The Effect of Age on The Motivation to Purchase Vintage Items

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Introduction

- This study investigates consumer experience and how the motivation for purchasing vintage items can vary depending on their generational characteristics.
- What is the relationship between the content posted on social media and the intention to purchase?
- Finding based off of survey research and experimental study.

Literature Review: Vintage vs. Second-hand

- Vintage and Second-Hand are both classified as gently used items.
- Vintage is sold at a higher cost to the consumer due to rarity and authenticity.
- Younger generations of consumers show increasing levels of ethical concern in the context of fashion consumption (Lunblad & Davies 2016).

Literature Review: Nostalgia

- *True nostalgia* is rooted in the longing for home or experiencing homesickness and its manifestation of the “homing-instinct” (Nawas & Platt, 1965).
    - “A healthy surrender to the rhythmic biological inclination to return to the past, to our beginnings, to childhood, to sleep, to the unconscious” (Martin, 1964).
- The research looks at the nostalgia a person experiences through an existing product, rather than artificially replicating, or intentionally generating the emotion.
    - Evoked nostalgia leads to favorable attitudes, higher purchase intention, and greater intention to pass along (Jin & Youn 2017).

Literature Review: Need and Behavior

- Maslow's Hierarchy of Needs
  - physiological, safety, love/belonging, esteem, and self-actualization
- Self-actualization is identified as "growth needs" along with aesthetic and cognitive needs.
- Environmental consciousness plays a more crucial role than social consciousness in influencing purchase behavior (Zaman et al., 2017).
- The study focuses on the needs that are being met through the consumption of vintage items vs. buying new and how this varies between generations.

Research Question

R1: What is the relationship between different generations and the motivation to buy vintage items?

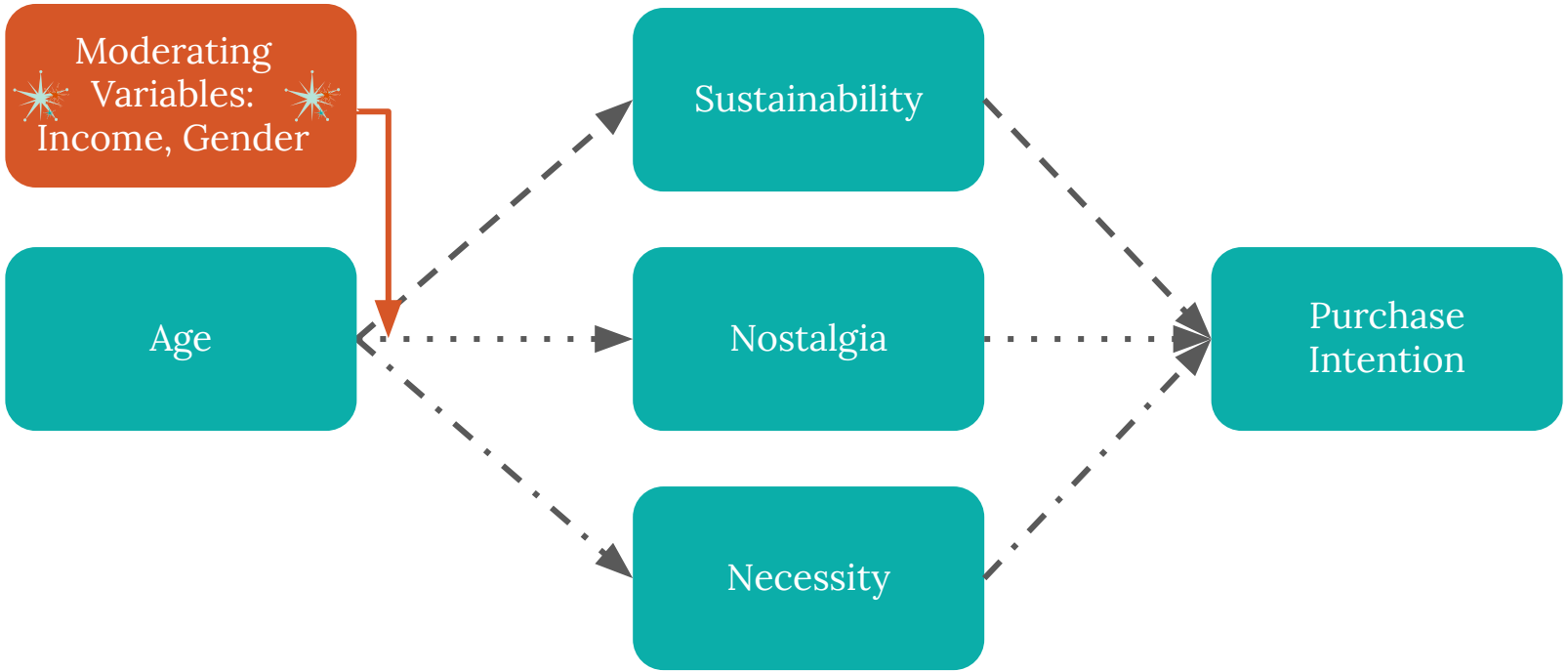
R2: Does the impact of social media captions on purchase intention vary among different generations?

