



Research Exposé:

Sharing economy, the consumption of tomorrow?

**The influence of concerns about sustainability on secondhand consumption
in France.**

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Abstract

Background : The collaborative economy has grown a lot in the last few years and so has second-hand consumption, especially thanks to the development of peer-to-peer sharing platforms. Indeed, these new modes of consumption answer to new expectations from the consumers as the one to save money, to find again the social link and also to consume in a more sustainable way. However, an understanding of what leads people to choose second-hand consumption to consume more sustainably is missing.

Aim : The study aims to understand the role that environmental concern plays in explaining secondhand product consumption on sharing economy platforms.

Methodology : To answer the hypotheses and the research questions raised, the methodology of this thesis will be based on a quantitative study carried out through the analysis of the results of a questionnaire.

Contributions : This research will contribute to the literature of CLT, SE and NAM by building and testing a new model including both NAM and CLT to understand the influence of concern about sustainability on secondhand consumption. This research will also provide entrepreneurs of the sharing economy an understanding of the commitment of its users to sustainable consumption and will help platforms to identify levers they have to motivate individuals to consume more sustainably.

Keywords : Sharing Economy – Secondhand product – Sustainable consumption – Environmental Concern – Construal level theory – Norm Activation Model

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List of Abbreviations

AOC	Awareness of consequences
AOR	Ascription of responsibility
CLT	Construal Level Theory
EC	Environmental concern
DCS	Distance from consumption system
NAM	Norm Activation Model
SC	Sustainable Consumption
SE	Sharing Economy
SHP	Secondhand Product

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1. Introduction

“Sharing is a phenomenon as old as humankind, while collaborative consumption and the 'sharing economy' are phenomena born of the Internet age” (Belk, 2014, p. 1595)

In the last decades and with the digital revolution, a lot of new business models have emerged and one of the most dynamic is the sharing economy (SE) (Buda, Pethes & Lehota, 2019). Indeed, new technological opportunities have allowed a booming of SE. SE platforms could be defined as “the peer-to-peer-based activity of obtaining, giving, or sharing access to goods and services, coordinated through community-based online services” (Hamari, Sjöklint, & Ukkonen, 2016). In 2017, according to a report by the French general management of companies nearly 9,000 startups make up the global collaborative economy market (Decrop, 2017). SE consists of digitized platforms for peer-to-peer exchanges (Belk, 2014; Hamari, Sjöklint, & Ukkonen, 2016; Piscicelli, Cooper & Fisher, 2015) that are present in several sectors of the economy (Matzler, Veider & Kathan, 2015).

The SE has inaugurated a new paradigm in terms of consumption. Indeed, attitudes towards consumption have shifted in recent years and brought increasing concern over ecological, societal, and developmental impact (Hamari, et al., 2016). A lot of consumers have seen in SE an alternative to the classic consumption present in our society.

Indeed, in our society, a lot of industries have a very negative impact on the environment. If we take the example of the fashion industry, this industry requires a very polluting procedure for the creation of clothes. Moreover, huge amounts of fashion products are not reused or recycled but end up as waste in landfills or are incinerated (Pal & Gander, 2018). By 29 July 2021, according to the Global Footprint Network the natural resources of an entire year have already been used. While achieving environmental sustainability is a crucial issue for companies, SE platforms have the potential to play an important role in achieving sustainability goals (Lang & Joyner Armstrong, 2018). In particular regarding secondhand products (SHP) which referred to items that have already been owned and/or used by at least one person before the present user (Cervellon, Carey & Harms, 2012). WRAP (2017) argues that an increase of 10% in secondhand sales could save 4% water and 3% carbon per ton of clothing (Styvén & Marian, 2020). Thus, it becomes urgent to find a way to boost individuals to consume in a more sustainable way (Borusiak, Szymkowiak, Horska, Raszka & Zelichowska, 2020). Sustainable consumption can be explained as being a decision that the consumer has to take considering

his social responsibility and his preferences regarding the features of a product (Vermeir & Verbeke, 2008). In the last 30 years, rapid growth of SHP consumption has been observed (Guiot & Roux, 2010). This phenomenon have been examined by some researchers that pointed out 3 main motivations for the consumption of SHP : the economic factors, social factors, and as well the environmental and ecological factors.

