td>410</td>
<td>72.95%</td>
</tr>
<tr>
<td>No</td>
<td>130</td>
<td>12</td>
<td>10</td>
<td>152</td>
<td>27.05%</td>
</tr>
</tbody>
</table>

In the fifth question we wanted to discover if the respondents considered
themselves regular shoppers of second-hand clothes (Table 6). 18.9% said yes, 18.9% said a little bit, but 59.25 % of the whole sample told no. What is interesting to mention
is that 74.2% of the “no” respondents come from the Portuguese answers. As a whole 79.4% of the Portuguese respondent of the sample referred no, meanwhile from the
Hungarian respondent from the sample only 29.4% told that they would not be willing
to buy second-hand clothes.

Table 6. Do you consider yourself a general shopper of second hand clothes?

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 562</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>12</td>
<td>79</td>
<td>14</td>
<td>105</td>
<td>18.90%</td>
</tr>
<tr>
<td>A little bit</td>
<td>46</td>
<td>45</td>
<td>14</td>
<td>105</td>
<td>18.90%</td>
</tr>
<tr>
<td>No</td>
<td>257</td>
<td>55</td>
<td>21</td>
<td>333</td>
<td>59.25%</td>
</tr>
<tr>
<td>I do not know</td>
<td>10</td>
<td>3</td>
<td>6</td>
<td>19</td>
<td>3.40%</td>
</tr>
</tbody>
</table>

In the sixth question we wanted to know how many percentages of the wardrobe
came from second-hand clothes (not newly bought) (Table 7). According to the former
results it is not strange to see that 34.5 % told that 0% of their clothes are originating
from second-hand items. 81.9% of these responses come from the Portuguese
questionnaire. Altogether 7.3% admitted that more than 76% of their clothing come from second-hand items. 78% of those whose wardrobe has more than 76% of second-hand clothes are Hungarians from the sample. From the results we can see that the frequency of buying second-hand clothes is decreasing as the percentage of second-hand clothes increasing amongst the Portuguese responses of the sample, in the Hungarian answers of the sample the pattern is the reverse. As the frequency of buying second-hand clothes increases, the number of respondents increases as well.

Table 7. How many percentage of the wardrobe comes from second-hand items (not newly bought)?

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 562</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>170</td>
<td>13</td>
<td>11</td>
<td>194</td>
<td>34.50%</td>
</tr>
<tr>
<td>1-5%</td>
<td>74</td>
<td>23</td>
<td>17</td>
<td>114</td>
<td>20.30%</td>
</tr>
<tr>
<td>6-10%</td>
<td>31</td>
<td>19</td>
<td>9</td>
<td>59</td>
<td>10.50%</td>
</tr>
<tr>
<td>11-25%</td>
<td>33</td>
<td>33</td>
<td>3</td>
<td>69</td>
<td>12.20%</td>
</tr>
<tr>
<td>26-50%</td>
<td>13</td>
<td>32</td>
<td>5</td>
<td>50</td>
<td>8.90%</td>
</tr>
<tr>
<td>51-75%</td>
<td>5</td>
<td>27</td>
<td>3</td>
<td>35</td>
<td>6.20%</td>
</tr>
<tr>
<td>76%+</td>
<td>3</td>
<td>32</td>
<td>6</td>
<td>41</td>
<td>7.30%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

In the seventh question we wanted to know how many second-hand pieces have the respondents bought in the last five months (table 8). 60.3% of all the respondents said they have not bought any pieces in the last 5 months. 6.9% of the respondents said they have bought more than 10 pieces. As we were looking at the results we found an unexpected pattern, with more people telling that they bought more than 10 pieces then people who admitted to buy 7-10 pieces.

Table 8. How many second hand clothes pieces have you bought in the last 5 months?

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 562</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 piece</td>
<td>274</td>
<td>39</td>
<td>26</td>
<td>339</td>
<td>60.3%</td>
</tr>
<tr>
<td>1-3 pieces</td>
<td>34</td>
<td>45</td>
<td>13</td>
<td>92</td>
<td>16.3%</td>
</tr>
<tr>
<td>4-6 pieces</td>
<td>14</td>
<td>41</td>
<td>4</td>
<td>59</td>
<td>10.49%</td>
</tr>
<tr>
<td>7-10 pieces</td>
<td>3</td>
<td>26</td>
<td>4</td>
<td>33</td>
<td>5.8%</td>
</tr>
<tr>
<td>10+ pieces</td>
<td>4</td>
<td>29</td>
<td>6</td>
<td>39</td>
<td>6.9%</td>
</tr>
</tbody>
</table>
In the **eighth question** we were curious to know how many percentage of the monthly income is spent on clothing (Table 9). Here we just took into consideration the Portuguese and the Hungarian questionnaires. 30.42 % of the respondents of the two questionnaires told that they spent until 1% maximum their income on clothing. About 34.22% admitted to spend 2-5%, which is the biggest subset. 26.39% referred to spend 6-10% of their monthly income on clothing. The two other subsets were not as popular (11-20%: 7.6% and 21%+: 1.34%).

Table 9. What percentage of your income do you generally spend on second hand clothing monthly?

<table>
<thead>
<tr>
<th>Total respondent: 447</th>
<th>PT</th>
<th>HU</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-1%</td>
<td>84</td>
<td>52</td>
<td>136</td>
<td>30.42%</td>
</tr>
<tr>
<td>2-5%</td>
<td>105</td>
<td>48</td>
<td>153</td>
<td>34.22%</td>
</tr>
<tr>
<td>6-10%</td>
<td>88</td>
<td>30</td>
<td>118</td>
<td>26.39%</td>
</tr>
<tr>
<td>11-20%</td>
<td>26</td>
<td>8</td>
<td>34</td>
<td>7.60%</td>
</tr>
<tr>
<td>21%+</td>
<td>5</td>
<td>1</td>
<td>6</td>
<td>1.34%</td>
</tr>
</tbody>
</table>

The **second question group** was not obligatory to fill in. Those who do not buy second-hand clothes were asked to continue at question 24. The sample reduced to a number between minimum 503 to maximum 513 (90.39 % of the total respondents). Here we made some assumptions referring to second-hand clothing consumption and we wanted to measure the level of agreement (disagreement) of the respondents related to the assumptions. We used a Likert rating scale as the questionnaire tool. We applied the 5-point-scale version, where 1 means strongly disagree and 5 means strongly agree.

In **question nine** we were curious to know if respondents minded if others knew that they were buying second-hand clothes (Table 10). 69.5% told that they did not agree at all with the statement. The mode of this question is: 1 (complete disagreement).
And only 2.73% of the respondents agreed completely with the statement. So our respondents mostly were not caring about the value judgement of others.\textsuperscript{19}

Table 10. I buy second hand clothes, but I do not like that others know it

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 513</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1: do NOT agree at all</td>
<td>242</td>
<td>89</td>
<td>26</td>
<td>357</td>
<td>69.59%</td>
</tr>
<tr>
<td>2</td>
<td>29</td>
<td>27</td>
<td>8</td>
<td>64</td>
<td>12.47%</td>
</tr>
<tr>
<td>3</td>
<td>33</td>
<td>20</td>
<td>2</td>
<td>55</td>
<td>9.78%</td>
</tr>
<tr>
<td>4</td>
<td>6</td>
<td>14</td>
<td>3</td>
<td>23</td>
<td>4.48%</td>
</tr>
<tr>
<td>5: strongly agree</td>
<td>8</td>
<td>4</td>
<td>2</td>
<td>14</td>
<td>2.73%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

In question ten we wanted to realize if the respondents were buying second-hand clothes induced by necessity (Table 11). 511 respondents filled in this question. Again 57.7% completely disagreed with this statement and only 3.3% agreed completely.\textsuperscript{20}

Table 11. I buy from second-hand clothes shops because this is the way of finding clothes that I really need (necessity).

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 511</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1: do NOT agree at all</td>
<td>214</td>
<td>70</td>
<td>11</td>
<td>295</td>
<td>57.70%</td>
</tr>
<tr>
<td>2</td>
<td>35</td>
<td>22</td>
<td>12</td>
<td>69</td>
<td>13.50%</td>
</tr>
<tr>
<td>3</td>
<td>48</td>
<td>34</td>
<td>13</td>
<td>95</td>
<td>18.60%</td>
</tr>
<tr>
<td>4</td>
<td>14</td>
<td>21</td>
<td>1</td>
<td>36</td>
<td>7.04%</td>
</tr>
<tr>
<td>5: strongly agree</td>
<td>6</td>
<td>6</td>
<td>5</td>
<td>17</td>
<td>3.32%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

In question eleven we wanted to highlight the generating factor of buying second-hand clothes due to additionality. Here the distribution is a little bit different (Table 12). Still 37.9% told that they completely disagreed with the statements, but at the same time 32.87% of the respondents (511 people) of this question told that they agreed or strongly agreed with the additionality factor. So as for conclusion the respondents were more

\textsuperscript{19} We think that this result might also be interpreted because some of them do not buy second-hand clothes, and found the answer 1 (not agree at all) the most appropriate in that case.

\textsuperscript{20} Here we think again that this result might also be interpreted because some of them do not buy second-hand clothes, and found the answer 1 (not agree at all) the most appropriate in that case.
likely to pop in at second-hand stores due to opportunity shopping (they might find something that they need/like) than due to necessity.

Table 12. I buy from second-hand clothes shops because when passing by I might find something I might need (additionality)

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 511</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1: do NOT agree at all</td>
<td>183</td>
<td>9</td>
<td>2</td>
<td>194</td>
<td>37.96%</td>
</tr>
<tr>
<td>2</td>
<td>23</td>
<td>12</td>
<td>3</td>
<td>38</td>
<td>7.43%</td>
</tr>
<tr>
<td>3</td>
<td>66</td>
<td>32</td>
<td>13</td>
<td>111</td>
<td>21.72%</td>
</tr>
<tr>
<td>4</td>
<td>38</td>
<td>56</td>
<td>16</td>
<td>110</td>
<td>51.52%</td>
</tr>
<tr>
<td>5: strongly agree</td>
<td>7</td>
<td>44</td>
<td>7</td>
<td>58</td>
<td>11.35%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

In question twelve respondents were asked to agree/disagree with buying second-hand clothes due to sustainability reasons (511 respondents filled in this question, Table 13). 42.8% told that they completely disagreed with this statement. 23.8% of the respondents agreed or strongly agreed. So sustainability seems not to be such an inducing factor.

Table 13. I buy from second hand clothes shops to emphasize my way of thinking (saving resources, sustainability)

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 511</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1: do NOT agree at all</td>
<td>175</td>
<td>35</td>
<td>19</td>
<td>219</td>
<td>42.80%</td>
</tr>
<tr>
<td>2</td>
<td>29</td>
<td>31</td>
<td>5</td>
<td>65</td>
<td>12.70%</td>
</tr>
<tr>
<td>3</td>
<td>57</td>
<td>39</td>
<td>9</td>
<td>105</td>
<td>20.50%</td>
</tr>
<tr>
<td>4</td>
<td>36</td>
<td>29</td>
<td>9</td>
<td>74</td>
<td>14.50%</td>
</tr>
<tr>
<td>5: strongly agree</td>
<td>20</td>
<td>19</td>
<td>9</td>
<td>48</td>
<td>9.40%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

In question thirteen respondents were asked to agree/disagree with buying second-hand clothes due to “identity reasons (Table 14). Hungarian people from the sample seem that they are more willing to buy second-hand clothes due to the fact that they might find some original special pieces of clothes in the shops. (56.49% of Hungarians agreed or strongly agreed with this statements, meanwhile only 12.93% of the Portuguese agreed.)
Table 14. I buy from second hand clothes shops because I do not find original special pieces of clothes in other shops (identity)

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 512</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1: do NOT agree at all</td>
<td>192</td>
<td>19</td>
<td>7</td>
<td>218</td>
<td>42.57%</td>
</tr>
<tr>
<td></td>
<td>37</td>
<td>19</td>
<td>8</td>
<td>64</td>
<td>12.50%</td>
</tr>
<tr>
<td>3</td>
<td>47</td>
<td>29</td>
<td>4</td>
<td>80</td>
<td>15.62%</td>
</tr>
<tr>
<td>4</td>
<td>32</td>
<td>46</td>
<td>11</td>
<td>89</td>
<td>17.38%</td>
</tr>
<tr>
<td>5: strongly agree</td>
<td>9</td>
<td>41</td>
<td>11</td>
<td>61</td>
<td>11.91%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

**Question fourteen** wanted to reveal if respondents would be buying second-hand clothes, due to price issues. For this question the answers were more consentient. 511 respondents filled in this question (Table 15). Altogether 288 (56.3%) respondents agreed or strongly agreed with buying second-hand clothes due to price issues. We can see in the results that Hungarian people from the sample are more prepared to buy second-hand clothes due to the price factor. But even Portuguese responses from the sample were more consentient for the price variable. So as for conclusion price can be a decisive factor that can be linked to second-hand clothes purchasing as it also turned out from the work of Jagel et al. (2012).