Hypotheses

H1: Older generations are more likely to buy based on nostalgia while younger generations are more likely to buy based on necessity.

H2: Younger generations will have a higher willingness to pay for reused furniture than older generations due to their beliefs on the environment.

Variables

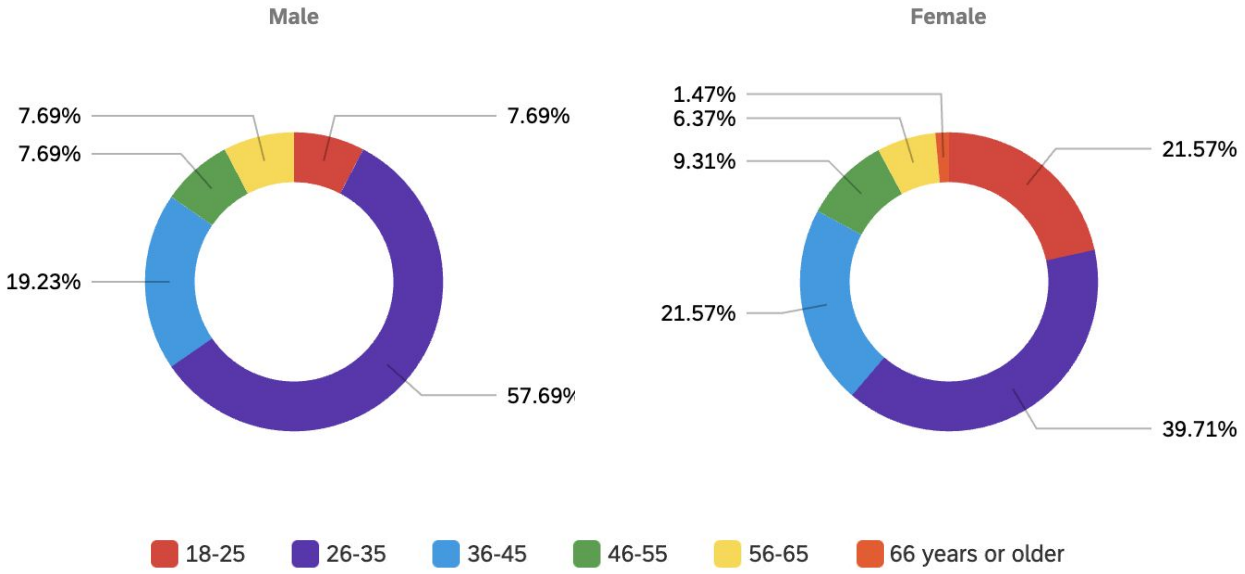

Moderating Variables: Income, Gender
Age
Sustainability
Nostalgia
Necessity
Purchase Intention

Sample - Access, Gender, Income, Distance

- **222** respondents completed the survey.
- **88.97%** of respondents access the survey through Instagram, and **7.22%** access through the poster in Room Service offline store.
- **83.27%** are female, **10.61%** are male.
- The median household income was **$60,000-$69,999**.
  The mode household income was **$100,000-$149,999**.
- The median travel distance to Room Service is **0-10** miles.