However, as SE is just emerging in academic research, there is still a lot to understand about consumers' motivations for participating in SE (Benoit, Baker, Bolton, Gruber & Kandampully, 2017). Hamari & al (2016) also pointed out that there is a very high discrepancy between people's attitudes and opinions on SE and their effective participation in it. Even if people see positively the practices of collaborative consumption and express motivation to participate in it, they do not do so. Sordi, Perin, Petrini & Sampaio (2017) presented that a possible explanation to that refers to the influence of everyone's mental interpretation levels on their decisions on consumption based on Construal Level Theory (CLT). CLT asserts that people from high construal levels of distant-future events compared to near-future events (Trope & Liberman, 2003). The environmental problems are considered part of the future rather than the present, which reduces the imperative for immediate concern (Polonsky, 2011).

It would then be interesting to explore why people are motivated for sustainable reasons in the consumption of SHP and also try to understand why they don't participate in it despite their positive intention toward secondhand consumption.

The literature presents different gaps in that domain. Indeed, if the social (Davlembayeva, Papagiannidis & Alamanos 2020; Boateng, Kosiba & Okoe, 2019) and economic aspect of SE have been studied in previous researches to show that they have a big influence on SE intention (Guiot, 2008; Cervellon, 2012; Rybowska, 2017), the environmental factor is debated in the literature. While some studies have concluded that SE may be a potential new pathway to sustainability (Heinrichs, 2013) some others are still questioning the link between sharing economy and sustainability orientations (Martin, 2016). This research will contribute to clarify this link. In prior studies on SE, the focus has been mostly made on the antecedents of perceived willingness to participate in SE but specific sustainable practices and actions have not been studied (Lamberton & Rose, 2012). Also, the case of SHP platform in the SE have been understudied (Guiot & Roux, 2010) and very few studies have built and tested the Norm Activation Model (NAM) as well as the CLT to predict a person's intention to buy a SHP (Borusiak et al., 2020).

This research will contribute to the literature of CLT, SE, and NAM by building and testing a new model including both NAM and CLT to understand the influence of concern about sustainability on secondhand consumption. By testing the theory of mental constructs as an explanation for an individual's behavior related to the innovations of sharing economy. This research will contribute to what Lamberton and Rose (2012) and Hamari et al., (2016) pointed out, despite their practical relevance, there is a lack of quantitative research on the motivational factors that affect the intentions and behaviors of consumers on collaborative consumption. This research will also provide entrepreneurs of the sharing economy an understanding of the commitment of its users to sustainable consumption and will help platforms to identify levers they have to motivate individuals to consume more sustainably.

The aim of the study is to better understand the role that environmental concern plays in explaining secondhand product consumption on sharing economy platforms. We will try to answer the following research question: How do concerns about sustainability influence secondhand consumption intention and behavior in France?

To address the research question, we will first define the key terms and theories that will be considered. This will allow us to develop a model of research and hypotheses. Secondly, we will present the research methodology including the aspects of data collection and data analysis. Afterward, we will explain the contribution of this research to the literature, business, and society. Finally, we will give the thesis chapters overview and present the work plan for the upcoming steps. The references will be the last part of this exposé.

2. Theoretical Framing

In this chapter, we will define the main important concepts that will be used in this research. We will also define the terms and the context of the study. Finally, we will develop the theories, the hypotheses, and the final model that will illustrate this research.

2.1 Definition

2.1.1 Sharing economy

The SE has a lot of description in the literature as is shown in table 1. SE corresponds to a change in the consumption behavior, to which many consumers choose to adhere. As a result, SE is experiencing very strong market growth. SE brings many societal benefits. It is a way to save and/or earn money. It reduces resource use and promotes more sustainable consumption. It also brings social cohesion to cities (Kane Curtis & Lehner, 2019).

Table 1 : Diverse definitions of the sharing economy from literature. (Kane Curtis, Lehner)

Source	Definition
Aloni,E (2016)	“an economic activity in which web platforms facilitate peer-to-peer exchanges of diverse types of goods and services”
Barnes,S & Mattson, J (2016)	“involves access-based consumption of products or services that can be online or offline”
Cheng, M (2016)	“describes the phenomenon as peer to peer sharing of access to under-utilised goods and services, which prioritizes utilization and accessibility over ownership, either for free or for a fee”
Habibi, M.R., Davidson, A., & Laroche, M. (2017)	“ . . . non-ownership forms of consumption activities such as swapping, bartering, trading, renting, sharing and exchanging”
Hamari (2016)	“ . . . the peer-to-peer-based activity of obtaining, giving or sharing the access to goods and services, coordinated through community-based online services”
Heinrichs, H. (2013)	“ individuals exchanging, redistributing, renting, sharing and donating information, goods and talent ”
Shaheen, S., Chan, N.D., Gaynor, T. (2016)	“ a popularized term for consumption focused on access to goods and services through borrowing and renting rather than owning them”

In summary, SE generates economic, social, and environmental benefits that can help to lead to sustainable consumption behavior and sustainable lifestyles. (Matharu, Jain & Kamboj, 2020).