Table 15. I (would) buy second hand clothes due to the PRICE

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 511</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1: do NOT agree at all</td>
<td>77</td>
<td>4</td>
<td>2</td>
<td>83</td>
<td>16.20%</td>
</tr>
<tr>
<td></td>
<td>32</td>
<td>7</td>
<td>3</td>
<td>42</td>
<td>8.20%</td>
</tr>
<tr>
<td>3</td>
<td>64</td>
<td>24</td>
<td>10</td>
<td>98</td>
<td>19.10%</td>
</tr>
<tr>
<td>4</td>
<td>64</td>
<td>53</td>
<td>23</td>
<td>130</td>
<td>25.40%</td>
</tr>
<tr>
<td>5: strongly agree</td>
<td>81</td>
<td>63</td>
<td>14</td>
<td>158</td>
<td>30.90%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

**Question fifteen** was a little bit similar to the previous one. Here we were curious to know if staying in budget was an influential factor in possibly buying of second-hand clothing. 513 respondents filled in this question (Table 16). The results are somewhat similar to the previous question, though staying in budget is not such an explicit factor than price. The mode of this question is the strongly agree option. So it seems that second-hand clothes constitute part of economical purchasing.
Table 16. I (would) buy second hand clothes to STAY IN BUDGET

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 513</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1: do NOT agree at all</td>
<td>80</td>
<td>7</td>
<td>2</td>
<td>89</td>
<td>17,30%</td>
</tr>
<tr>
<td>2</td>
<td>33</td>
<td>17</td>
<td>6</td>
<td>56</td>
<td>10,90%</td>
</tr>
<tr>
<td>3</td>
<td>68</td>
<td>29</td>
<td>12</td>
<td>109</td>
<td>21,20%</td>
</tr>
<tr>
<td>4</td>
<td>63</td>
<td>47</td>
<td>10</td>
<td>120</td>
<td>23,40%</td>
</tr>
<tr>
<td>5: strongly agree</td>
<td>74</td>
<td>54</td>
<td>11</td>
<td>139</td>
<td>27,00%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

In question sixteen we wanted to see if respondents would be buying second-hand clothes due to its price-quality ratio. 513 respondents filled in this question (Table 17). The most responses were given to options 3 and 4 (neutral or agree answer). This statement agrees with our expectations. Respondents of our sample might buy second-hand clothes due to quality-price factors.

Table 17. I (would) buy second hand clothes due to the GREAT QUALITY-PRICE RATIO

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 513</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1: do NOT agree at all</td>
<td>82</td>
<td>9</td>
<td>1</td>
<td>92</td>
<td>17,90%</td>
</tr>
<tr>
<td>2</td>
<td>54</td>
<td>84</td>
<td>2</td>
<td>74</td>
<td>14,40%</td>
</tr>
<tr>
<td>3</td>
<td>80</td>
<td>32</td>
<td>10</td>
<td>122</td>
<td>23,80%</td>
</tr>
<tr>
<td>4</td>
<td>62</td>
<td>44</td>
<td>14</td>
<td>120</td>
<td>23,40%</td>
</tr>
<tr>
<td>5: strongly agree</td>
<td>40</td>
<td>51</td>
<td>14</td>
<td>105</td>
<td>20,50%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

In question seventeen we wanted to know if buying brands cheaper could be an inducing factor when buying second-hand clothes, which is a question very similar to the last one. 510 respondents responded (Table 18). According to that, the answers were indeed similar to question sixteen.
Table 18. I (would) buy second hand clothes because I CAN BUY BRANDS CHEAPER

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 510</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1: do NOT agree at all</td>
<td>88</td>
<td>8</td>
<td>6</td>
<td>102</td>
<td>20,00%</td>
</tr>
<tr>
<td>2</td>
<td>42</td>
<td>22</td>
<td>4</td>
<td>68</td>
<td>13,30%</td>
</tr>
<tr>
<td>3</td>
<td>73</td>
<td>28</td>
<td>6</td>
<td>107</td>
<td>23,10%</td>
</tr>
<tr>
<td>4</td>
<td>77</td>
<td>39</td>
<td>16</td>
<td>127</td>
<td>24,90%</td>
</tr>
<tr>
<td>5: strongly agree</td>
<td>38</td>
<td>54</td>
<td>14</td>
<td>106</td>
<td>20,80%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

**Question eighteen** referred to the uniqueness of the clothes, asking if respondents would be willing to buy second-hand clothes due to their uniqueness quality features *(This statement can be linked to opportunity shopping and treasure hunting, shoppers might pop up to find a unique piece).* 511 respondents filled in the questionnaire (Table 19). Again we can see that the Hungarians from the sample were more prepared for buying second-hand clothes. 66.66% of them agreed or strongly agreed with the uniqueness factor.

Table 19. I (would) buy second hand clothes because of the UNIQUINESS of the CLOTHES

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 511</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1: do NOT agree at all</td>
<td>111</td>
<td>7</td>
<td>4</td>
<td>122</td>
<td>23,80%</td>
</tr>
<tr>
<td>2</td>
<td>62</td>
<td>14</td>
<td>6</td>
<td>82</td>
<td>16,20%</td>
</tr>
<tr>
<td>3</td>
<td>65</td>
<td>30</td>
<td>5</td>
<td>100</td>
<td>19,80%</td>
</tr>
<tr>
<td>4</td>
<td>42</td>
<td>41</td>
<td>14</td>
<td>97</td>
<td>18,90%</td>
</tr>
<tr>
<td>5: strongly agree</td>
<td>38</td>
<td>61</td>
<td>16</td>
<td>110</td>
<td>21,50%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

**Question nineteen** wanted to target sustainability as a possible purchasing inducing factor. 512 responses were received, (Table 20). The most respondent chose option 3 (28.5%). So the respondents assume a neutral position. They do not agree or disagree, as if this factor would not be an influential one. The less popularity was achieved by the strongly agree option.
Table 20. I (would) buy second hand clothes because of SUSTAINABILITY ISSUES

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 512</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1: do NOT agree at all</td>
<td>85</td>
<td>20</td>
<td>5</td>
<td>110</td>
<td>21.40%</td>
</tr>
<tr>
<td>2</td>
<td>49</td>
<td>24</td>
<td>6</td>
<td>79</td>
<td>15.40%</td>
</tr>
<tr>
<td>3</td>
<td>92</td>
<td>48</td>
<td>6</td>
<td>146</td>
<td>28.50%</td>
</tr>
<tr>
<td>4</td>
<td>55</td>
<td>36</td>
<td>12</td>
<td>103</td>
<td>20.10%</td>
</tr>
<tr>
<td>5: strongly agree</td>
<td>37</td>
<td>26</td>
<td>11</td>
<td>74</td>
<td>14.40%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

Question twenty is in a similar topic field than the previous one. Here saving resources would be an influential factor when buying second-hand. 503 responses were received (Table 21). Here we got a little bit more answers to the “agree” option. We think this tiny change can be linked to the more explicit meaning of “saving resources” than sustainability. Saving resources (may also mean that saving the own resources) is a positive, easily imaginable phrase, but sustainability is a distant and more complex meaning.

Table 21. I (would) buy second hand clothes because of SAVING RESOURCES

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 503</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1: do NOT agree at all</td>
<td>81</td>
<td>12</td>
<td>3</td>
<td>96</td>
<td>19.00%</td>
</tr>
<tr>
<td>2</td>
<td>53</td>
<td>29</td>
<td>6</td>
<td>88</td>
<td>17.50%</td>
</tr>
<tr>
<td>3</td>
<td>82</td>
<td>37</td>
<td>7</td>
<td>126</td>
<td>25.00%</td>
</tr>
<tr>
<td>4</td>
<td>54</td>
<td>41</td>
<td>11</td>
<td>106</td>
<td>21.00%</td>
</tr>
<tr>
<td>5: strongly agree</td>
<td>38</td>
<td>35</td>
<td>14</td>
<td>87</td>
<td>17.30%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

In question twenty-one the appealing factor of buying second-hand clothing would be reducing residuals. (512 answers were given, Table 22). The answers are quite dispersed. The most answers were marked to the totally disagree option (24.20%).²¹ Moreover also the option 3 (option of neutral attitude) got the second most answers

²¹ Here we think again that this result might also be interpreted because some of them do not buy second-hand clothes, and found the answer 1 (not agree at all) the most appropriate in that case.
Sustainable clothing consumption -2015

(22.70%). We the reason we think is that they might be irrelevant. Just to note, option five got the less answers (16.20%).

Table 22. I (would) buy second hand clothes to REDUCE WASTE (by reducing buying new ones)

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 512</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1: do NOT agree at all</td>
<td>95</td>
<td>25</td>
<td>4</td>
<td>124</td>
<td>24.20%</td>
</tr>
<tr>
<td>2</td>
<td>55</td>
<td>28</td>
<td>6</td>
<td>89</td>
<td>17.40%</td>
</tr>
<tr>
<td>3</td>
<td>75</td>
<td>35</td>
<td>6</td>
<td>116</td>
<td>22.70%</td>
</tr>
<tr>
<td>4</td>
<td>59</td>
<td>30</td>
<td>11</td>
<td>100</td>
<td>19.50%</td>
</tr>
<tr>
<td>5: strongly agree</td>
<td>34</td>
<td>35</td>
<td>14</td>
<td>83</td>
<td>16.20%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

Question twenty-two considered avoiding guilt as a reason to buy second-hand clothes (third-word exploitation, resource exploitation etc). 511 answers were given (Table 23). Not a lot of respondents of the sample chose the option 4 or 5. We think this can be due to the implicit meaning of avoiding guilt. Still, avoiding guilt is a distant negative concept. Statements relating to social and environmental concerns were not that popular to agree with (as it was expected).

Table 23. I (would) buy second hand clothes to AVOID GUILT

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 511</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1: do NOT agree at all</td>
<td>129</td>
<td>59</td>
<td>15</td>
<td>203</td>
<td>39.70%</td>
</tr>
<tr>
<td>2</td>
<td>60</td>
<td>34</td>
<td>8</td>
<td>102</td>
<td>19.90%</td>
</tr>
<tr>
<td>3</td>
<td>64</td>
<td>27</td>
<td>5</td>
<td>96</td>
<td>18.80%</td>
</tr>
<tr>
<td>4</td>
<td>44</td>
<td>25</td>
<td>7</td>
<td>66</td>
<td>12.90%</td>
</tr>
<tr>
<td>5: strongly agree</td>
<td>20</td>
<td>18</td>
<td>6</td>
<td>44</td>
<td>8.60%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

Question twenty-three wanted to aim acting as an ambassador and serving as an example as a possible purchasing inducing factor. 513 responses were received (Table 24). 42.1% of the respondents opted for total disagreement, meanwhile only 5.2% chose the strongly agreement level. This can be due to the fact that people do not care about taking responsibility in this issue circle (or simply they have never thought about buying second-hand because of this reason). They do not consider fashion as a social cause, but
as one of pleasure (even if of course financial point of views must be taken into consideration).

Table 24. I (would) buy second hand clothes to ACT AS AN AMBASSADOR and SERVE AS AN EXAMPLE

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 513</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1: do NOT agree at all</td>
<td>146</td>
<td>59</td>
<td>11</td>
<td>216</td>
<td>42.10%</td>
</tr>
<tr>
<td>2</td>
<td>59</td>
<td>31</td>
<td>9</td>
<td>99</td>
<td>25.10%</td>
</tr>
<tr>
<td>3</td>
<td>66</td>
<td>27</td>
<td>12</td>
<td>115</td>
<td>22.40%</td>
</tr>
<tr>
<td>4</td>
<td>32</td>
<td>18</td>
<td>6</td>
<td>56</td>
<td>10.90%</td>
</tr>
<tr>
<td>5: strongly agree</td>
<td>14</td>
<td>8</td>
<td>5</td>
<td>27</td>
<td>5.20%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

In the third question group we put questions regarding skills and abilities of the respondents related to the proper maintenance of clothes.

