

Default Question Block

Dear participant,

Thank you for taking the time to partake in this survey. It will take approximately 5-6 minutes to complete all questions. This questionnaire is part of my thesis research on behalf of the Rotterdam School of Management at Erasmus University Rotterdam.

Your answers will remain completely anonymous and will only be used for the purpose of this study. Participation is completely voluntarily and you are allowed to leave the study at any time without any repercussions.

If you have any questions or remarks, please do not hesitate to contact me under 616195as@eur.nl (Zaklina Starcevic).

Thank you again for participating!

P.S.: This survey contains credits to get free survey responses at SurveySwap.io

☐ I agree to participate in this survey

Block 2: filter questions

Do you have prior experience with buying products (any product) online?

☐ Yes

☐ No

Have you ever, or would you ever be interested to, purchase(d) second-hand clothing?

Think of places and platforms like vintage stores, Marktplaats, Facebook Marketplace, Etsy, eBay, Vinted, United Wardrobe, Depop or The Next Closet

☐ Yes

☐ No

This survey examines the online behavior of consumers that are also interested in second-hand products. Since you do not buy products online or are not interested in buying such items either way, you unfortunately do not fall into the group of people that I target.

Still, I would like to thank you very much for your interest in participating in my survey!

☐ Exit survey

Block 3: general questions

How frequently do you shop for clothes online?

☐ Never

- ☐ A couple of times a year
- ☐ Once every couple of months
- ☐ Every month
- ☐ Every week
- ☐ Daily

How frequently do you shop for second-hand clothes?

- ☐ Never
- ☐ A couple of times a year
- ☐ Once every couple of months
- ☐ Every month
- ☐ Every week
- ☐ Daily

Please select one (or multiple) reason(s) why you would buy second hand clothes

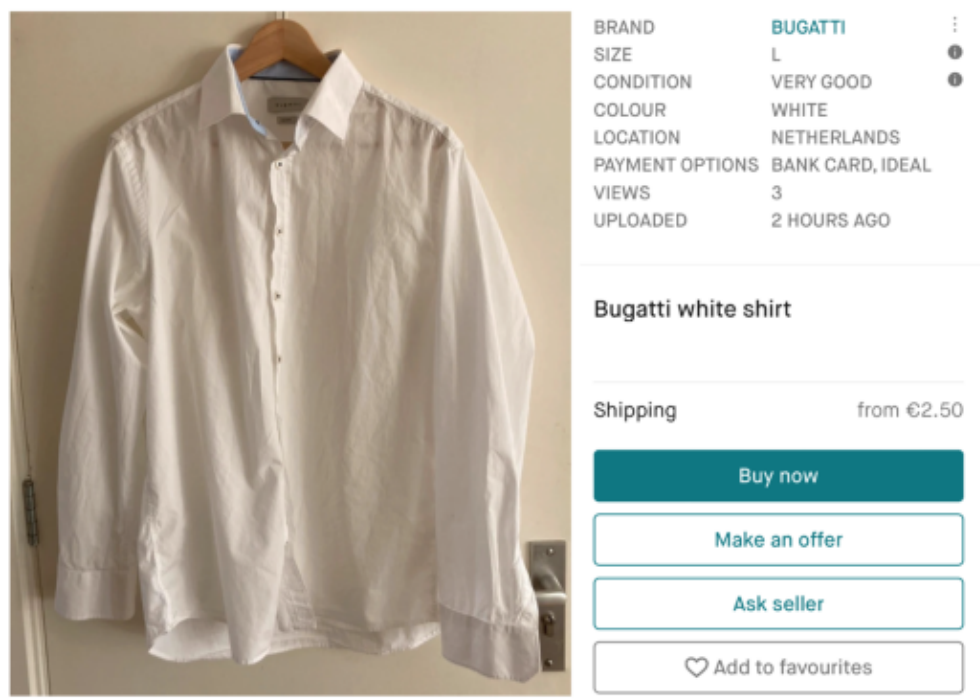
- ☐ Economic reasons: it is cheaper
- ☐ Environmental reasons: it is sustainable
- ☐ Distinctive reasons: for the unique pieces
- ☐ Social reasons: for the interaction with sellers
- ☐ Other, namely:

Block 4: attention check

This is a question that is designed to assess your attentiveness to the study. Please fill in 'neither agree nor disagree' to show that you are paying attention.

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

Block 5: functionalxhighquality



Description from the seller on this clothing item:

'This white button-down unisex blouse with a collared neckline is the size L (40-42). For this specific size the blouse has a perfect fit, but it can also be worn oversized if you wear a smaller size. The fabric of the item is made from a blend of cotton (ensuring comfort) and polyester (ensuring durability). There are also buttons at the sleeves so that they can be turned up. The blouse has to be washed at a maximum of 30 degrees Celcius.'