2.1.2 Secondhand consumption

Secondhand consumption can be defined as “the acquisition of used objects through often specific modes and places of exchange” (Roux & Guiot, 2008). The study of Roux & Guiot included three major clusters of reasons for secondhand shopping. The economic motivations which correspond to fair price and gratification role of price, the critical motivations which include the distance from the system, the ethic, and the ecology and finally the recreational motivations which refer to treasure hunting, originality, social contact, and nostalgic pleasure (Styvén & Mariani, 2020).

2.1.3 Sustainable consumption

Sustainable consumption (SC) is defined as a “holistic approach to minimizing the negative environmental impacts from consumption and production systems while promoting quality of life for all” (United Nations Environment Programme). By changing their consumption, people can reduce the negative impact on the environment (Paavola, 2001). SC enables the efficient usage of any under-utilized resource that prolongs the lifecycle of products revealing the substantial potential of sustainability in the sharing economy (Cohen & Munoz, 2016). The aim of SC is to encourage consumers to adopt healthier and better lifestyles by consuming better sustainable products (Tussyadiah, 2016).

2.1.4 Critical motivations to buy second hand

Literature reveals that there are two dimensions of critical motivations that play a role in secondhand consumption (Styven & Mariani, 2020; Guiot & Roux, 2010): The ethical and ecological concerns as well as the desire to take distance from the consumption system.

Environmental concern

Environmental concern (EC) can be seen as perceptions and convictions of individuals that humans endanger the natural environment while also wanting to safeguard it. (Fransson & Gärling, 1999). This concept highlights three aspects: the cognitive awareness of a problem, the emotional attachment to an issue, and the readiness to act in order to solve a problem. (Franzen & Vogl, 2013). In past years EC have grown among customers but studies didn't

show any direct willingness in people to sacrifice more for the environment but rather an increase of behavioral intention (Nordlund & Garvill, 2002). The EC will be tested in the hypothesis to see if this influences the intention and the behavior of secondhand consumption.

H4 : High level of environmental concern positively influences behavioral intention to buy secondhand.

Distance from consumption system

The consumption of new goods is seen as a waste of resources in consumer societies and consumers are looking for alternatives to escape from the classical consumer market system. The SE offers to consumers an alternative to the conventional market channels especially with secondhand consumption which is based on the economic principles of using underused assets (Eckhardt & Bardhi, 2012). The distance from consumption system (DCS) as a motivation to buy secondhand will be tested in the hypothesis to see if it has any influences on intention towards secondhand consumption.

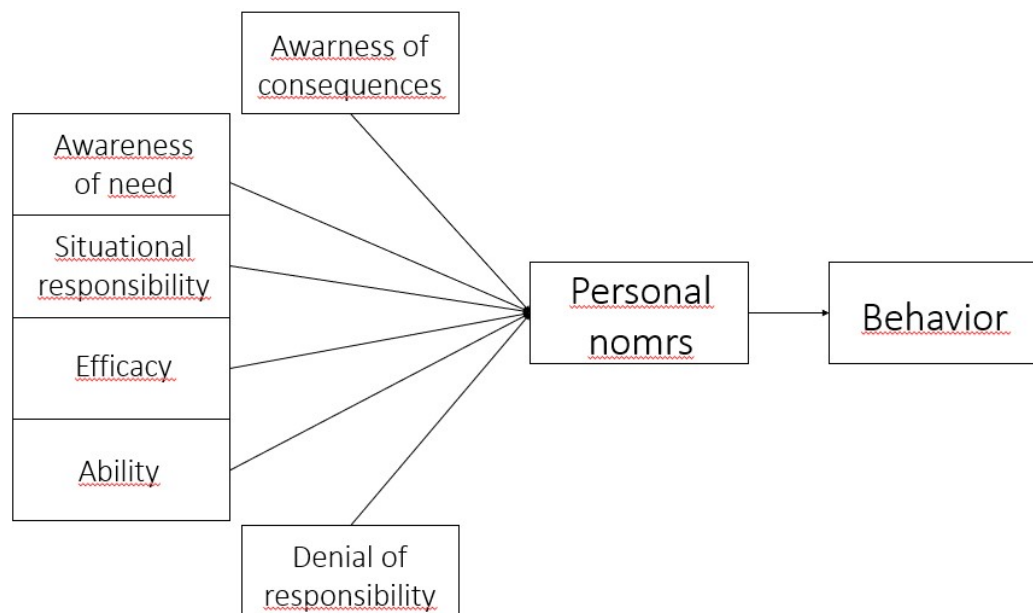
H3: Perceived distance from the consumption system positively influences intention towards buying secondhand.