In question twenty-four we wanted to know who educated the respondents to treat (clean, dry, store) properly clothes (Table 25). The results are almost unanimous in the whole group and in the both countries. 89.4% of the respondents told that they were educated by their parents. (The rest 10.6 % indicated other sources such as school, informative sessions.)

Table 25. Who educated you to treat (clean, dry, store) properly clothes?

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 561</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parents</td>
<td>309</td>
<td>142</td>
<td>51</td>
<td>502</td>
<td>89.40%</td>
</tr>
<tr>
<td>School</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>3</td>
<td>0.50%</td>
</tr>
<tr>
<td>Informative sessions by organizations</td>
<td>1</td>
<td>7</td>
<td>1</td>
<td>9</td>
<td>1.60%</td>
</tr>
<tr>
<td>Other</td>
<td>17</td>
<td>28</td>
<td>2</td>
<td>47</td>
<td>8.30%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

In question twenty-five we were curious if the respondents thought they had the proper skills to repair/ maintain their clothes (cut, sew). 61.4 % (345 respondents) admitted they didn’t have the proper skills /knowledge (Table 26).
Table 26. I think I have the proper skills to repair clothes (cut, sew)

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 562</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>98</td>
<td>99</td>
<td>25</td>
<td>217</td>
<td>38.61%</td>
</tr>
<tr>
<td>No</td>
<td>231</td>
<td>85</td>
<td>19</td>
<td>345</td>
<td>61.39%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

In question twenty-six we asked if the respondents repaired their clothes in any ways. 37.72% of them referred as yes, moreover 27.04% told sometimes. Only 35.70% answered as no. (Table 27).

Table 27. Do you “repair” (cut, sew) clothes?

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 562</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>98</td>
<td>105</td>
<td>9</td>
<td>212</td>
<td>37.72%</td>
</tr>
<tr>
<td>Sometimes</td>
<td>104</td>
<td>32</td>
<td>16</td>
<td>152</td>
<td>27.04%</td>
</tr>
<tr>
<td>No</td>
<td>127</td>
<td>62</td>
<td>9</td>
<td>198</td>
<td>35.70%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

In question twenty-seven we wanted to specify in what way the clothes were repaired exactly (Table 28). The most popular answer was sewing 58.7% of the respondents chose this option. 18.94% admitted to cut in some way and 17.06% told they did not repair clothes in any ways. Beside 5.52% chose another alternative way (dressmaker, the mothers, dying clothes, recycling, repairing buttons, giving to others, utilizing in other functions, such as mops).

Table 28. If yes, how do you reuse / repair them?

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 586</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cut</td>
<td>49</td>
<td>38</td>
<td>24</td>
<td>111</td>
<td>18.94%</td>
</tr>
<tr>
<td>Sew</td>
<td>182</td>
<td>123</td>
<td>39</td>
<td>344</td>
<td>58.70%</td>
</tr>
<tr>
<td>Nothing</td>
<td>89</td>
<td>5</td>
<td>6</td>
<td>100</td>
<td>17.06%</td>
</tr>
<tr>
<td>Other</td>
<td>15</td>
<td>12</td>
<td>4</td>
<td>31</td>
<td>5.52%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

In question twenty-eight we were curious that how much was the level of usedness that the respondents still could support (Table 29). The most popular answer was the
quite used with 39.8 % together with the little used (36.8%). The less popularity got the almost new option (12.4%). Table 29. How much is the level of usedness you can still wear?

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 562</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very used</td>
<td>56</td>
<td>9</td>
<td>15</td>
<td>80</td>
<td>14.20%</td>
</tr>
<tr>
<td>Quite used</td>
<td>174</td>
<td>29</td>
<td>21</td>
<td>224</td>
<td>39.80%</td>
</tr>
<tr>
<td>Little used</td>
<td>85</td>
<td>93</td>
<td>10</td>
<td>188</td>
<td>36.80%</td>
</tr>
<tr>
<td>Almost new</td>
<td>14</td>
<td>48</td>
<td>8</td>
<td>70</td>
<td>12.40%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

In question twenty-nine we wanted to know if our respondents were using clothes that were not according to the latest fashion. 562 respondents gave an answer (Table 30). 90.92% told that they would for sure or most probably use, and only 9.08% stated a firm “no”.

Table 30. Do you still wear your clothes if they are out of fashion?

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 562</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>217</td>
<td>142</td>
<td>35</td>
<td>394</td>
<td>90.92%</td>
</tr>
<tr>
<td>Maybe</td>
<td>92</td>
<td>10</td>
<td>15</td>
<td>117</td>
<td>9.08%</td>
</tr>
<tr>
<td>No</td>
<td>20</td>
<td>27</td>
<td>4</td>
<td>51</td>
<td>9.08%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

In question thirty we wanted to discover where the respondents finally disposed their clothes (Table 31). The majority of the answers were given to the option of donation via some kind of charity (35.33%) and to the option of giving clothes to friends and family (34.6%). The option of trashcans was not that popular (5.82%). The less favoured options were other reuse (1.45%) and doing nothing with the clothes (1.27%). 15.11% informed about giving away clothes to special containers (designed to collect clothes). In this question more answers were possible.
Table 31. Where do you dispose finally your clothes?

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 549</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>In the trash can</td>
<td>14</td>
<td>9</td>
<td>9</td>
<td>32</td>
<td>5.82%</td>
</tr>
<tr>
<td>I sell on proper internet websites</td>
<td>4</td>
<td>27</td>
<td>7</td>
<td>38</td>
<td>6.92%</td>
</tr>
<tr>
<td>I give to friends and family</td>
<td>87</td>
<td>75</td>
<td>28</td>
<td>190</td>
<td>34.60%</td>
</tr>
<tr>
<td>I donate to charities</td>
<td>164</td>
<td>51</td>
<td>26</td>
<td>241</td>
<td>42.88%</td>
</tr>
<tr>
<td>I dispose them to clothes collection containers</td>
<td>70</td>
<td>15</td>
<td>13</td>
<td>98</td>
<td>17.43%</td>
</tr>
<tr>
<td>Other / Reuse</td>
<td>3</td>
<td>4</td>
<td>1</td>
<td>8</td>
<td>1.45%</td>
</tr>
<tr>
<td>Nothing</td>
<td>4</td>
<td>3</td>
<td>0</td>
<td>7</td>
<td>1.27%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

In the fourth question group we were curious about fashion related questions. In question thirty-one we wanted to see if respondents were emotionally attached to their clothes (Table 32). 81.85% stated that they were very much or at least a little bit emotionally attached to their clothes. Only 18.15% said firmly that they were not. We were not surprised with the responses since clothing is one of the ways of expressing ourselves. Most probably in any ways we get emotionally attached to our own clothes. And if we do, we would like to keep them.

Table 32. Are you emotionally attached to your clothes?

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 562</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very much</td>
<td>62</td>
<td>122</td>
<td>17</td>
<td>201</td>
<td>81.85%</td>
</tr>
<tr>
<td>A little bit</td>
<td>210</td>
<td>25</td>
<td>24</td>
<td>259</td>
<td>18.15%</td>
</tr>
<tr>
<td>Not at all</td>
<td>57</td>
<td>32</td>
<td>13</td>
<td>102</td>
<td></td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

In question thirty-two we were curious if respondents were interested in fashion (Table 33). According to the results 55.7% of the respondents were a little bit interested in fashion (or maybe interested to look good at all, irrespectively of the fashion, but well anyway). About 22.6% were very much interested in fashion and further 21.7% were not interested at all.
Table 33. Are you interested in fashion?

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 562</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very much</td>
<td>74</td>
<td>40</td>
<td>13</td>
<td>127</td>
<td>22.60%</td>
</tr>
<tr>
<td>A little bit</td>
<td>168</td>
<td>115</td>
<td>30</td>
<td>313</td>
<td>55.70%</td>
</tr>
<tr>
<td>Not at all</td>
<td>87</td>
<td>24</td>
<td>11</td>
<td>122</td>
<td>21.70%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

In question thirty-three we asked respondents if they would have liked to have personalized individual items or if they were drifted by the mainstream flow (Table 34). 60.1% of the respondents told that they wanted to get dressed according to personalized unique fashion style. 28.3% did not mind what they were dressing and only 11.5% admitted to follow the mainstream fashion.

Table 34. Would you like to have personalized individual items or you are drifted by the mainstream flow?

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 562</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>I follow mainstream</td>
<td>45</td>
<td>14</td>
<td>6</td>
<td>65</td>
<td>11.50%</td>
</tr>
<tr>
<td>I want to get dressed according to personalized unique fashion style</td>
<td>193</td>
<td>112</td>
<td>33</td>
<td>338</td>
<td>60.10%</td>
</tr>
<tr>
<td>I do not mind which one, it is the same for me</td>
<td>91</td>
<td>53</td>
<td>15</td>
<td>159</td>
<td>28.30%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

In question thirty-four we were curious to reveal if our respondents wanted to participate in the creation process of clothes (to give ideas for the designers and make garments indeed tailor-made). The results are somewhat surprising (Table 35). Only 20.3% were interested in acting as an advisor in the clothing creation. Though the two other options got almost the same results (little bit interested: 40.2%, not interested at all: 39.5%). So we think this might mean that people though would like to get dressed uniquely, they would not take any measures to influence the creation process for their taste (they would just pick up something, they think is unique), or they do not think they would know how to participate in the creation process.

Table 35. Would you like to participate in the creation process of clothes (to give ideas for the designers and make garments indeed tailor-made)?
The **fifth question group** contains general questions about the respondents. We located this basic question group to the end of the questionnaire, since we thought that in the end of a long survey it is easier to answer for simple questions, that do not make the mind to work that much.

In **question thirty-five** we wanted to see the gender of our respondents (Table 36). It turned out that 397 females (70.6%) and 165 males (29.4%) made the three questionnaires.

Table 36. Gender:

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 562</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>213</td>
<td>152</td>
<td>32</td>
<td>397</td>
<td>70.60%</td>
</tr>
<tr>
<td>Male</td>
<td>116</td>
<td>27</td>
<td>22</td>
<td>165</td>
<td>29.40%</td>
</tr>
</tbody>
</table>

In **question thirty-six** we wanted to know the age of the respondents. We made calculations to get the average age of the respondents of the sample. The average age of all the respondents is 28.43 years (PT: 27.59 years, HU: 29.61 years).

In question **thirty-seven** we wanted to see the nationality of the respondents (Table 37). As already mentioned we received 562 answers. This is in accordance with the original number of responses from the beginning. We got 329 responses from Portuguese (58.54 %), 179 responses from Hungarians (31.85%) and further 54 (9.6 %) international responses from 29 different countries (*American*, *Argentinean*, *Brazilian*, *British*, *Bolivian*, *Bulgarian*, *Chinese*, *Costa Rican*, *Cypriot*, *Czech*, *Dutch*, *Finnish*, *French*, *German*, *Honduras*, *Indian*, *Italian*, *Irish*, *Latvian*, *Luxemburgish*, *Mexican*, *New Zealander*, *Peruvian*, *Polish*, *Romanian*, *Russian*, *Serbian*, *Spanish* and *Turkish*).
Table 37. Nationality:

<table>
<thead>
<tr>
<th>Nationality</th>
<th>TOTAL RESPONDENTS: 562</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>329</td>
<td>179</td>
<td>54</td>
<td>562</td>
</tr>
<tr>
<td></td>
<td></td>
<td>58.54%</td>
<td>31.85%</td>
<td>9.6%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

In question thirty-eight we wanted to know in what country our respondents were living (Table 38). As it turned out 10.81% of all the respondents are living in another country different from their nationality, meanwhile 89.19% live in their country of origin.

Table 38. Country you are living now:

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 537</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>same country</td>
<td>291</td>
<td>165</td>
<td>23</td>
<td>479</td>
<td>89.19%</td>
</tr>
<tr>
<td>not the same country</td>
<td>13</td>
<td>14</td>
<td>31</td>
<td>58</td>
<td>10.81%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

In question thirty-nine respondents were asked to comment if they think that living in another country (might have) changed their patterns of consumption. As expected, the answers reduced: 420 respondents filled in this question (Table 39). 35.47% thought that indeed living in another country has changed their patterns of consumption, meanwhile the rest 64.52% did not confirm this assumption.