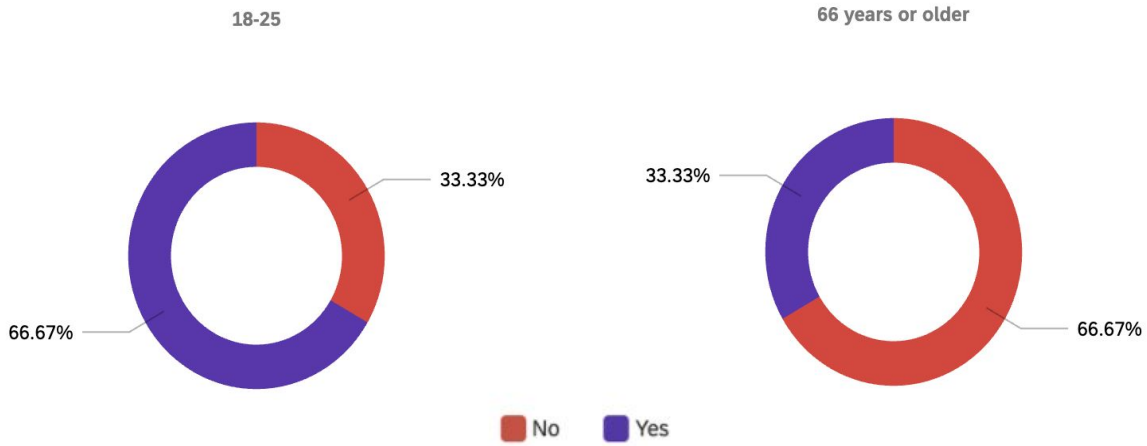
Sample - Age

- “**Young**”: 18-25 (20.80%) and 26-35 (41.6%)
- “**Old**”: 36-45 (22.00%), 46-55 (8.40%), 56-65 (6.00%), and over 66 (1.20%)



Sample - Vintage Psychographics

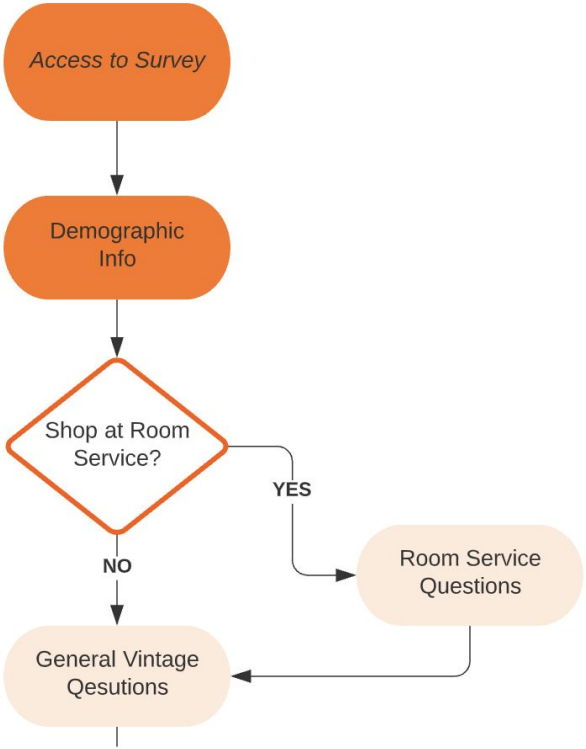
- **90.35%** of respondents reported that they have visited Room Service.
- The median frequency of visiting any vintage stores was **once a month**.
- **42.74%** of respondents go to vintage stores with items to purchase in mind, and **57.26 %** of respondents don't.



Method

Online Survey

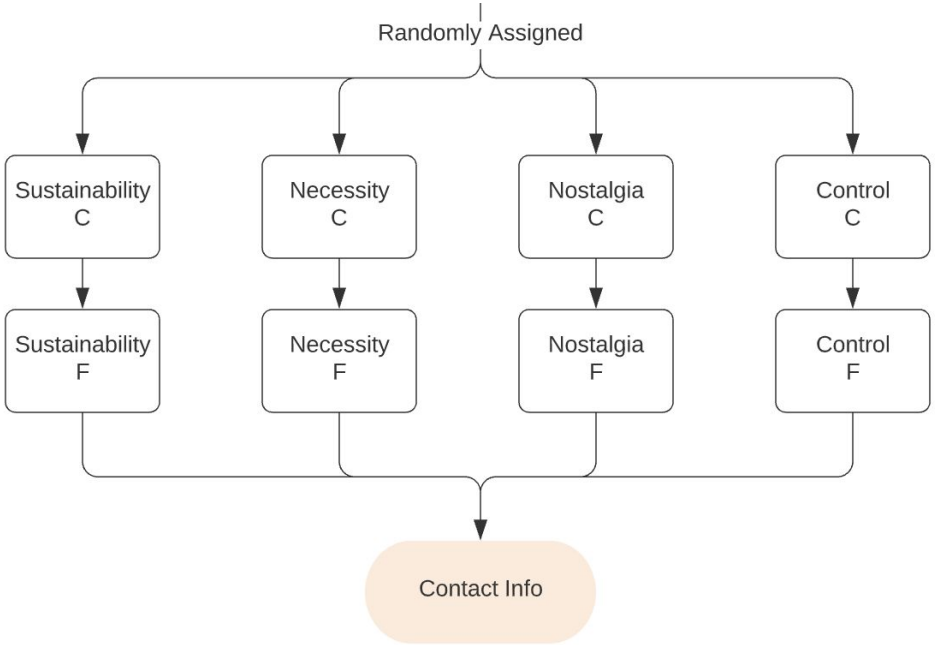
- Respondents who reported that they have shopped at Room Service received both a Room Service question set and a General Vintage question set.
- Respondents who reported that they haven't shopped at Room Service only received a General Vintage question set.