2.2 Theory

2.2.1 Norm activation model (NAM):

The NAM is used to examine altruistic and environmentally friendly intention and behavior in a pro-social context (Schwartz, 1977). Those intention and behavior can be analyzed through two different constructs as it is shown in figure 1. The first one is the awareness of consequences (AOC) and it refers to knowing the potentially negative effects for others that can have a particular behavior. The second construct is the ascription of responsibility (AOR) which explains that the individual accepts to take the responsibility and negative consequences of not acting in a pro-social/environmental manner.

Figure 1 Norm Activation Model (Schwartz, 1977)



In this study, to see how the AOC and AOR can help to predict the intention towards secondhand consumption, two hypotheses have been developed:

H1: Ascription of responsibility for the environment positively influences intention towards buying secondhand.

H2: Awareness of consequences positively influences intention towards buying secondhand.

2.2.2 Construal level theory:

The construal level theory (CLT) is a theory from Social Psychology. It explained that there is a psychological distance between an object, event or individual, and its mental interpretation (Trope & Liberman, 2010). In a simple situation, individuals will tend to have a high level of interpretation while in a more complex or concrete situation they will tend to a lower level of interpretation. Past studies have brought to light that attitudes and behavior are often construed on a different level of interpretation. Attitudes are frequently formed at high levels of interpretation when behavior is constructed at lower levels (Sordi, et al., 2017). This psychological distance is understood as the feeling that the analyzed point is far from the present experience and the ego. Trope & Liberman (2010) have associated four dimensions to the psychological distance: the spatial distance (how distant space is the object from the perceiver), the temporal distance (how much time separates between the perceiver's present time and the target event), the social distance (how distinct is the social object from the perceiver's self) and hypotheticality (how likely is the target event to happen by the perceiver). Regarding sharing economy, the CLT provides explanations for the gap identified by Hamari et al. (2016) between the attitudes/intentions and the behaviors of sharing economy consumers. People perceive positively and say good things about sharing economy, but this does not mean that they are converted it into action (Sordi, et al., 2017).

Sordi, Perin, Petrini & Sampaio developed an analysis of the use of the CLT's to explain the adoption of sharing economy based on 6 dimensions from Lamberton & Rose (2012), Pizzol & Almeida (2015), Hamari et al. (2016), and Mohlmann (2015). It is imagined that the choice to participate in sharing economy is explained in part by greater attention to environmental and sustainability issues, minimizing the social, economic, and environmental consequences of consumption, looking at present and future generations (Luchs et al., 2011)

Sustainable choices usually refer to events far from mental interpretation. High levels of interpretation tend to increase the status of arguments in favor of the desired action, while low levels raise the salience of elements opposed to that action. (Trope & Liberman, 2010). Therefore, since sustainable choices are constructed in terms of desirability (high levels), the consumer adoption of sharing economy would also be constructed at lower levels of interpretation. In this research, we will use CLT to understand how psychological distance on sustainable concerns strongly affects the intention and the behavior toward secondhand consumption. The following hypothesis have been formulated:

H5 : Psychological closeness to environmental concerns positively influence secondhand consumption behavior.

To be able to verify this hypothesis, two sub-hypotheses have been formulated.

The first one about the hypotheticality distance which refers to the perception of a target as unreal or not realistic (Trope & Liberman, 2010). Here the perception of environmental concern will be investigated to see if believing in environmental concern and sustainability urgency has a positive influence on secondhand consumption behavior .