Table 39. If you are living (you have ever lived) in a foreigner country, do you think this fact has changed the patterns of your consumption habits?

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 420</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>58</td>
<td>61</td>
<td>30</td>
<td>149</td>
<td>35.47%</td>
</tr>
<tr>
<td>No</td>
<td>136</td>
<td>112</td>
<td>23</td>
<td>271</td>
<td>64.52%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

In question forty we wanted to know what was the work status of our respondents (Table 40). To enhance the differences between Portuguese and Hungarian respondents we would like to present here the data separately. 63.83% of the Portuguese respondents are students. Meanwhile only 22.90% of the Hungarian respondents are students. (From the international answers 24% are students only). 28.93% of the Portuguese respondents
work in full or part time. Meanwhile in the Hungarian case 68.15% of the respondents (53.70% of the international respondents work in full or part-time). (We found only 3 Portuguese and 4 Hungarian respondents). We received 18 (Portuguese) and 8 (Hungarian) answers for being unemployed. We found 1 (Portuguese) freelancer and 1 (Portuguese) respectively 4 (Hungarian) responses for being on maternity leave.

Table 40. Employment status:

<table>
<thead>
<tr>
<th>Total Respondents: 551</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student</td>
<td>203</td>
<td>41</td>
<td>13</td>
<td>255</td>
<td>46.27%</td>
</tr>
<tr>
<td>Full-time</td>
<td>80</td>
<td>86</td>
<td>23</td>
<td>189</td>
<td>34.3%</td>
</tr>
<tr>
<td>Part-time</td>
<td>12</td>
<td>36</td>
<td>6</td>
<td>56</td>
<td>10.16%</td>
</tr>
<tr>
<td>Retired</td>
<td>3</td>
<td>4</td>
<td>2</td>
<td>9</td>
<td>1.63%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>18</td>
<td>8</td>
<td>7</td>
<td>33</td>
<td>5.98%</td>
</tr>
<tr>
<td>Freelancer</td>
<td>1</td>
<td>0</td>
<td>2</td>
<td>3</td>
<td>0.53%</td>
</tr>
<tr>
<td>Maternity leave</td>
<td>1</td>
<td>4</td>
<td>1</td>
<td>6</td>
<td>1.08%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

In question forty-one we were curious about the highest achieved educational level of the respondents (Table 41). The biggest set of the respondents indicated as the highest achieved (or in progress) educational level as bachelor (46.2%). The second most popular option was the master with 32.4%. Only 2.3% of the respondents admitted elementary school as highest level of education (all of them are Hungarian).

Table 41. Education (that you have achieved or you are in progress of achieving):

<table>
<thead>
<tr>
<th>Total Respondents: 562</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elementary School</td>
<td>0</td>
<td>13</td>
<td>0</td>
<td>13</td>
<td>2.30%</td>
</tr>
<tr>
<td>Secondary School</td>
<td>16</td>
<td>51</td>
<td>1</td>
<td>68</td>
<td>12.10%</td>
</tr>
<tr>
<td>Bachelor</td>
<td>176</td>
<td>64</td>
<td>32</td>
<td>262</td>
<td>46.20%</td>
</tr>
<tr>
<td>Master</td>
<td>108</td>
<td>47</td>
<td>27</td>
<td>182</td>
<td>32.40%</td>
</tr>
<tr>
<td>PHD</td>
<td>29</td>
<td>4</td>
<td>4</td>
<td>37</td>
<td>6.60%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

In question forty-two we wanted to reveal what was the area of study of the respondent (Table 42). The answer for this question was indeed dispersed. Though 34.5% of all the respondents come from Economics / Management and the second biggest group constitutes the Arts with 14.4%.
Table 42. Dispersion of respondents per areas of studies

<table>
<thead>
<tr>
<th>Area of Studies</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economics / Management</td>
<td>34.5%</td>
</tr>
<tr>
<td>Arts</td>
<td>14.4%</td>
</tr>
<tr>
<td>Natural Sciences</td>
<td>13.3%</td>
</tr>
<tr>
<td>Other</td>
<td>9.2%</td>
</tr>
<tr>
<td>Engineering</td>
<td>8.1%</td>
</tr>
<tr>
<td>Education</td>
<td>7.3%</td>
</tr>
<tr>
<td>Communication</td>
<td>5.1%</td>
</tr>
<tr>
<td>Hotel / Tourism</td>
<td>3.9%</td>
</tr>
<tr>
<td>Commerce</td>
<td>3.3%</td>
</tr>
<tr>
<td>Law</td>
<td>2.6%</td>
</tr>
<tr>
<td>Health</td>
<td>2.4%</td>
</tr>
<tr>
<td>Industry</td>
<td>1.4%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

In question forty-three we wanted to see if the respondents in their studies had any subjects related to environment? 41.64% of the Portuguese, 68.71% of the Hungarian and 68.51 of the international respondents indicated yes. The rest confirmed no 58.35% of the Portuguese, 31.28% of the Hungarian and 31.48% of the international respondents). (Table 43).

Table 43. In your studies did you have any subject related to environment?

<table>
<thead>
<tr>
<th></th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>137</td>
<td>123</td>
<td>37</td>
<td>297</td>
<td>52.80%</td>
</tr>
<tr>
<td>No</td>
<td>192</td>
<td>56</td>
<td>17</td>
<td>265</td>
<td>47.20%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

In question forty-four we were curious about the income level of our respondents (Table 44). The income levels were considered according to country specific amounts (Hungarian and Portuguese specific amounts), (Detailed explanation of the income ranges can be found on pp. 50-52 of the study). On the basis of this, let us analyse separately the three results.

In the first income table we can see the responses (415 responses) from those who supposedly get their salary in €. We can clearly see that the biggest income group is the
one of 0-200 € range (33.73%) and more than 50% of all the respondents belong to those whose salary is equal or less than 600 € (53.73%). Only 6.98% of the respondents earn more than 2500 €. This can be due to the fact that many students, or working students filled in the questionnaire.

Table 44. What is your level of income if you receive your income in Euro?

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS:</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-200</td>
<td>101</td>
<td>35</td>
<td>4</td>
<td>140</td>
<td>33.73%</td>
</tr>
<tr>
<td>201-600</td>
<td>57</td>
<td>18</td>
<td>8</td>
<td>83</td>
<td>20%</td>
</tr>
<tr>
<td>601-800</td>
<td>35</td>
<td>4</td>
<td>8</td>
<td>47</td>
<td>11.32%</td>
</tr>
<tr>
<td>801-1200</td>
<td>47</td>
<td>11</td>
<td>10</td>
<td>68</td>
<td>16.38%</td>
</tr>
<tr>
<td>1201-2500</td>
<td>35</td>
<td>4</td>
<td>9</td>
<td>48</td>
<td>11.56%</td>
</tr>
<tr>
<td>2500+</td>
<td>22</td>
<td>1</td>
<td>6</td>
<td>29</td>
<td>6.98%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

In the second income table we can see the responses (156 responses, Table 45) from those who get their salary supposedly in HUF (Hungarian Forint). We can clearly see that the biggest income group is the one of 0-50 000 HUF (28.8%). In the HUF income table though we can find more responses in the higher regions proportionally. This can be due to the fact that more working class people filled in this questionnaire. What is interesting to mention is that in the lowest regions are the biggest numbers of responses, though after there is a fall and the fourth, fifth regions (130 001 - 190 000 Ft, 190 001 - 250 000 Ft) are more popular.

Table 45. If you get your income in Forint:

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS:</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>156</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>0 - 50 000 Ft</td>
<td>0</td>
<td>29</td>
<td>12</td>
<td>41</td>
<td>27.33%</td>
</tr>
<tr>
<td>50 001 - 105 000 Ft</td>
<td>0</td>
<td>27</td>
<td>2</td>
<td>29</td>
<td>19.33%</td>
</tr>
<tr>
<td>105 001 - 130 000 Ft</td>
<td>0</td>
<td>15</td>
<td>0</td>
<td>15</td>
<td>10%</td>
</tr>
<tr>
<td>130 001 - 190 000 Ft</td>
<td>0</td>
<td>15</td>
<td>7</td>
<td>24</td>
<td>16.00%</td>
</tr>
<tr>
<td>190 001 - 250 000 Ft</td>
<td>0</td>
<td>11</td>
<td>10</td>
<td>21</td>
<td>14.00%</td>
</tr>
<tr>
<td>250 000 Ft +</td>
<td>0</td>
<td>11</td>
<td>4</td>
<td>15</td>
<td>10.00%</td>
</tr>
</tbody>
</table>
In the third income table we can see the responses (8 responses, Table 46) from those who supposedly get their salary in any currency other than € or HUF. We converted the amounts into € for easier understanding.

Table 46. If you get your income other than € or Forint:

<table>
<thead>
<tr>
<th>TOATL RESPONDENTS: 8</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-200</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>12,50%</td>
</tr>
<tr>
<td>201-600</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>601-800</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>801-1200</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>2</td>
<td>25%</td>
</tr>
<tr>
<td>1201-2500</td>
<td>0</td>
<td>1</td>
<td>3</td>
<td>4</td>
<td>50%</td>
</tr>
<tr>
<td>2500+</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>12,50%</td>
</tr>
</tbody>
</table>

In question forty-five we wanted to reveal that related to the income ranges in the country of the respondents which income they thought they get monthly (Table 47). The most answers were given to the middle level with 30.42 % and the less for the very high level with 0.17%.

Table 47. Dispersion of respondents per income range (according to their value judgement)

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 556</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>very low level</td>
<td>33</td>
<td>27</td>
<td>14</td>
<td>74</td>
<td>13,30%</td>
</tr>
<tr>
<td>low level</td>
<td>56</td>
<td>24</td>
<td>14</td>
<td>94</td>
<td>16,9%</td>
</tr>
<tr>
<td>low-middle level</td>
<td>54</td>
<td>28</td>
<td>23</td>
<td>105</td>
<td>18.88%</td>
</tr>
<tr>
<td>middle level</td>
<td>97</td>
<td>44</td>
<td>30</td>
<td>171</td>
<td>30,42%</td>
</tr>
<tr>
<td>high middle level</td>
<td>57</td>
<td>12</td>
<td>25</td>
<td>94</td>
<td>16,902%</td>
</tr>
<tr>
<td>high level</td>
<td>5</td>
<td>4</td>
<td>8</td>
<td>17</td>
<td>3,05%</td>
</tr>
<tr>
<td>very high level</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0,17%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire
In question forty-six respondents were asked about their family size (Table 48). 50.36% chose the 3-4 person family size (most probably father, mother and one-two children), the two and the one person family models were less popular (with 22.74% respectively 16.78%). Most probably our respondents still live with their families. And the less popular with 9.9% was the more than 5 people family model.

Table 48. Family size:

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 554</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-member-household</td>
<td>27</td>
<td>44</td>
<td>22</td>
<td>93</td>
<td>16.78%</td>
</tr>
<tr>
<td>2-member-household</td>
<td>64</td>
<td>53</td>
<td>9</td>
<td>126</td>
<td>22.74%</td>
</tr>
<tr>
<td>3-4-member-household</td>
<td>197</td>
<td>67</td>
<td>15</td>
<td>279</td>
<td>50.36%</td>
</tr>
<tr>
<td>5+ member-household</td>
<td>33</td>
<td>15</td>
<td>8</td>
<td>56</td>
<td>10.10%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

In question forty-seven respondents were asked if they had children (Table 49). 82.74% of our respondents admitted not to have. The Portuguese and English version both got a results with 8.7% of respondents having children, though the Hungarian questionnaire got 27.3%. This might be due to the fact that the Portuguese and the English version were filled in mostly by students and the Hungarian version mostly by Facebook groups.

Table 49. Do you have children?

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 562</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>50</td>
<td>40</td>
<td>7</td>
<td>97</td>
<td>17.56%</td>
</tr>
<tr>
<td>NO</td>
<td>279</td>
<td>139</td>
<td>47</td>
<td>465</td>
<td>82.74%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

In question forty-eight we were curious how many children our respondents had, if they had (Table 50). Still it turned out that 81% of the respondents didn’t have children).
Table 50. How many children do you have?