Please answer the statements below in regard to the shown clothing item

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I would consider buying this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is a strong likelihood that I will buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



BRAND **BUGATTI**
 SIZE **L**
 CONDITION **VERY GOOD**
 COLOUR **WHITE**
 LOCATION **NETHERLANDS**
 PAYMENT OPTIONS **BANK CARD, IDEAL**
 VIEWS **3**
 UPLOADED **2 HOURS AGO**

Bugatti white shirt

Shipping from €2.50

Buy now

Make an offer

Ask seller

♥ Add to favourites

Take again the same product and its specific characteristics into consideration. Please indicate to what extent you agree with the statements below

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
This product would be reliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This product would be dependable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This product would be durable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The workmanship on this product would be good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Block 6: functionalxlowquality



BRAND **BUGATTI**
 SIZE **L**
 CONDITION **SATISFACTORY**
 COLOUR **WHITE**
 LOCATION **NETHERLANDS**
 PAYMENT OPTIONS **BANK CARD, IDEAL**
 VIEWS **3**
 UPLOADED **2 HOURS AGO**

Bugatti white shirt

Shipping from €2.50

Buy now

Make an offer

Ask seller

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I am willing to buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is a strong likelihood that I will buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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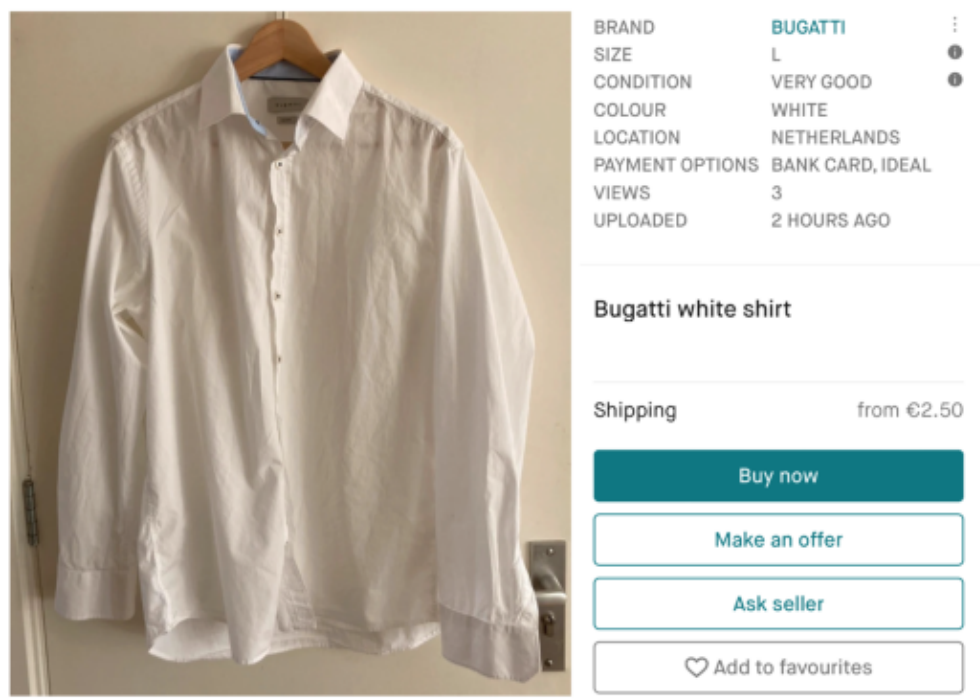
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This product would be dependable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This product would be durable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The workmanship on this product would be good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Block 7: emotionalxhighquality



Description from the seller on this clothing item:

'This timeless blouse is a great add-on to your closet! It is elegant, sophisticated and fits a lot of other clothing items. It can be worn in more serious settings under a blazer, but also in more casual ones while buttoned down. I always felt very comfortable wearing it, as the fabric feels great against the skin. With its flowing silhouette this unisex blouse ensures an enjoyable and charming look that can give everyone a fitting outfit.'

Please answer the statements below in regard to the shown clothing item

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I would consider buying this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is a strong likelihood that I will buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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This product would be durable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This product would be dependable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The workmanship on this product would be good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Block 8: emotionalxlowquality



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I woud consider buying this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is a strong likelihood that I will buy this product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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This product would be durable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This product would be dependable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The workmanship on this product would be good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Block 9: demographics

What is your age?

- ☐ Under 18
☐ 18 - 24
☐ 25 - 34
☐ 35 - 44
☐ 45 - 54
☐ 55 - 64
☐ 65+

What gender do you identify with?

- ☐ Male
☐ Female

- ☐ Non-binary / third gender
- ☐ Prefer not to say

What is your nationality?**What is your highest level of completed education?**

- ☐ High school graduate
- ☐ Post-secondary vocational education (MBO)
- ☐ University of applied sciences (HBO)
- ☐ Pre-master
- ☐ University: Bachelor
- ☐ University: Master
- ☐ Other

What is your occupation?

- ☐ Student
- ☐ Working part-time
- ☐ Working full-time
- ☐ Selfemployed
- ☐ Unemployed: looking for employment
- ☐ Unemployed: not looking for employment
- ☐ Retired

Block 10: gift card

Please write down your email address if you want to get the chance to win a €25 gift card from the shop of your choice.

- ☐ Yes I wish to participate, my email address is
-
- ☐ No I do not wish to participate

Block 10

For SurveyCircle users (www.surveycircle.com): The Survey Code is: G425-MMPH-5HLP-4XRK or

Redeem Survey Code with one click: <https://www.surveycircle.com/G425-MMPH-5HLP-4XRK/>

Go to the next page to end this survey or to be redirected to SurveySwap

- ☐ Next page to end the survey