Online Experiment

- Randomly separated into 4 groups:
  - Control
  - Nostalgia
  - Necessity
  - Sustainability

- And each group includes two rounds:
  - Clothing (C)
  - Furniture (F)



Control Group

The control group viewed each image **without a caption** and answered the same follow up questions.

Nostalgia Group

Clothing Caption: “Frances Humphrey knitted this sweater in 1910 for her sweetheart Henry Humphrey. It has been passed down for generation sin their family. They recently decided to part ways with the sweater. Take home this family heirloom today!”

Furniture Caption: “Marlyn Jones spent her days studying on this desk in the 40’s when she was a college student. She went on to become one of the first female scientist. You can take this piece of history home with you today!”

How connected do you feel to the item?

Necessity Group

Clothing Caption: “The national weather service stated that this winter gearing up to be one of the coldest on record. Make sure you are prepared! This sweater is 90% cashmere. Perfect for bundling up this winter.

Furniture Caption: “Everyone needs a good desk in their home. This piece also doubled as a dresser - Perfect for storage and getting your work completed.”

How likely will buying this item help your daily life?

Sustainability Group

Clothing Caption: “Did you know that buying vintage clothes helps reduce your carbon footprint by 23%? This sweater is made from 98% recycled wool. Look great and help us save the planet!”

Furniture Caption: “Made from recycled wood in the 40’s, this dresser/desk has lived a long life. No need to cut down trees for a new dresser when this one has the bones to thrive.”

How likely do you believe buying this item would be good for the environment?

Results - Correlations

H1: Older generations are more likely to buy based on nostalgia while younger generations are more likely to buy based on necessity. - **Age, Nostalgia and Necessity**

Correlations

		Please select your age range:	ProductNostalgia	ProductNecessity
Please select your age range:	Pearson Correlation	1.000	-.067	-.192
	Sig. (2-tailed)		.317	.004
	N	233	223	223
ProductNostalgia	Pearson Correlation	-.067	1.000	.621
	Sig. (2-tailed)	.317		.000
	N	223	223	223
ProductNecessity	Pearson Correlation	-.192	.621	1.000
	Sig. (2-tailed)	.004	.000	
	N	223	223	223

- A significant correlation was found between age and respondents' purchase based on necessity. ($r=-.192$, $p<.05$) **The younger you are the more likely you are to purchase based on necessity. The older you are the less likely you are to purchase based on necessity.**
- There is no significant correlation found between age and respondents' purchase based on nostalgia.

H2: Age, Income level, Spending, Sustainability, Purchase Intention

		Please select your age range:	What is your household income level?	Spending	ProductIntention	ProductSustainability
Please select your age range:	Pearson Correlation	1.000	.326	.071	-.131	.089
	Sig. (2-tailed)		.000	.290	.052	.188
	N	233	233	223	223	223
What is your household income level?	Pearson Correlation	.326	1.000	.149	-.131	.192
	Sig. (2-tailed)	.000		.026	.051	.004
	N	233	233	223	223	223
Spending	Pearson Correlation	.071	.149	1.000	.371	.280
	Sig. (2-tailed)	.290	.026		.000	.000
	N	223	223	223	223	223
ProductIntention	Pearson Correlation	-.131	-.131	.371	1.000	.231
	Sig. (2-tailed)	.052	.051	.000		.001
	N	223	223	223	223	223
ProductSustainability	Pearson Correlation	.089	.192	.280	.231	1.000
	Sig. (2-tailed)	.188	.004	.000	.001	
	N	223	223	223	223	223

Significant Correlations:

- Higher income levels & View vintage items as sustainable; ($r = .192$ $p < .05$)
  - **People with higher income levels tend to view vintage items as sustainable.**
- Spend more on the product & View vintage items as sustainable; ($r = .280$ $p < .05$)
  - **People who are willing to spend more on vintage items tend to view them as sustainable.**
- Purchase the product & View vintage items as sustainable; ($r = .231$ $p < .05$)
  - **People who are likely to purchase a vintage item tend to view them as sustainable.**

(a) **Age**, **income**, and Q6 **Have you shopped at Room Service Vintage store** in Austin, Texas?