<table>
<thead>
<tr>
<th>TOTAL RESPONDENTS: 562</th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>273</td>
<td>136</td>
<td>47</td>
<td>456</td>
<td>81,00%</td>
</tr>
<tr>
<td>1</td>
<td>27</td>
<td>17</td>
<td>5</td>
<td>49</td>
<td>8,70%</td>
</tr>
<tr>
<td>2</td>
<td>22</td>
<td>19</td>
<td>1</td>
<td>42</td>
<td>7,40%</td>
</tr>
<tr>
<td>3</td>
<td>5</td>
<td>4</td>
<td>1</td>
<td>10</td>
<td>1,70%</td>
</tr>
<tr>
<td>4</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>4</td>
<td>0,71%</td>
</tr>
<tr>
<td>5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0,00%</td>
</tr>
<tr>
<td>6</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0,00%</td>
</tr>
<tr>
<td>7</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>0,17%</td>
</tr>
<tr>
<td>8</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0,00%</td>
</tr>
<tr>
<td>9</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0,00%</td>
</tr>
<tr>
<td>10</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0,00%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

In question forty-nine we wanted to know what was the social status of our respondents (Table 51). The majority of the respondents 43.6% (245 respondents) still live with their parents. Here we can relate to question 50.36% of people marked 3-4-member-household. So these people most probably are the ones who still live with their families. 21% of the respondents admitted to live alone, further 3.02% told that they share the flat with other tenants/friends. 20.81% of the respondents told that they were living with a partner. 10.32% of the respondents referred that they were living with a partner and with children. Only 5 respondents (0.89%) said they were living without partner, but with children (beside them further two respondents 0.35% admitted to live divorced, but did not specify further state).
Table 51. What is your social status?

<table>
<thead>
<tr>
<th></th>
<th>PT</th>
<th>HU</th>
<th>EN</th>
<th>SUM</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Living alone</td>
<td>46</td>
<td>43</td>
<td>29</td>
<td>118</td>
<td>21.73%</td>
</tr>
<tr>
<td>Living with parents</td>
<td>191</td>
<td>46</td>
<td>8</td>
<td>245</td>
<td>45.12%</td>
</tr>
<tr>
<td>Living with children but without partner</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>5</td>
<td>0.9%</td>
</tr>
<tr>
<td>Living together with partner</td>
<td>58</td>
<td>51</td>
<td>13</td>
<td>117</td>
<td>21.54%</td>
</tr>
<tr>
<td>Living together with partner and with children</td>
<td>26</td>
<td>28</td>
<td>5</td>
<td>58</td>
<td>10.68%</td>
</tr>
<tr>
<td>Living with flatmate</td>
<td>3</td>
<td>10</td>
<td>5</td>
<td>17</td>
<td>3.12%</td>
</tr>
<tr>
<td>Divorced</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>0.35%</td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire
3.3.3. Correlations

Besides the general statistical results we also wanted to make some correlations to see how the different variables might relate. We correlated the most of the variables, but unfortunately only some of them gave meaningful results. We chose to put here those which are more significant.22

Table 52. Table showing some correlations

<table>
<thead>
<tr>
<th></th>
<th>Q4</th>
<th>Q25 GEN X</th>
<th>Q25 GEN Y</th>
<th>Q26</th>
<th>Q28 HU</th>
<th>Q28 PT</th>
<th>Q31</th>
<th>Q32</th>
<th>Q44 HU</th>
<th>Q44 PT</th>
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<tbody>
<tr>
<td>Q4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-0.1340</td>
<td>-0.0287</td>
<td>0.1075</td>
<td>-0.1712</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q25</td>
<td>0.1456</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q26</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q29</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q31</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.1477</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q32</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.2780</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q33</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.4262</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q35</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.2056</td>
<td></td>
</tr>
<tr>
<td>Q36</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.1223</td>
<td>0.0310</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q40</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q42</td>
<td>0.2970</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q43</td>
<td>0.0588</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q45</td>
<td>-0.125</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q46</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q47</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.0609</td>
<td></td>
</tr>
</tbody>
</table>

Source: Thesis Questionnaire

Norum (2013) depicts in her study that GEN Y (1980-2000) is much less likely to have proper skills in maintaining clothes, than GEN X (1960-1980). We were curious to check this statement in our questionnaire. So we correlated the results of questions 36 with 25. We had to do the correlation twice since we divided our sample into two subsets (GEN X and GEN Y). Although Norum’s theory was not confirmed clearly we got the following results: Gen X had a correlation score 0.12234, meanwhile GEN Y

22 This table was constructed to help giving a picture about some variables that we wanted to correlate. The table is adjusted to the text.
scored a 0.03103 value. Since the values are indeed small, we cannot take either a clear conclusions. But also for us the correlation value for GEN X is higher than the one for GEN Y.

We tried to take again an example of Norum (2013, pp.136). She thinks that sewing skills might affect the purchase of second-hand clothes, or the discard of clothes in general or repurposing of clothing. We were curious about this, so we made a correlation between the results of question 25and 4. Or in other words we wanted to see that the willingness to buy second-hand clothes had any relations with having proper skills to repair clothes. The correlation score is 0.14555, which confirms a positive although not very high correlation.

A correlation was made between the results of question 26 and 25 (We were curious to know if somebody who had the proper skills to repair clothes actually repaired them.) We think there is a relation between skills to be able to repair clothes and the actual act to do so. The correlation value is 0.51606, which indicates a positive relative between both variables, that is, those respondents who have ability to repair clothes are actually willing to do that.

We also wanted to see that people who are emotionally attached to their clothes repaired those (question 31 and 26). According to the correlation score 0.14774 there is not a very significant linkage between the two variables, so our assumption was not strongly justified.

We wanted to see the relation between the willingness to buy second-hand clothes and the level of usedness somebody can still wear a garment. We correlated the results of question 4 with 28. We observed the scores differentiating the Portuguese and the Hungarian answers from the sample. The Hungarian correlation score is -0.13397 and the Portuguese one is -0.02872. In the former case we may say there may be some evidence that, that Hungarian who are more willing to buy second clothes are not prepared to use garments for many time. Since the numbers for the Portuguese sample are very small we cannot take any conclusion.

We made a correlation test between the results of question 32 and 31. (If there was a relation between being emotionally attached to clothes and being interested in fashion at all). The correlation score between the two was 0.27798. So the relation seems to be positive as expected, although with a weak value.
We made a correlation test furthermore between the results of question 33 and 32. We wanted to see that people who are interested in fashion wanted to have personalized individual items or if they were drifted by the mainstream flow. According to the test there is a positive, but not very strong relation between the two variables. The correlation value is 0.4262.

We correlated the results of the question 35 with 4. We wanted to see that the willingness to buy second-hand clothes had any relations with the gender of the respondents. The correlation value is 0.20559. So indeed, there is a week relation between the two variables. The willingness is slightly increasing if the respondents are feminine.

We correlated moreover the results of the question 42 with 4. In this case we wanted to see that people with different areas of studies are how willing to buy second-hand clothes. Firstly we observed people from arts in relation to people from economics in the sample. The score was 0.29703. We found a positive relation between the willingness to buy second-hand clothes and studying art. The willingness is more probable as somebody studies arts compared to economics to buy second-hand clothes amongst the respondents of our sample.

We wanted to see if there was any relation between question 43 and 4. The correlation value is 0.05879. So we found no significant relation between if somebody had environmental related subjects and if somebody would buy second-hand clothes (as we previously thought).

We correlated question 4 and 44. We were observing how the income level of people was related to the fact that they were willing to buy second-hand clothes or not. We separated the Hungarian and the Portuguese answers of the sample. There were two reasons for the separation. On the one hand, we wanted to see the differences coming from the two different nationalities. On the other hand the currency in which the responses were given was different (Forint for Hungarians and Euro for Portuguese). As a result of the correlations, we discovered that in the Hungarian case the correlation value was 0.10753. We can see that as income increases Hungarian respondents of the sample buy more second-hand clothes. But the values are very small, so we cannot give

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23 We gave correlation value to being interested in fashion and to little being interested in fashion and 0 for not being interested. Furthermore we gave correlation value 1 if somebody wanted personalized items or if followed mainstream fashion and 0 for those who answered as they did not mind.
affirmative confirmations. In the Portuguese one the value is -0.17120. If income level increases Portuguese buy less second-hand clothes.

*We correlated question 45 and 4.* We wanted to see if there was any relation between the willingness to buy second-hand clothes and the income range (the individual admitted to receive). We correlated the very low level, low level and low middle level income ranges with the middle level, high middle level, high level and very high level income ranges. The correlation value is -0.1251, which means that as the income of our respondents decrease they are less willing to buy second-hand clothes, not as how we expected. With some care, we could say that the willingness to buy second-hand clothes increases as the income decreases.

We wanted to see the relation between if somebody repairs the clothes due to the fact that he/she has children (*question 47 and 26*). The correlation score was 0.06086. So we think that in our sample there is no correlation between the two variables.
4. Conclusion

In this dissertation we were investigating that second-hand clothes could constitute integral part in the individuals’s clothing. Our purpose was to make an experiment that the respondents of the sample of the thesis questionnaire are / would be possible buyers of second-hand clothes. We thought second-hand clothes as an alternative, sustainable way of clothing of nowadays. Why? Because the fashion industry, as an ever functioning, always hungry machinery uses up too many natural resources and at the same time produces waste, since material inputs become waste outputs. Purchasers are not motivated to keep for a long time the garments due to cheap price and low quality. The fashion industry continuously renews and launches new collections / styles. Continuously renewing trends entails increasing the environmental burden (low quality products, short-time use, and frequent clothing replacement, increasing textile waste). Increased consumption causes increased wastes.

Garments are withdrawn from the market when their owner decides not to want to wear them again, many times still in good state with much lifetime potential. In a better scenario these garments are not incinerated nor buried but turned back to the product life-cycle in some way. Throughout various distribution channels they are again buyable as second-hand items. In wholesaler framework then second-hand clothes are sorted, grouped and transported to the new country of origin. The better quality ones come to Eastern European countries (e.g. Hungary) and the less good quality ones go to Asia and Africa.

So we made a survey to see what people (of the sample) think about second-hand clothes as well as to reveal their attitude towards buying second-hand. As for conclusion, based on the results obtained we can say that our assumption that second-hand will be the new way of life might not be very likely. We cannot take definitive conclusions, because the samples are not representative from the populations, but, with this study, we may have a snapshot of what is somewhat expectable. It turned out that the majority of our respondents though would be willing to buy second-hand clothes, do not consider these garments as an alternative way of clothing. The majority of the ones who (would) buy in second-hand stores does it due to financial reasons or for the sake
of opportunity shopping. They do not convey any environmental / sustainability reasons for buying second-hand clothes.

Regarding the second question group relating to sustainability and ethical issues (based on the study of Jagel et al. 2012) we have the following thoughts. Though the results of that sample were different (being a different focus group asked as well), see that there is a potential for trade-offs between values. In the Jagel study as well as in our study the most common trade-off is some value against price. In our study, price is also a significant factor when agreeing about second-hand clothes.

We could try to move towards slow-fashion which means better quality clothes, more personalized garments for the buyers, besides less resource consumption and smaller ecological footprint for the environment. Slow fashion implicates reduced volumes in production, but at the same time more durable, long-lasting clothing possibly made from sustainable materials. From the reuse of clothes, global warming, acidification, human toxicity impacts, resource consumption, waste creation could decrease.

Beside and together with slow fashion the idea of customization and active participation from customer side could induce affection towards the garments consequently replacement of the product could be postponed). This would be beneficial for sustainability. Further work could be implemented to investigate, moreover to experiment and test if co-creation indeed redeem hopes that academicals (Niinimaki and Hassi, 2011) convey to it.