H5a: Hypotheticality distance to environmental concern positively influences secondhand consumption behavior

The second one about temporal distance refer to the temporal perception of something that can happen in a short time (near event) or that will happen in a long time (distant events) (Trope & Liberman, 2010). Here the temporal distance perception of the consequences of not protecting the environment (E.g., climate change) will be explored to understand if seeing those consequences as event that can happen in a short time period has a positive impact in secondhand consumption behavior

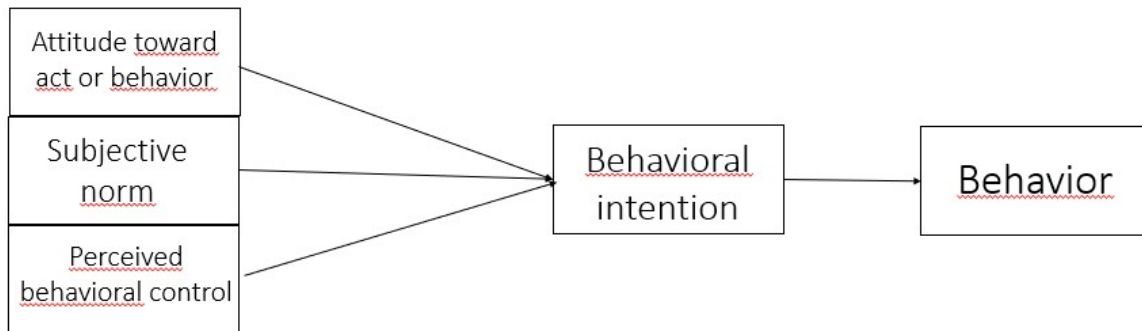
H5b: Temporal closeness to environmental concerns positively influence secondhand consumption behavior

2.3 Alternatives theory

2.3.1 Theory of planned behaviors:

One of the most famous theories to study consumer behavior is the theory of Planned Behavior. It allows understanding the relationship between an individual's motivational factors and an individual's behavior (Ajzen, 1991). According to Ajzen's theory, positive attitudes and perceived behavioral control influence behavioral intention, which will also have a positive influence on the behavior as it is shown in Figure 2. The TPB asserts that behavioral intention describes the degree of willingness to act for the corresponding behavior.

Figure 2 Theory of planned behaviour (Ajzen, 1988)



This theory will be interesting to understand individual secondhand consumption behaviors and if sustainable concerns influence the intention to buy secondhand products.

H6: Positive intention toward secondhand consumption influences secondhand consumption behavior.

Several articles were read and utilized in the process of developing the theoretical framework and hypotheses for this investigation. The articles were found with the following searches queries "sustainable behavior" AND "sharing economy". "secondhand consumption" AND "sustainability". Then other articles were found in the literature reviews of the articles found. In Table 3 the main articles with their contributions to this research are explained.