Correlations

		Please select your age range:	What is your household income level?	Have you shopped at Room Service Vintage store in Austin, Texas?
Please select your age range:	Pearson Correlation	1.000	.326	.168
	Sig. (2-tailed)		.000	.010
	N	233	233	233
What is your household income level?	Pearson Correlation	.326	1.000	.219
	Sig. (2-tailed)	.000		.001
	N	233	233	233
Have you shopped at Room Service Vintage store in Austin, Texas?	Pearson Correlation	.168	.219	1.000
	Sig. (2-tailed)	.010	.001	
	N	233	233	233

- The older you are the more likely to shop at Room Service. ($r = .168$ $p < .05$)
- If you shop at Room Service, the more likely you are to have a higher income. ($r = .219$ $p < .05$)

(b) Q9 **How often do you shop for items in any vintage stores**? and Q14 **What feelings of connection do you experience with the item you purchased**?

Correlations

		How often do you shop for items in any vintage stores?	What feelings of connection do you experience with the item you purchased? - Brings memory to mind	What feelings of connection do you experience with the item you purchased? - Represents my personality	What feelings of connection do you experience with the item you purchased? - Fits my values	What feelings of connection do you experience with the item you purchased? - Matches my aesthetic
How often do you shop for items in any vintage stores?	Pearson Correlation	1.000	.111	.056	-.078	-.038
	Sig. (2-tailed)		.098	.407	.242	.573
	N	233	225	225	225	225
What feelings of connection do you experience with the item you purchased? - Brings memory to mind	Pearson Correlation	.111	1.000	.266	.248	.083
	Sig. (2-tailed)	.098		.000	.000	.214
	N	225	225	225	225	225
What feelings of connection do you experience with the item you purchased? - Represents my personality	Pearson Correlation	.056	.266	1.000	.332	.255
	Sig. (2-tailed)	.407	.000		.000	.000
	N	225	225	225	225	225
What feelings of connection do you experience with the item you purchased? - Fits my values	Pearson Correlation	-.078	.248	.332	1.000	.196
	Sig. (2-tailed)	.242	.000	.000		.003
	N	225	225	225	225	225
What feelings of connection do you experience with the item you purchased? - Matches my aesthetic	Pearson Correlation	-.038	.083	.255	.196	1.000
	Sig. (2-tailed)	.573	.214	.000	.003	
	N	225	225	225	225	225

- If the item brings a memory to mind it is more likely to represent your personality. ($r = .266$ $p < .05$)
- If the item brings memory to mind it is more likely to fit your values. ($r = .248$ $p < .05$)
- The more it represents your personality, the more likely it is to fit your values. ($r = .332$ $p < .05$)
- The more the item represents your personality the more likely it is to match your aesthetic. ($r = .255$ $p < .05$)
- The more it fits your values the more likely it is to match your aesthetic. ($r = .196$ $p < .05$)

(c) **Age** and Q14 **What feelings of connection do you experience with the item you purchased?**

Correlations

		Please select your age range:	What feelings of connection do you experience with the item you purchased? - Brings memory to mind	What feelings of connection do you experience with the item you purchased? - Represents my personality	What feelings of connection do you experience with the item you purchased? - Fits my values	What feelings of connection do you experience with the item you purchased? - Matches my aesthetic
Please select your age range:	Pearson Correlation	1.000	.181	-.061	-.019	.024
	Sig. (2-tailed)		.006	.365	.781	.719
	N	233	225	225	225	225
What feelings of connection do you experience with the item you purchased? - Brings memory to mind	Pearson Correlation	.181	1.000	.266	.248	.083
	Sig. (2-tailed)	.006		.000	.000	.214
	N	225	225	225	225	225
What feelings of connection do you experience with the item you purchased? - Represents my personality	Pearson Correlation	-.061	.266	1.000	.332	.255
	Sig. (2-tailed)	.365	.000		.000	.000
	N	225	225	225	225	225
What feelings of connection do you experience with the item you purchased? - Fits my values	Pearson Correlation	-.019	.248	.332	1.000	.196
	Sig. (2-tailed)	.781	.000	.000		.003
	N	225	225	225	225	225
What feelings of connection do you experience with the item you purchased? - Matches my aesthetic	Pearson Correlation	.024	.083	.255	.196	1.000
	Sig. (2-tailed)	.719	.214	.000	.003	
	N	225	225	225	225	225