At least we hope that these kind of studies could act as an educational tool for (future) customers. Consumers, who are indifferent or ignorant about “second-handism”, could become more aware of the importance of what this way of clothing means and what impacts it has on the environment. By educating people this study might enhance sustainable consumption and decrease waste disposal. Moreover, this work shows a variety of implications for second-hand market expansion, distribution channels opportunities and second-hand supplier possibilities.
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We love Budapest (2015), http://welovebudapest.com/shops.and.services.1/the.best.second.hand.shops.and.vintage.stores.in.budapest, accessed on 21/ June/2015

XE (2015),
ww.xe.com/pt/currencyconverter/convert/?Amount=1&From=EUR&To=HUF,
accessed on 26/9/20

References of tables and figures

Figures:

Text:


Figure 3: Zamani, B., (2014), “Towards Understanding Sustainable Textile Waste Management: Environmental impacts and social indicators”, Chalmers University of technology


Annexes:

Figure IV. 1: Cushman and Wakefield (2015), Marketbeat, Economic Snapshot, http://www.cushmanwakefield.com/~media/marketbeat/2015/05/hungary_econ_1q15.pdf, accessed on 27/08/2015

Figure IV. 2: Cushman and Wakefield (2015), Marketbeat, Economic Snapshot, http://www.cushmanwakefield.com/~media/marketbeat/2015/05/hungary_econ_1q15.pdf, accessed on 27/08/2015
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Figure IV. 7: Trading Economics (2015), Hungary, Consumer Confidence, http://www.tradingeconomics.com/hungary/consumer-confidence, accessed on 27/08/2015

Figure IV. 8: Trading Economics (2015), Portugal, Consumer Confidence, http://www.tradingeconomics.com/portugal/consumer-confidence, accessed on 27/08/2015

Figure IV. 9: Trading Economics (2015), Hungary Gross Average Wages, http://www.tradingeconomics.com/hungary/wages, accessed on 27/08/2015

Figure IV. 10: Trading Economics (2015), Portugal Average Nominal Monthly Wage, http://www.tradingeconomics.com/portugal/wages, accessed on 27/08/2015

Tables:

Annexes:

Table I-1: Global Stewards (2015),” Sustainable Clothing Solutions”, http://www.globalstewards.org/clothing.htm, accessed on 27/08/2015

Table II-1: Global Stewards (2015),” Sustainable Clothing Solutions”, http://www.globalstewards.org/clothing.htm, accessed on 27/08/2015

### Annexes

#### Annex I - Sustainable fabrics

Table I- 1- Sustainable fabrics

<table>
<thead>
<tr>
<th>Fabric</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>EcoSpun</td>
<td>recycled polyester fibre from recycled plastic pop bottles</td>
</tr>
<tr>
<td>Lyocell fibre</td>
<td>100% biodegradable fibre is produced in an environmentally-friendly manner from cellulose</td>
</tr>
<tr>
<td>Organic bamboo fibre</td>
<td>100% biodegradable fibre that grows naturally without need for pesticides or fertilizers</td>
</tr>
<tr>
<td>Organic Cotton Fibre</td>
<td>cotton grown without the use of artificial chemicals such as herbicides or pesticides</td>
</tr>
<tr>
<td>Organic Hemp Fibre</td>
<td>durable natural fibre that can be grown without pesticides and with minimal water use. The hemp plant has long roots which help to prevent erosion and retain topsoil</td>
</tr>
<tr>
<td>Organic Linen Fibre</td>
<td>made from the organically-grown flax plant</td>
</tr>
<tr>
<td>Organic Soy Fibre</td>
<td>a very soft and durable fibre</td>
</tr>
<tr>
<td>Sasawashi</td>
<td>a very durable Japanese fabric made from paper and the plant Kumazasa, which has natural antibacterial and deodorant effects</td>
</tr>
<tr>
<td>Wild Silks</td>
<td>produced by undomesticated silkworms in the wild</td>
</tr>
</tbody>
</table>

Source: Global Stewards (2015)
## Annex II – Fair Trade Organizations

### Table II- 1- Fair Trade Organizations

<table>
<thead>
<tr>
<th>Organization</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU Ecolabel</td>
<td>An ecolabel given to textiles that minimize the use of harmful substances and reduce air and water pollution.</td>
</tr>
<tr>
<td>Fair Wear Foundation</td>
<td>This initiative monitors its members’ fulfilment of eight criteria that describe labour conditions.</td>
</tr>
<tr>
<td>Nordic Initiative Clean and Ethical (NICE)</td>
<td>It provides a code of conduct and manual for monitoring and evaluating the textile and fashion companies’ supply chains in different aspects of sustainability such as human rights, labour conditions, occupational health and safety, environmental performance and corruption prevention.</td>
</tr>
<tr>
<td>Öeko-tex (or Oekotex or Oko-tex) Standard 100</td>
<td>It is a certification process that evaluates and screens for any harmful substances present within processed textiles intended to come into contact with consumers.</td>
</tr>
<tr>
<td>Sustainable Apparel Coalition</td>
<td>Sustainability leaders in the apparel and footwear industry working to create a universal index to measure and benchmark sustainable practices and products for use by all apparel and footwear companies.</td>
</tr>
</tbody>
</table>

Source: Global Stewards (2015) and Zamani (2014)
Annex III – Disposal techniques of textiles and fibres (Zamani, 2014)

Table III-1 Disposal techniques of textiles and fibres

<table>
<thead>
<tr>
<th>Disposal Technique</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incineration with energy recovery</td>
<td>Collected textile waste from bins and sacks is sent to incineration together with other collected municipal waste. The recovered heat and power can potentially replace other sources of energy (Palm 2011, in Zamani 2014).</td>
</tr>
<tr>
<td>Reuse of textiles into the market</td>
<td>Textiles and garments collected and transferred to second hand shops with the aim of sending used clothes to the market.</td>
</tr>
<tr>
<td>Mechanical recycling of textile waste</td>
<td>Cut and shred the fabric into small pieces which can be used as filling in mattresses or upholstery.</td>
</tr>
<tr>
<td>Chemical recycling of textile waste</td>
<td>Chemical recycling methods can be applied to synthetic fibres (polyester, nylon or polypropylene) or blends of natural and synthetic fibres. During chemical recycling processes, the fibres are chemically separated and degraded to the molecular level.</td>
</tr>
</tbody>
</table>

Emerging/alternative technologies for textile waste management

Source: Zamani (2014)
Annex IV- Economic indexes of Hungary and Portugal

Figure IV- 1: Economic Summary of Hungary

<table>
<thead>
<tr>
<th>ECONOMIC INDICATORS</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>GDP growth</td>
<td>-1.5</td>
<td>1.6</td>
<td>3.6</td>
<td>2.5</td>
</tr>
<tr>
<td>Consumer spending</td>
<td>-1.9</td>
<td>-0.1</td>
<td>1.6</td>
<td>2.5</td>
</tr>
<tr>
<td>Industrial production</td>
<td>-1.4</td>
<td>1.4</td>
<td>7.1</td>
<td>5.3</td>
</tr>
<tr>
<td>Investment</td>
<td>-4.2</td>
<td>5.2</td>
<td>11.7</td>
<td>3.0</td>
</tr>
<tr>
<td>Unemployment rate (%)</td>
<td>10.6</td>
<td>9.8</td>
<td>7.6</td>
<td>6.9</td>
</tr>
<tr>
<td>Inflation</td>
<td>5.7</td>
<td>1.7</td>
<td>-0.2</td>
<td>0.0</td>
</tr>
</tbody>
</table>

Source: Cushman and Wakefield (2015)

Figure IV- 2: Economic Summary of Portugal

<table>
<thead>
<tr>
<th>ECONOMIC INDICATORS</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>GDP growth</td>
<td>-3.3</td>
<td>-1.4</td>
<td>0.9</td>
<td>1.6</td>
</tr>
<tr>
<td>Consumer spending</td>
<td>-5.5</td>
<td>-1.5</td>
<td>2.1</td>
<td>1.3</td>
</tr>
<tr>
<td>Industrial production</td>
<td>-6.1</td>
<td>0.4</td>
<td>1.0</td>
<td>1.6</td>
</tr>
<tr>
<td>Investment</td>
<td>-16.6</td>
<td>-6.7</td>
<td>2.2</td>
<td>2.6</td>
</tr>
<tr>
<td>Unemployment rate (%)</td>
<td>15.3</td>
<td>16.2</td>
<td>13.9</td>
<td>13.3</td>
</tr>
<tr>
<td>Inflation</td>
<td>2.8</td>
<td>0.3</td>
<td>-0.3</td>
<td>0.2</td>
</tr>
</tbody>
</table>

Source: Cushman and Wakefield (2015)

Figure IV- 3: Hungarian core consumer price

Figure IV- 4: Portuguese core consumer price

**Portugal Core Consumer Prices 1977-2015 | Data | Chart | Calendar**


Figure IV- 5: Hungary, Consumer Price Index

**Hungary Consumer Price Index (CPI) 1992-2015 | Data | Chart | Calendar**


Figure IV-6: Portugal, Consumer Price Index

Portugal Consumer Price Index (CPI) 1990-2015 | Data | Chart | Calendar

Consumer Price Index CPI in Portugal increased to 101.33 Index Points in May of 2015 from 100.90 Index Points in April of 2015. Consumer Price Index CPI in Portugal averaged 101.17 Index Points from 1990 until 2015, reaching an all-time high of 101.33 Index Points in May of 2015 and a record low of 100.90 Index Points in May of 1990. Consumer Price Index CPI in Portugal is reported by the Statistics Portugal.


Figure IV-7: Hungary, Consumer confidence

Figure IV- 8: Portugal, Consumer confidence

![Portugal Consumer Confidence](image)

Portugal Consumer Confidence - 1997-2015

![Portugal Consumer Confidence Chart](image)


Figure IV- 9: Hungary, Gross Average Wages

![Hungary Gross Average Wages](image)

Hungary Gross Average Wages - 1998-2015
Wages in Hungary increased to 247917 HUF/Month in March of 2015 from 234274 HUF/Month in February of 2015. Wages in Hungary averaged 183732.85 HUF/Month from 1999 until 2015, reaching an all time high of 267452 HUF/Month in December of 2014 and a record low of 60269 HUF/Month in January of 1998. Wages in Hungary is reported by the Hungarian Central Statistical Office.

![Hungary Gross Average Wages Chart](image)

Figure IV -10: Portugal, Average Nominal Monthly Wage

Nominal wages in Portugal increased to 1142.59 EUR/Month in second half of 2014 from 1134.44 EUR/Month in the previous period. Wages in Portugal averaged 1046.06 EUR/Month from 2005 until 2011, reaching an all time high of 1142.59 EUR/Month in October of 2011 and a record low of 809.34 EUR/Month in April of 2005. Wages in Portugal is reported by the Gabinete de Estratégia e Planeamento.

Annex V - Thesis questionnaires

V.1 Questionnaire in English

English version:

Sustainable clothing consumption

Dears,

My name is Agnes Tota. I am a master student in the Faculty of Economics, University of Porto, Master in Environmental Economics and Management, … I am writing my master thesis in the topic of Sustainable Clothing Consumption. Basically I involve second hand clothes as a way of sustainability in fashion industry in the future.

The questionnaire takes approximately 7 minutes.

Thank you very much for your contribution!