Table 2 : Literature Review

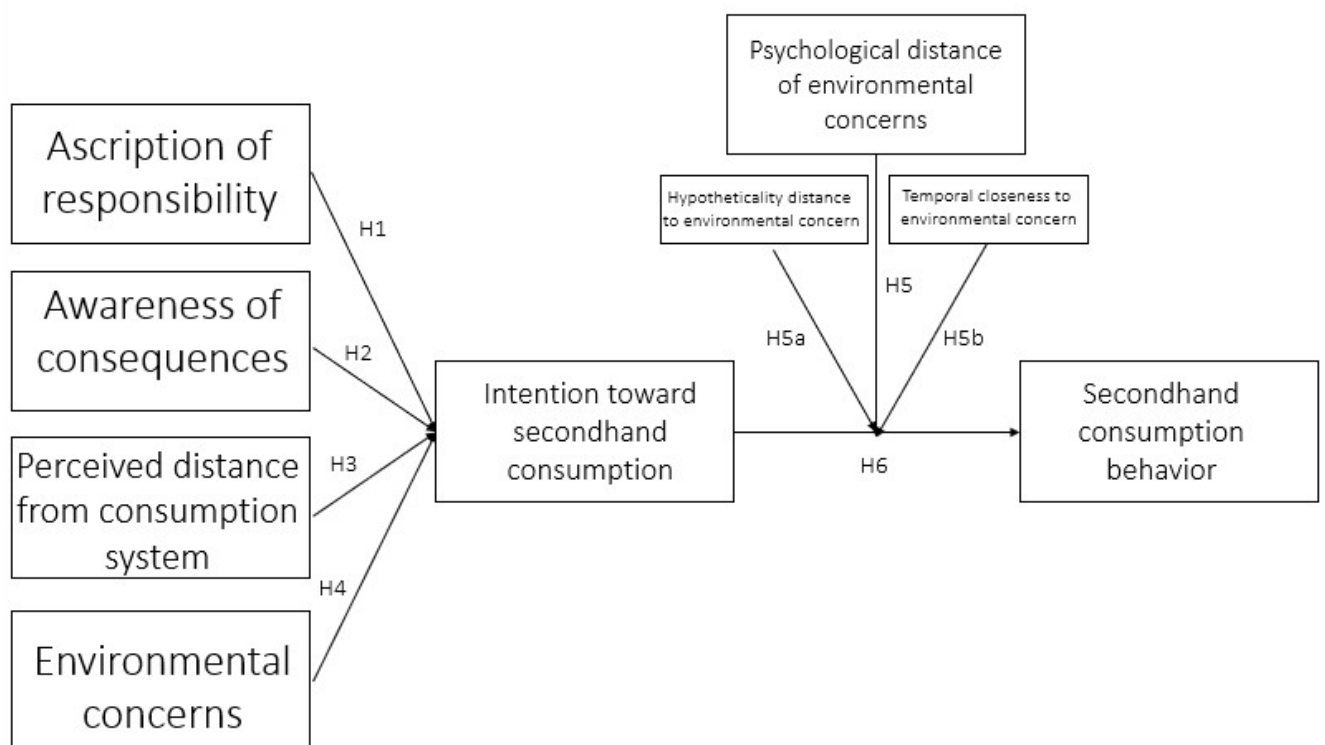
Title	Author	Year	Contributions
Sustainable consumption behavior of Europeans: The influence of environmental knowledge and risk perception on environmental concern and behavioral intention	Ulla A. Saari, Svenja Damberg, Lena Frombling, Christian M. Ringle	2021	Description of how environmental concern and behavioral intention influence sustainable consumption of individual.
Towards Building Sustainable Consumption: A Study of Second-Hand Buying Intentions	Barbara Borusiak, Andrzej Szymkowiak, Elena Horska, Natalia Raszka and El 'zbieta Zelichowska	2020	Use of the Norm Activation Model to examine the consumers' intention to buy used products.
Why People Participate in Collaborative Consumption: An Exploratory Study of Motivating Factors in a Latin American Economy	Jessica Alzamora-Ruiz, Carlos Guerrero-Medina Myriam Martínez-Fiestas and Jaime Serida-Nishimura	2020	Motivations factor of participation in sharing economy
A Second-hand Shoppers' Motivation Scale: Antecedents,	Denis Guiot, Dominique Roux	2010	Present the characteristics of second-hand shopping.

Consequences, and Implications for Retailers			
Understanding the intention to buy secondhand clothing on sharing economy platforms: The influence of sustainability, distance from the consumption system, and economic motivations	Maria Ek Styvén, Marcello M. Mariani	2020	Understand the influence of distance from the consumption system of the intention to buy secondhand clothing.
The role of environmental concern in explaining attitude towards second-hand shopping	Barbara Borusiak, Andrzej Szymkowiak, David Bernardo Lopez-Lluch, Paola Sanchez-Bravo	2021	Use of environment concern factor and the Norm Activation Model to explain attitude and intention towards second hand shopping
Sharing economy perspective on an integrative framework of the NAM and TPB	Yeong GugKim, EunjuWoo, JanghyeonNam	2018	This study is to examine an integrative framework made up of the NAM theory and the TPB theory, along with awareness of the sharing economy.
Sustainable consumption Insights from the protection motivation (PMT), deontic justice (DJT) and construal level (CLT) theories	Hafedh Ibrahim Mahmoud Mohammad Q. Al-Ajlouni	2017	Use of construal level theories to explain sustainable consumption.

3. Research Model and Hypotheses

As we said in the theoretical framework ascription of responsibility and awareness of consequences that are elements of the NAM can explain pro-social and pro-environmental personal norms and can therefore be considered as variables of concerns about sustainability. Perceived distance from consumption system and environmental concern are both been identified as critical motivations to secondhand consumption (Guiot & Roux 2010). The aim of this study is to analyse the influence of concerns about sustainability on the intention toward secondhand consumption; Thus, the awareness of consequences, the ascription of responsibility, the environmental concern, and the perceived distance from the consumption system are all considered as variables that might have an impact on intention toward secondhand consumption.

Figure 3 : Research model



In order to test if concern about sustainability affects the behavioral intention toward secondhand consumption and if the construal level theory plays a role in the gap between intention a behavior regarding secondhand consumption, the hypotheses developed in the theoretical framing are grouped below in table 3.