- Older people tend to have more memories come to mind from vintage items. ($r=.181$ $p < .05$)

(d) **Income** and Q14 **What feelings of connection do you experience with the item you purchased?**

Correlations

		What is your household income level?	What feelings of connection do you experience with the item you purchased? - Brings memory to mind	What feelings of connection do you experience with the item you purchased? - Represents my personality	What feelings of connection do you experience with the item you purchased? - Fits my values	What feelings of connection do you experience with the item you purchased? - Matches my aesthetic
What is your household income level?	Pearson Correlation	1.000	-.064	-.139	.070	-.004
	Sig. (2-tailed)		.337	.037	.295	.949
	N	233	225	225	225	225
What feelings of connection do you experience with the item you purchased? - Brings memory to mind	Pearson Correlation	-.064	1.000	.266	.248	.083
	Sig. (2-tailed)	.337		.000	.000	.214
	N	225	225	225	225	225
What feelings of connection do you experience with the item you purchased? - Represents my personality	Pearson Correlation	-.139	.266	1.000	.332	.255
	Sig. (2-tailed)	.037	.000		.000	.000
	N	225	225	225	225	225
What feelings of connection do you experience with the item you purchased? - Fits my values	Pearson Correlation	.070	.248	.332	1.000	.196
	Sig. (2-tailed)	.295	.000	.000		.003
	N	225	225	225	225	225
What feelings of connection do you experience with the item you purchased? - Matches my aesthetic	Pearson Correlation	-.004	.083	.255	.196	1.000
	Sig. (2-tailed)	.949	.214	.000	.003	
	N	225	225	225	225	225

- People with lower household income tend to believe the items they purchase represent their personality. ($r=-.064$ $p < .05$)

(e) **Spending**, **purchase intention**, **product nostalgia**, **product necessity**, and **product sustainability**

Correlations

		Spending	ProductIntention	ProductNostalgia	ProductNecessity	ProductSustainability
Spending	Pearson Correlation	1.000	.371	.434	.274	.280
	Sig. (2-tailed)		.000	.000	.000	.000
	N	223	223	223	223	223
ProductIntention	Pearson Correlation	.371	1.000	.715	.654	.231
	Sig. (2-tailed)	.000		.000	.000	.001
	N	223	223	223	223	223
ProductNostalgia	Pearson Correlation	.434	.715	1.000	.621	.269
	Sig. (2-tailed)	.000	.000		.000	.000
	N	223	223	223	223	223
ProductNecessity	Pearson Correlation	.274	.654	.621	1.000	.197
	Sig. (2-tailed)	.000	.000	.000		.003
	N	223	223	223	223	223
ProductSustainability	Pearson Correlation	.280	.231	.269	.197	1.000
	Sig. (2-tailed)	.000	.001	.000	.003	
	N	223	223	223	223	223

- The more willing a person is to purchase the item, the more likely they felt a connection to the item. ($r=.715$ $p < .05$)
- The more willing a person is to purchase the item, the more likely they believe the item will help your daily life. ($r=.654$ $p < .05$)
- The more connected you are to the item, the more you believe it will help your daily life. ($r=.621$ $p < .05$)

Results - Regressions

Purchase Intention

Model Summary (ProductIntention)

R	R Square	Adjusted R Square	Std. Error of the Estimate
.77	.59	.58	.56

ANOVA (ProductIntention)

	Sum of Squares	df	Mean Square	F	Sig.
Regression	97.13	6	16.19	52.00	.000
Residual	67.25	216	.31		
Total	164.37	222			

Coefficients (ProductIntention)

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	.21	.28	.00	.75	.453
What is your household income level?	-.02	.01	-.08	-1.70	.090
How often do you shop for items in any vintage stores?	.01	.03	.02	.46	.645
ProductNostalgia	.53	.06	.50	8.89	.000
ProductNecessity	.32	.06	.32	5.51	.000
ProductSustainability	.06	.05	.05	1.11	.270
Please select your age range:	-.01	.03	-.01	-.32	.752

Significant predictions:

- A respondent's feelings of necessity towards a product significantly predicts the purchase intention. (b= .32, p < .05)
  - The more a product relates to necessity, the higher the purchase intention.
- A respondent's feelings of nostalgia significantly predicts the purchase intention. (b= .50, p < .05)
  - The more a product relates to nostalgia, the higher the purchase intention.