Do not forget, all the responses help! :)

Greetings,

Agnes

Ps. “Outro” means “Other”

*Obrigado* 

1. Where do you generally purchase your clothes? 
   More responses possible
   - General clothes shops (shopping centers, exact clothes shops)
   - Chinese Store
   - Ind/Artistic shops (where not branded but hand-made, quality level, unique clothes are fabricated)
   - Second-hand shops
   - Outro: [ ]

2. Related to clothes, how do your consumption habit patterns look like? 
   - I only buy new clothes
   - I buy more new clothes than second-hand ones
   - I buy more second-hand clothes than new ones
   - I buy only second-hand clothes

3. What value (in euros, forints or other currency) do you spend, in average, for clothes (monthly)? Please specify the amount, the currency and the periodicity

4. Would you be willing to buy second-hand clothes? 
   - Yes
   - No

5. Do you consider yourself a general shopper of second hand clothes? 
   - Yes
   - A little bit
   - No
   - I do not know

6. How many percentage of the wardrobe comes from second-hand items (not newly bought)? 
   - 0%
   - 1-5%
   - 6-10%
   - 11-25%
   - 26-50%
   - 51-75%
   - 75%+
7. How many second hand clothes pieces have you bought in the last 5 months? 
- 0 
- 1-3 
- 4-6 
- 7-10 
- 10+ 

8. What percentage of your income do you generally spend on second hand clothing monthly? 
- 0% 
- 1% 
- 2-5% 
- 6-10% 
- 11-20% 
- 21+% 

9. I buy second hand clothes, but I do not like that others know it 
If you do not buy second hand clothes please continue at question 24 
1 2 3 4 5 
Do NOT agree at all | | | | strongly agree 

10. I buy from second-hand clothes shops because this is the way of finding clothes that I really need (necessity). 
1 2 3 4 5 
Do NOT agree at all | | | | strongly agree 

11. I buy from second-hand clothes shops because when passing by I might find something I might need (additionality) 
1 2 3 4 5 
Do NOT agree at all | | | | strongly agree 

12. I buy from second-hand clothes shops to emphasize my way of thinking (saving resources, sustainability) 
1 2 3 4 5 
Do NOT agree at all | | | | strongly agree 

13. I buy from second-hand clothes shops because I do not find original special pieces of clothes in other shops (identity) 
1 2 3 4 5 
Do NOT agree at all | | | | strongly agree 

14. I (would) buy second hand clothes due to the PRICE 
1 2 3 4 5 
Do NOT agree at all | | | | strongly agree 

15. I (would) buy second hand clothes to STAY IN BUDGET 
1 2 3 4 5 
Do NOT agree at all | | | | strongly agree
16. I (would) buy second hand clothes due to the GREAT QUALITY-PRICE RATIO

1 2 3 4 5

do NOT agree at all ○ ○ ○ ○ strongly agree

17. I (would) buy second hand clothes because I CAN BUY BRANDS CHEAPER

1 2 3 4 5

do NOT agree at all ○ ○ ○ ○ strongly agree

18. I (would) buy second hand clothes because of the UNIQUENESS of the CLOTHES

1 2 3 4 5

do NOT agree at all ○ ○ ○ ○ strongly agree

19. I (would) buy second hand clothes because of SUSTAINABILITY ISSUES

1 2 3 4 5

do NOT agree ○ ○ ○ ○ strongly agree

20. I (would) buy second hand clothes because of SAVING RESOURCES

1 2 3 4 5

do NOT agree at all ○ ○ ○ ○ strongly agree

21. I (would) buy second hand clothes to REDUCE WASTE (by reducing buying new ones)

1 2 3 4 5

do NOT agree at all ○ ○ ○ ○ strongly agree

22. I (would) buy second hand clothes to AVOID GUILT

Labor related, exploitation in third-world countries

1 2 3 4 5

do NOT agree at all ○ ○ ○ ○ strongly agree

23. I (would) buy second hand clothes to ACT AS AN AMBASSADOR and SERVE AS AN EXAMPLE

1 2 3 4 5

do NOT agree at all ○ ○ ○ ○ strongly agree

24. Who educated you to treat (clean, dry, store) properly clothes?

- Parents
- School
- Informative sessions by organisations
- Others

25. I think I have the proper skills to repair clothes (cut, sew) •

- Yes
- No
26. Do you "repair" (cut, sew) clothes? *
   - Yes
   - Sometimes
   - No

27. If yes, how do you reuse / repair them? *
   More responses possible
   - Cut
   - Sew
   - Other: [blank]

28. How much is the level of usedness you can still wear? *
   - Very used
   - Quite used
   - Little used
   - Almost new

29. Do you still wear your clothes if they are out of fashion? *
   - Yes
   - Maybe
   - No

30. Where do you dispose finally your clothes? *
   More responses possible
   - In the trash can
   - I sell on proper internet websites
   - I give to friends and family
   - I donate to charities
   - I dispose them to clothes collection containers
   - Other: [blank]

31. Are you emotionally attached to your clothes? *
   - Very much
   - A little bit
   - Not at all

32. Are you interested in fashion? *
   - Very much
   - A little bit
   - Not at all

33. Would you like to have personalized individual items or you are drifted by the mainstream flow? *
   - I follow mainstream
   - I want to get dressed according to personalized unique fashion style
   - I do not mind which one, it is the same for me

34. Would you like to participate in the creation process of clothes (to give ideas for the designers and make garments indeed tailor-made)? *
   - Yes, a lot
   - Maybe
   - No, I do not care about this

35. Gender: *
   - Female
   - Male

36. Age: [blank]
37. Nationality:
- Portuguese
- Hungarian
- Other: __________________________

38. Country you are living now:
[Blank space]

39. If you are living (you have ever lived) in a foreign country, do you think this fact has changed the patterns of your consumption habits?
- Yes
- No

40. Employment status:
- Full-time
- Part-time
- Retired
- Unemployed
- Other: __________________________

41. Education (that you have achieved or you are in progress of achieving):
- Elementary School
- Secondary School
- Bachelor
- Master
- PhD
- Other: __________________________

42. What is the area of your study?
- Arts
- Natural sciences
- Commerce
- Communication
- Law
- Economics/Management
- Education
- Engineering
- Hotel Management
- Industry
- Health
- Other: __________________________

43. In your studies did you have any subject related to environment?
- Yes
- No

44. What is your level of income?
A. If you get your income in € please specify here and follow to question 45... If not, follow to the question 46b. or 46c as per what refers to you
- 0-200€
- 201-500€
- 501-800€
- 801-1200€
- 1201-2500€
- 2500€+
44. B, If you get your income in Forint please specify here:
- 0 - 50 000 Ft
- 50 001 - 105 000 Ft
- 105 001 - 130 000 Ft
- 130 001 - 190 000 Ft
- 190 001 - 250 000 Ft
- 250 000 Ft +

44. C, If you get your income other than € or Forint, please specify here the AMOUNT and THE CURRENCY

45. Related to the income ranges in your country which income do you think you get monthly? *
- very low level
- low level
- low-middle level
- middle level
- high-middle level
- high level
- very high level

46. Family size: *
- 1-member-household
- 2-member-household
- 3-4-member-household
- 5+ member-household

47. Do you have children? *
- Yes
- No

48. How many children do you have? *
- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- Other: 

49. What is your social status? *
- Living alone
- Living with parents
- Living with children but without partner
- Living together with partner
- Living together with partner and with children
- Other: 

Envoyer

Formulário enviado através do Google Forms.
V.2 Questionnaire in Portuguese

Consumo sustentável em roupa

Carissimos,

Chamo-me Agnes Totta, venho da Hungria e estou a realizar uma tese de Mestrado em Economia e Gestão do Ambiente, da Faculdade de Economia, Universidade do Porto sobre o tema "Consumo sustentável em roupa".

Visto por este meio pedi a vossa colaboração no preenchimento de um breve inquérito, com a duração de 7 minutos aproximadamente.

Peço-vos que responda a TODAS as questões. A vossa colaboração é essencial para o desenvolvimento da minha tese. Agradeço também a divulgação do inquérito a outras pessoas, especialmente que possuam conta no Facebook.

Todos os dados são anónimos e confidenciais.

O questionário está disponível online em:

https://docs.google.com/forms/d/e/1SICPIuLiHl/8ub8dwpq0mC76w0T0fYfOw9n48EsgG43u14/viewform

Desde já muito obrigada!

Cumpre-me.

Agnes Totta

~Obrigado~

1. Onde é que geralmente compra a sua roupa? *

Possibilidade de mais do que uma resposta

□ Lojas "génere" de roupa (centros comerciais, lojas de rua que vendem exclusivamente roupa)

□ Lojas de chinês

□ / Lojas de artigos esportivos (fabricados a mão, peças únicas, etc).

□ Lojas de segundos-mão

□ Outra:

2. Quantos roupa, assim são os seus padrões de consumo? *

□ Compro roupa nova

□ Compro mais roupa nova do que a segunda mão

□ Compro mais roupa da segunda mão do que a nova

□ Compro só roupa em segunda mão

3. Qual é o valor em euros, que gasta em média por roupa, num ano? *

□

4. Estaria disposto/a a comprar roupa de segunda mão? *

□ Sim

□ Não

5. Considera-se um comprador/geral de roupa em segunda mão? *

□ Sim

□ Mais ou menos

□ Não

□ Não sei

6. Qual é a porcentagem em roupa da segunda mão no seu guarda roupa? *

□ 0%

□ 1-3%

□ 3-10%

□ 11-20%

□ 21-50%

□ 51-75%

□ 76%

7. Quantas peças em segunda mão tem comprado nos últimos 5 meses? *

□ 0

□ 1-3

□ 4-6

□ 7-10

□ 12+
8. Qual é a porcentagem do seu rendimento que gasta mensalmente em roupa?*

- 0-1%
- 2-5%
- 6-10%
- 11-20%
- 21%

9. Compro roupa em segunda mão, mas não gosto que os outros pessoas saibam. Se não comprar em lojas de segunda mão por favor siga a pergunta 14.

1 2 3 4 5
Não concordo nada ○ ○ ○ ○ Concordo plenamente

10. Compro roupa em lojas de segunda mão porque esta é a maneira de eu encontrar roupa que realmente prezo (necessidade).

1 2 3 4 5
Não concordo nada ○ ○ ○ ○ Concordo plenamente

11. Compro roupa em lojas de segunda mão, porque as pessoas que eu gosto jamais as querem.

1 2 3 4 5
Não concordo nada ○ ○ ○ ○ Concordo plenamente


1 2 3 4 5
Não concordo nada ○ ○ ○ ○ Concordo plenamente

13. Compro em lojas de roupa de segunda mão, porque não encontro roupas especiais, originais, nas outras lojas (identidade).

1 2 3 4 5
Não concordo nada ○ ○ ○ ○ Concordo plenamente

14. Compro (compraria) roupa em segunda mão, por causa do preço.

1 2 3 4 5
Não concordo nada ○ ○ ○ ○ Concordo plenamente

15. Compro (compraria) roupa em segunda mão, para gerir melhor o meu dinheiro.

1 2 3 4 5
Não concordo nada ○ ○ ○ ○ Concordo plenamente

16. Compro (compraria) roupa em segunda mão, devido à alta relação qualidade/preço.

1 2 3 4 5
Não concordo nada ○ ○ ○ ○ Concordo plenamente

17. Compro (compraria) roupa em segunda mão, porque posso comprar roupas mais baratas de marca.

1 2 3 4 5
Não concordo nada ○ ○ ○ ○ Concordo plenamente

18. Compro (compraria) roupa em segunda mão, pelas particularidades únicas da roupa.

1 2 3 4 5
Não concordo nada ○ ○ ○ ○ Concordo plenamente

19. Compro (compraria) roupa em segunda mão, por motivos de sustentabilidade. **

1 2 3 4 5
Não concordo nada ○ ○ ○ ○ Concordo plenamente

20. Compro (compraria) roupa em segunda mão, para poupar recursos ambientais.

1 2 3 4 5
Não concordo nada ○ ○ ○ ○ Concordo plenamente
Sustainable clothing consumption -2015

21. Compre (compartilhe) roupa em segunda mão, para tentar reduzir os resíduos (reduzindo a compra de roupas novas)

1 2 3 4 5

Não concordo nada ☐ ☐ ☐ ☐ Concordo plenamente ☐

22. Compre (compartilhe) roupa em segunda mão para reduzir o meu sentimento de culpa (relacionado com a exploração de trabalho em países menos desenvolvidos).

1 2 3 4 5

Não concordo nada ☐ ☐ ☐ ☐ Concordo plenamente ☐

23. Compre (compartilhe) roupa em segunda mão para agir como um(a) “embaixador(a)” e servir como exemplo aos outros.

1 2 3 4 5

Não concordo nada ☐ ☐ ☐ ☐ Concordo plenamente ☐

24. Quem ou o quê educou para tratar (lavar, secar, guardar) devidamente a roupa? * *

☐ Pouco
☐ Excesso
☐ Sessões de informação por organizações específicas
☐ Outro:

25. Penso que possui qualidades específicas para reparar roupas (cortar, coser) * *

☐ Sim
☐ Não

26. Normalmente reparo as roupas? (costar, cortar) *

☐ Sim
☐ Não
☐ Às vezes

27. Se sim, o que faz concretamente para reparar e reciclar as roupas? Possibilidade de mais do que uma resposta *

☐ Corta
☐ Costura
☐ Outro:

28. Quais antigas, e usadas, são as roupas que continua a usar? *

☐ Muito usadas
☐ Bastante usadas
☐ Pouco usadas
☐ Quase novas

29. Usa as roupas, mesmo que já estejam fora de moda? *

☐ Sim
☐ Talvez
☐ Não

30. Onde deixas as roupas, quando já não as usa? *

Possibilidade de mais do que uma resposta.