Tableau 3: Hypotheses

H1: Ascription of responsibility (AOR) for the environment positively influences intention towards buying secondhand.	Borusiak & al, 2020
H2: Awareness of consequences (AOC) positively influences intention towards buying secondhand.	Borusiak & al, 2020
H3: Perceived distance from the consumption system (DCS) positively influences intention towards buying secondhand.	Styven & Mariani, 2020
H4: High level of environmental concern (EC) positively influences behavioral intention to buy secondhand.	Borusiak & al, 2020
H5 : Psychological closeness to environmental concerns positively influence secondhand consumption behavior. H5a: Hypotheticality distance to environmental concern positively influences secondhand consumption behavior H5b: Temporal closeness to environmental concerns positively influence secondhand consumption behavior	Spence, Poortinga & Pidgeon, 2012
H6: Positive intention toward secondhand consumption influences secondhand consumption behavior.	Styven & Mariani, 2020

The way in which these hypotheses are going to be tested to answer the research questions of this thesis are explained in the following section referring to the methodology

4. Methodology

The following chapter presents the research method that has been used in order to achieve the aim of this research paper. It will first describe the research design and the application domain; it will then move to the target sample characteristics and last it will describe the procedure for the data collection that will be applied.

4.1 Research Design

This study will follow a quantitative methodological approach. This method allows to obtain answers from a large number of participants in order to well represent the perception of the population. In order to get everything done in the allocated period of time for the administration of the survey and to analyze it, the questionnaire will be a self-administered online survey (Bryman & Bell, 2007). By doing this and without stating the real aim of the research that is the perception of sustainability in secondhand products, the desirability biases will be reduced. The introduction will instead mention that the research conducted is related to the purchasing behavior of secondhand products.

The software Sphinx Declic will be used to create and diffuse the survey

The survey will be provided in French since France is the country that will be investigated in this research. France has been the selected country for this research as it has a large second-hand consumer market with many platforms like Blablacar, Le Bon coin, Vestiaire collectif... Focusing on that country will allow entrepreneurs of the secondhand market in France to better understand the relationship between their client's behavior and sustainability.

4.2 Participants

The target group chosen for this research paper is men and women who are between 18 and 65-years old cause they are considered the main user of secondhand platforms (Statista, 2021). The survey will target people living all over France and the setup of the project will ensure that the sample is census representative on gender, age, and region. Some filter questions will be asked at the beginning of the questionnaire to ensure that the participant is part of the target people.

4.3 Measurement

Table 4 : Items for the questionnaire

Construct	Items	Source
Ascription of responsibility for environment issues	<ol style="list-style-type: none"> 1. Every customer should feel partly responsible for environmental problems caused by the industry. 2. Every customer has to take responsibility for the environmental problems caused by the industry. 3. I think that every customer is partly responsible for the environmental deteriorations caused by industry. 	(Borusiak & al, 2020) (Shin et al. 2018)
Awareness of consequences of SHB for the environment	<ol style="list-style-type: none"> 1. I believe that second-hand buying can slow down the tempo of exhaustion of natural resources. 2. The second-hand sector can possibly have environmental impact on the environment. 3. The second-hand sector can cause the climate change. 4. I think that second- hand buying helps minimize environmental degradations. 	(Borusiak & al, 2020) (Shin et al. 2018)
Environmental concern	<ol style="list-style-type: none"> 1. Generally speaking, how concerned are you about environmental issues 2. I enjoy buying second-hand because I don't like objects being thrown away that can still be of use 3. By buying second-hand, I feel I'm helping to fight against waste 4. Many of the claims about environmental threats are exaggerated 5. I feel readiness to reduce my consumption to play my part in protecting the environment. 	(Saari & al., 2021) (Maichum et al., 2016) (Vainio and Paloniemi 2014) (Guiot & Roux, 2010)