Spending

Model Summary (Spending)

R	R Square	Adjusted R Square	Std. Error of the Estimate
.49	.24	.22	15.27

ANOVA (Spending)

	Sum of Squares	df	Mean Square	F	Sig.
Regression	16085.27	6	2680.88	11.49	.000
Residual	50386.08	216	233.27		
Total	66471.35	222			

Coefficients (Spending)

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	14.92	7.78	.00	1.92	.056
What is your household income level?	.59	.34	.11	1.77	.079
How often do you shop for items in any vintage stores?	-1.22	.89	-.08	-1.38	.169
ProductNostalgia	7.90	1.64	.37	4.82	.000
ProductNecessity	.72	1.60	.04	.45	.654
ProductSustainability	3.13	1.45	.14	2.16	.032
Please select your age range:	.78	.94	.05	.83	.409

Significant predictions:

- A respondent's feelings of nostalgia towards a product significantly predicts an the amount they would spend on it. (b= .37, p < .05)
  - The more nostalgia a person feels from a product, the higher amount spent
- A respondent's perceiving a product as sustainable significantly predicts the value they will spend on the product. (b= .14, p < .05)
  - The more a person perceives a product as sustainable, the higher amount spent

Breakout: Old and Young

Young

Model Summary (Spending)

R	R Square	Adjusted R Square	Std. Error of the Estimate
.42	.17	.13	15.50

ANOVA (Spending)

	Sum of Squares	df	Mean Square	F	Sig.
Regression	6554.22	7	936.32	3.90	.001
Residual	31215.53	130	240.12		
Total	37769.75	137			

Coefficients (Spending)

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	24.69	11.34	.00	2.18	.031
What is your household income level?	.52	.44	.10	1.18	.241
How often do you shop for items in any vintage stores?	-2.38	1.18	-.16	-2.02	.046
ProductNostalgia	7.38	2.19	.32	3.36	.001
ProductNecessity	-.41	2.01	-.02	-.20	.838
ProductSustainability	3.14	2.05	.13	1.53	.128
Please select your age range:	.17	2.94	.00	.06	.953
Young	.00	.00	.00	NaN	NaN

Old

Model Summary (Spending)

R	R Square	Adjusted R Square	Std. Error of the Estimate
.60	.37	.31	15.24

ANOVA (Spending)

	Sum of Squares	df	Mean Square	F	Sig.
Regression	10285.91	7	1469.42	6.33	.000
Residual	17883.08	77	232.25		
Total	28168.99	84			

Coefficients (Spending)

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	9.07	14.12	.00	.64	.523
What is your household income level?	.54	.59	.09	.92	.361
How often do you shop for items in any vintage stores?	.46	1.39	.03	.33	.739
ProductNostalgia	8.25	2.65	.42	3.11	.003
ProductNecessity	3.14	2.82	.15	1.12	.268
ProductSustainability	2.78	2.15	.13	1.29	.200
Please select your age range:	-.38	1.94	-.02	-.20	.845
Old	.00	.00	.00	NaN	NaN

Young/Old, Spending, Product Nostalgia

- Both Old (beta = .42) and Young (beta = .32) would be more likely to spend more if they feel more connected to the product
    - Old would be more likely to spend more money on vintage items based on nostalgia compared to Young due to its stronger slope.

Breakout: Old and Young

Young

Model Summary (ProductIntention)

R	R Square	Adjusted R Square	Std. Error of the Estimate
.70	.49	.46	.61

ANOVA (ProductIntention)

	Sum of Squares	df	Mean Square	F	Sig.
Regression	45.26	7	6.47	17.65	.000
Residual	47.62	130	.37		
Total	92.88	137			

Coefficients (ProductIntention)

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	.01	.44	.00	.02	.983
What is your household income level?	-.02	.02	-.06	-.93	.354
How often do you shop for items in any vintage stores?	.00	.05	.01	.08	.936
ProductNostalgia	.52	.09	.46	6.10	.000
ProductNecessity	.30	.08	.29	3.83	.000
ProductSustainability	.14	.08	.11	1.71	.089
Please select your age range:	-.03	.11	-.02	-.23	.816
Young	.00	.00	.00	NaN	NaN