☐ Na caixa de lixo
☐ Vendo em semanas específicas
☐ Ofereço a amigos e família
☐ Faço doação
☐ Dá em comitê de coleta de roupas
☐ Outra:

31. Tem geralmente uma relação emocional com as suas roupas? * *

☐ Muito
☐ Um pouco
☐ Não mesmo

32. Está interessado/a em moda? *

☐ Muito
☐ Um pouco
☐ Não por isso
### 20. Gostaria de ter peças individuais, personalizadas, ou segue a moda geral? **
- Seja moda
- Eu preferia me vestir de acordo com um estilo próprio
- Eu não quero saber para mim é o mesmo

### 24. Gostaria de participar no processo de criação de roupas (dar ideias a designers)? **
- Sim, tem dividido
- Tentei
- Não ligo e isso

### 25. Género *
- Masculino
- Feminino

### 36. Idade *

### 37. Nacionalidade *
- Portuguesa
- Múltipla
- Outra

### 38. País que está a viver neste momento *

### 39. Se está a viver (ou já vivia) num país estrangeiro, acha que esse facto transformou os seus padrões de consumo?
- Sim
- Não

### 40. Situação de emprego *
- Estudante
- Tempo interno
- Tempo parcial
- Retirado/a
- Desempregado/a
- Outro:

### 41. Educação (que já finalizou, ou ainda em andamento) *
- Escolaridade Básica
- Secundário
- Licenciatura
- Mestrado
- Doctoramento
- Outra:

### 42. Qual a sua área de estudos *
- Artes
- Ciências Sociais
- Comércio
- Comunicação
- Direito
- Economia/Gestão
- Educação
- Empreendedorismo
- Gestão Hospitalar
- Informática
- Saúde
- Outra:

### 43. Nos seus estudos teve alguma área relacionada com o ambiente? *
- Sim
- Não

### 44. Qual o seu valor de rendimentos
A. Se for em C, por favor especifique qual o salário para a questão 43... Se não for o caso, aje para a questão 46
- 0-200 euros
- 201-400 euros
- 401-600 euros
- 601-1000 euros
- 1001-2000 euros
- + de 2000 euros

100
Sustainable clothing consumption

44b. Se recebese os seus rendimentos em florin, por favor especifique aqui.
- 0-50000 FL
- 50001-100000 FL
- 100001-150000 FL
- 150001-200000 FL
- 200001-250000 FL
- de 250000 FL

44c. Se recebese os seus rendimentos em outra moeda que não o florin, por favor especifique aqui (mentione o tipo de moeda)

45. Relativamente à média dos rendimentos do seu país, qual pensa ser o nível do seu **
- Muito baixo
- Baixo
- Médio baixo
- Médio
- Médio alto
- Alto
- Sente-se alto

46. Tamanho do agregado familiar *
- 1 pessoa
- 2 pessoas
- 3 ou 4 pessoas
- 5 ou mais pessoas

47. Têm filhos? *
- Sim
- Não

48. Quantos filhos têm? *
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- Outro:

49. Qual o seu status social? *
- Solteiro, vivo sozinho
- Vivo com pais/parentes
- Vivo com uma ou > crianças, mas sem parceiro/a
- Vivo acompanhado, solteiro ou casado
- Vivo com uma ou > crianças, e com parceiro/a
- Outro:

Enviar

Nunca envie palavras pessoais através dos formulários do Google.
V.3 Questionnaire in Hungarian

FENNTARTHATÓ RUHAFOGYASZTÁS

Tóta Agnesnek hívnak. Mester szakos dolak vagyok a Portó Egyetem Közgazdasági karán, Könyvezőiparoség szakon. A fenntartható ruha fogyasztásáról írom a szakdolgozatomat. Alapvetően használt ruhákat veszek el, és mint fenntartható utat a ruha fogyasztás terén a divatban a jövőben.

Kedvencendverem a Tartalommal.

Üdvözlettel,

Agnes

V.1. Otthon azt jelenti, hogy MÁS/EGYÉB

*Oktatás

1. Hol vásárolsz általában ruhát? *
   - Bevásárló központok bevétel
   - Kiad
   - Indi bevétel (művész/egyedt egységes bevétel)
   - Használt ruha
   - Otthon

2. Milyenek a fogyasztási szokásaid a ruhákhoz illetően? *
   - Csak új ruhát kiválasztok
   - Több új ruhát veszem most használtat
   - Több használt ruhát veszem most használtat
   - Csak használt ruhát veszem

3. Mi az az érték, amit hivonta ruhákra költessz. Kérelmek ide be az összeget!

4. Hajandó leendő használt ruhát venni? *
   - Igen
   - Nem

5. Rendszeres használt ruha vásárlónak tartoznak megad? *
   - Igen
   - Közért
   - Nem
   - Nincs tudom

6. A ruhásszerekrényed hány százaléka jön használt ruhából (nem újraúton vett)? *
   - 0%
   - 1-3%
   - 5-10%
   - 11-25%
   - 26-50%
   - 51-75%
   - 70%

7. Hány használt ruhát vettél az utolsó 5 hónapban? *
   - 0
   - 1-3
   - 4-6
   - 7-10
   - 10+

8. A jóvédetmelőjük százalékait költed használt ruhákra havonta? *
   - 0%
   - 1%
   - 2-5%
   - 6-10%
   - 11-20%
   - 21%

9. Vesz az használt ruhát, de nem szeretné, hogy mások tudjanak róla. Ha nem vesz vel az használt ruhát, akkor téved hány évvel 28-ész ketten és

   - Egyszerre nem ehet
   - 1
   - 2
   - 3
   - 4
   - 5

egyszerre nem értek egyéj

102
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<th>Utasítás</th>
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<td>10. Szükség előtt veszek használt ruhát</td>
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<td>11. Mindig találok valamit a használt ruha boltokban, ezért vásárolok</td>
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<td>12. Azért veszek használt ruhát, hogy hangolódzzam a gondolkodás módomat</td>
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<td>(fenntarthatóság, erőforrás spóradás)</td>
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<td>13. Azért veszek használt ruhákat, mert a többi boltban nem találok különleges ruhákat (identitás tudat)</td>
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<td>14. Vennék (veszek) használt ruhát az ár miatt</td>
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<td>15. Vennék (veszek) használt ruhát hogy büszkesében morodjak (hogy ne ketten sokat költsenek)</td>
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<td>16. Vennék (veszek) használt ruhát, mert nagyragy az ár-mindőség kapcsolat</td>
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<td>17. Vennék (veszek) használt ruhát mert így okosabban jutok a márki ruhákhoz</td>
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<td>18. Vennék (veszek) használt ruhát a ruhák különlegessége miatt</td>
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<td>19. Vennék (veszek) használt ruhét fenntarthatósági úgyek miatt</td>
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<tr>
<td>20. Vennék (veszek) használt ruhát, hogy spóroljak az erőforrásokkal</td>
<td></td>
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<tr>
<td>Együtalás nem értet egyet</td>
<td></td>
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<tr>
<td>21. Vennék (veszek) használt ruhát, hogy így kevesebb hulladék keletkezezzen (kevesebb új ruha vételeivel)</td>
<td></td>
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<tr>
<td>Együtalás nem értet egyet</td>
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<tr>
<td>22. Vennék (veszek) használt ruhát, hogy elkerüljük a bűnösséget érzéseit</td>
<td></td>
<td></td>
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<tr>
<td>(kormány országos bel rendezésenként)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Együtalás nem értet egyet</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
23. Vennél (veszek) használt ruhát, hogy nagykölvetként például szolgálják

| Egyáltalán nem értek egyet | ○ | ○ | ○ | Nagyon egyet értek |

24. Ki tanított arra, hogy helyesen kezel a ruháidat? *

- Szülek
- Iskolá
- Külsőből mélyinformált okok szerint
- Outra:

25. Szerintem meg van a kellő szakértelmem, hogy megjavítsam a ruháimat (varrás) *

- Igen
- Nem

26. Megjavítod a ruháidat (varrás, vágás, szabás)? *

- Igen
- Nem

27. Ha igen, hogyan használd újra/ javítod meg őket?

- Vágás
- Varrás
- Outra:

28. Mennyire használt ruhát használnál még? *

- Nagyon használt
- Elégé használt
- Kissé használt
- Mélyen új

29. Használsz olyan ruhákat, amelyek nem divattosak? *

- Igen
- Nem

30. Hová teszel/dobod ki a ruháidat? *

- Szemetes
- Interneten eladom őket
- Családok/barátoknak adom
- Ruhagázó tonténetermelőkön őket
- Outra:

31. Érzelmileg kötődés a ruháidhoz? *

- Igen
- Nem

32. Érdekel a divat? *

- Nagyon
- Kisér
- Egyáltalán nem

33. Szeretnél személyre szabott ruhákat hordani vagy a divastet követed? *

- A divastet kitartás
- Szeretnél személyre szabott egyéni divastat alapján öltözésd
- Teljesen mindig

34. Szeretnél a ruhákat keszítményben részt venni? (üketet adni a dízínyereknek) *

- Igen, nagyon
- Lehet
- Nem érdekel az így

35. Neméd? *

- Nincs
- Férfi

36. Kőröd? *

37. Nemzetiséged? *

- Romun
- Magyar
- Outra:
38. Melyik országban laksz? *

39. Ha egy másik országban laksz (valaha is laktál) gondolod az megváltoztatta a fogyasztási szokásaid? *
  ○ Igen
  ○ Nem

40. Munka szátszod *
  ○ Teljes időben dolgozom
  ○ Rakodásban dolgozom
  ○ Nyugdíjas
  ○ Munkanélküli
  ○ Outra:

41. Mi a legnagyobb előért iskolai végzettséged? *
  ○ Általános iskola
  ○ Középiskola
  ○ Alapképzés
  ○ Mesterképzés
  ○ PHD
  ○ Outra:

43. Tanulmányaid során volt valaha is környezettel kapcsolatos tantárgyad? *
  ○ Igen
  ○ Nem

44. Mi a jövedelem szinted?
44A. Ha euróban kapod a (nettó) fizetést, kérlek írt válásolj, és folytassad a 43-os kérdésnél. Ha nem euróban folytads a 44 és 44C kérdésnél, attól függetlenül, hogy mi vonatkozik rád.
  ○ 0-200€
  ○ 201-600€
  ○ 601-800€
  ○ 801-1200€
  ○ 1201-2500€
  ○ 2500€+

44B. Ha Forintban kapod a (nettő) fizetést, kérlek válaszolj itt.
  ○ 0-50 000 Ft
  ○ 50 001-105 000 Ft
  ○ 105 001-130 000 Ft
  ○ 130 001-190 000 Ft
  ○ 190 001-250 000 Ft
  ○ 250 000 Ft+

44C. Ha nem euróban vagy forintban kapod a (nettő) fizetést, kérlek írt válásolj, megadván az összeget és a pénznemet.

45. Melyik jövedelem kategoriába tartozol szerinted a jövedelem alapján? *
  ○ Nagyon alacsony szintű
  ○ Alacsony azinás
  ○ Alacsony közép szintű
  ○ Közép szintű
  ○ Felső-közép szintű
  ○ Magas szintű
  ○ Nagyon magas szintű
46. Egy háztartásban élök száma? *
- 1 személyes háztartás
- 2 személyes háztartás
- 3-4 személyes háztartás
- 5 és több személyes háztartás

47. Van gyerek? *
- Igen
- Nem

48. Hány gyerek van? *
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- Otra: [enter]

49. Mű a családi státuszod? *
- Egyéni élő
- Szülőkkel élő
- Gyerekkel, de partner nélkül élő
- Partnerrel együtt élő
- Gyerekkel és partnerrel együtt élő
- Otra: [enter]
Annex VI. Calculations about income

Table VI- 1
Calculation about the income of Portugal and Hungary:

<table>
<thead>
<tr>
<th></th>
<th>in euros</th>
<th>in LCU</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Monthly minimum wage</td>
<td>Median Income yearly</td>
</tr>
<tr>
<td>Hungary</td>
<td>332,37 €</td>
<td>4 529 €</td>
</tr>
<tr>
<td>Portugal</td>
<td>565,83 €</td>
<td>8 177 €</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Mean income yearly</th>
<th>median wage per month</th>
<th>Mean income monthly</th>
<th>Minimum wage per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hungary</td>
<td>1,483,129 HUF</td>
<td>109166,6667</td>
<td>123594,0833</td>
<td>100,680 HUF</td>
</tr>
<tr>
<td>Portugal</td>
<td>9 899 €</td>
<td>584,0714286</td>
<td>707,0714286</td>
<td>565,83 €</td>
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</tbody>
</table>