Distance from consumption system	<ol style="list-style-type: none"> 1. By buying secondhand clothes, I feel like I'm escaping the consumption system 2. Buying secondhand clothes is for me revenge on the consumption system 3. Buying secondhand clothes enables me to distance myself from the consumer society 	<p>(Ek Styven & Mariani, 2020) (Guiot & Roux, 2010)</p>
Intention toward secondhand purchase	<ol style="list-style-type: none"> 1. I would like to buy second hand products 2. I would like to try to use second hand items in future I would actively seek out second hand products (on sharing economy platform) 3. I would patronize and recommend the consumption of second hand items 	<p>(Matharu et al., 2020) (Borusiak et al., 2020) (Putrevu & Lord, 1994)</p>
Hypotheticality distance	<ol style="list-style-type: none"> 1. I am uncertain that protecting the environment will change something 2. Most scientists agree that humans are causing environmental degradation 3. The seriousness of protecting the environment is exaggerated 	<p>(Spence, Poortinga & Pidgeon, 2012)</p>
Temporal distance	<ol style="list-style-type: none"> 1. When do you think the consequences of non-protecting the environment will start to have an effect ? (We are already feeling it - Never) 2. Is there an urgency to protect the environment ? 	<p>(Spence, Poortinga & Pidgeon, 2012)</p>

Sustainable consumption behavior	<ol style="list-style-type: none"> 1. I prefer to buy second hand products instead of new one 2. I always choose to buy second hand products rather than new product. 3. I avoid environment pollution and no lifestyle of high consumption 4. I choose those less expensive and do not care if they are green or not. 5. I bought some secondhand product in the previous year. 	<p>(Matharu et al., 2020)</p> <p>(Iran et al., 2018)</p>
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4.4 Data collection procedure

First of all, the questionnaire will be tested with about twenty respondents in order to identify potential weaknesses, evaluate the length and comprehensibility. The pretest will also allow to identify if the respondent is facing any bias that needs to be corrected. After improvement, the data collection will be made mainly via the Internet, online, using social media (Facebook, Instagram, WhatsApp, LinkedIn...) as platforms to spread the survey in an easier way and maybe more efficient way. The snowball sampling method will be used which will help us to gather a certain amount of data and respondents in a short period of time (Fowler, 2013). Once the respondents have answered, they will be asked to spread the survey to people they know that might be concerned about this study. It will help us to reach a larger amount of people.

4.5 Data analysis procedures

So far, the data analysis procedures will be held with the use of a Structural Equation Modeling. This method aims to assess functional relations and influences among constructs (Bagozzi & Yi, 2012) in order to evaluate the relationships between variables, those variables being the hypothesis presented earlier in this document. Other methods could be taken into consideration after the data is collected and reviewed.

5. Contributions

The aim of this study is to better understand the role that environmental concern plays in explaining secondhand product consumption on sharing economy platforms is to understand If concern about the sustainability, about the environment, have an impact on the way individual want to consume and influence secondhand consumption. This study has different contributions to different fields: academic, social and practical.

6.1 Scholarly Contributions

This study will contribute to both the SE research streams (Belk, 2014; Hamari et al., 2016; Lee et al., 2018; Ek Styven et al., 2020) by identifying multiple psychological antecedents that drive consumers to use SE platforms to buy secondhand.

This study will contribute to the literature by enriching the research field and bringing new knowledge about the recent topic of SE (Belk, 2014; Hamari et al., 2016; Lee et al., 2018; Ek Styven et al., 2020) especially by helping to identify psychological antecedents that drive consumers to use SE platforms to buy secondhand.

This research will also add input to research on CLT and NAM by building and testing a new model including both NAM and CLT to understand the influence of concern about sustainability on secondhand consumption. This research will contribute to what researchers (Lamberton et al., 2012; Hamari et al. 2016) pointed out, despite their practical relevance, there is a lack of quantitative research on the motivational factors that affect intentions and behaviors of consumers on collaborative consumption.

6.2 Implications for Business and Society

This research paper will provide entrepreneurs of the sharing economy an understanding of the commitment of its users to sustainable consumption and will help platforms to identify levers they have to motivate individuals to consume in a more sustainable way. It would also enable politicians and businesses to know better how individuals feel about sustainability and link this concept to their own consumption behaviours, for example through the behaviors towards secondhand shopping.

6. Chapters Overview

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3.4. Data collection

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Chapter 5 : Results and findings

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Bibliography

Appendix

7. Work Plan

Time Period	Activity	Completion
01.09 – 03.10	Research and writing the exposé	Done
03.10	Exposé hand in	Done
04.10 – 20.10	Questionnaire design	To follow
20.10 – 31.10	Questionnaire testing and improvements	To follow
01.11 – 20.11	Data collection	To follow
20.11 – 08.12	Data analysis	To follow
08.12 – 08.01	Writing and reviewing the thesis	To follow
13.01	Thesis hand-in	To follow

8. References

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