Old

Model Summary (ProductIntention)

R	R Square	Adjusted R Square	Std. Error of the Estimate
.86	.73	.71	.49

ANOVA (ProductIntention)

	Sum of Squares	df	Mean Square	F	Sig.
Regression	49.93	7	7.13	30.09	.000
Residual	18.26	77	.24		
Total	68.19	84			

Coefficients (ProductIntention)

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	.60	.45	.00	1.33	.186
What is your household income level?	-.04	.02	-.11	-1.87	.065
How often do you shop for items in any vintage stores?	.03	.04	.04	.60	.552
ProductNostalgia	.55	.08	.57	6.47	.000
ProductNecessity	.37	.09	.35	4.15	.000
ProductSustainability	-.03	.07	-.03	-.49	.626
Please select your age range:	-.03	.06	-.03	-.50	.615
Old	.00	.00	.00	NaN	NaN

Young/Old, Product Intention, Product Nostalgia

- Both Old (beta = .57) and Young (beta = .46) would be more likely to purchase the product if they feel more connected to the product, and Old would be more likely to purchase the product based on nostalgia compared to Young due to its stronger slope.

Young/Old, Product Intention, Product Necessity

- Both Old (beta = .35) and Young (beta = .29) would be more likely to purchase the product if they believe the item will help their daily life, and Old would be more likely to purchase the product based on necessity compared to Young due to its stronger slope.

Summary

H1: Supported

Older generations are more likely to buy based on nostalgia while younger generations are more likely to buy based on necessity.

Nostalgia:

- Through regressions we can predict that anyone who has a strong connection to the product will be more likely to buy it. Older generations are more likely to buy based on nostalgia than younger generations.

H2: Not Supported

Younger generations will have a higher willingness to pay for reused furniture than older generations due to their beliefs on the environment.

- Through regressions we can predict that older generations are more likely to pay higher amounts for reused furniture for the following reasons:
  - They experience more nostalgia
  - They more likely to perceive vintage products as sustainable
- Older generations would be more likely to purchase the product based on nostalgia or necessity compared to the younger generation.

- Nostalgia has a significant impact on purchase decisions
- Sustainability has a moderately significant impact on the increase in spending on a product
- Age and income level has a significant impact on purchasing decisions

Limitations

Limiting Factors

- **Measurement Validity**
  - 29.06% of respondents choose “other” when we ask “what is your biggest motivation for purchasing vintage items?”
    - Text answers including “uniqueness, design, good material/quality, affordable, mix of sustainability/nostalgia/necessity” could fit in “nostalgia”, “necessity”, or “sustainability” if these three terms are well-explained.
  - The experiment question for sustainability is vague
  - Variation in measuring “connectivity” for nostalgic feelings
- **Externality Validity**
  - Majority of respondents were women, but reflective of Room Service’s analytics
- **Internality Validity**
  - Online survey allows room for error
    - Could not control for exposure prior to survey, the environment or time of day when survey was taken

Discussion

Findings

- The hypothesis was proven false because of the assumption that younger people would be more influenced by sustainability that older people. Since older people tend to have a higher household income, they have more money to spend and the willingness to spend it, regardless of their purchase intention.
- Younger generations have a larger breadth of nostalgic media and items due to new technology and a higher turnover rate of products and clothing.
- There are different variations of nostalgia that either is replicated based on association or inherent due to experience.

Discussion - Questions

Discussion Questions

Would these results look the same for thrift stores, since they are not primarily selling older items?

What other factors could influence purchase intention?

Why do you think that older generations more impacted by their connection to items than younger generations?

Appendix:

Correlations

		Please select your age range:	What is your household income level?	Have you shopped at Room Service Vintage store in Austin, Texas?
Please select your age range:	Pearson Correlation	1.000	.326	.168
	Sig. (2-tailed)		.000	.010
	N	233	233	233
What is your household income level?	Pearson Correlation	.326	1.000	.219
	Sig. (2-tailed)	.000		.001
	N	233	233	233
Have you shopped at Room Service Vintage store in Austin, Texas?	Pearson Correlation	.168	.219	1.000
	Sig. (2-tailed)	.010	.001	
	N	233	233	233

- The older you are the higher your income ($r = .326$ $p < .05$)
- The higher your income, the more likely you are to shop at Room Service. ($r = .219$ $p < .05$)