More Money, More Nostalgic? Exploring Consumer Motivations to Purchase Vintage Items and the Moderating Role of Generation

Introduction

Amongst other factors, economic tensions, and climate concerns have contributed to the interest in vintage clothing and furniture over the past decade. Whether it is an obsession with the past, hunting for the perfect accessory, the need for cheap furniture, or trying to decrease their carbon footprint—generations young and old are finding their way into vintage stores across the country to purchase reclaimed goods.

This study investigates the similarities and differences in purchase intention between generations and if social media can impact a customer's decision to purchase. Since nostalgia can be experienced in different ways across generations, it is essential to consider a customer's age related to their lived experience and motivation for purchasing vintage. This research was designed to provide an in-depth demographic analysis behind customer purchase intention in vintage stores and, in return, promote sales and increase marketing efforts.

This case study performs a quasi-experiment and investigates a vintage store in Austin, Texas, the "Live Music Capital of the World." Austin is known for its diverse community, great food, and outspoken nature compared to other large Texas cities. It is also home to an interconnected group of vintage stores spread out throughout its burrows. The Austin, Texas Vintage Town Guide is an annual map published by many local vintage stores to encourage cooperative marketing (VATG 2021). With a fee of $200-250 per year, vintage stores need to meet the following criteria to be considered: selling at least 85% vintage/antiques, thrift stores/non-

profits, consignment stores, stores on the outskirts of Austin, internet stores, or estate sale companies.

The critically acclaimed "best vintage store in Austin, Texas" is Room Service, located in the Northloop Strip of the city. At first glance, Room Service's exterior takes you back to the 70s with its bright neon rocketship sign and geometric shapes spelling out service. Inside is an ample winding space, decked ceiling to floor with every vintage item you can imagine. The vintage store opened in 1981 and has garnered a cult-like following over the past 40 years. Room Service distinguishes itself by focusing on its extensive collection of vintage furniture by only accepting furniture created during the 1950s through 70s. Along with the furniture, there is an equal amount of lighting, jewelry, clothing, knick-knacks, kitchenware, pottery books, and thousands of other items a person could want (Room Service 2021).

Room Service was chosen to be the center of this research because of its popularity and willingness to participate. Researchers spoke with one of the nine owners, Lori Goodpasture, and were able to identify clear points of interest for this study. One of her comments, in particular, "people's reasoning for buying items is usually 50% need and 50% nostalgia." While this comment is not statistically supported and purely based on observation, it did raise many questions for this study to consider.

This paper will discuss a literature review of behavior concerning buying for necessity and nostalgia, differences between vintage and second-hand, and other related topics. Following the literature review, researchers will discuss the research questions and hypotheses chosen to be investigated. In addition, researchers will give a detailed account of the survey and experimental method and process for data collection, along with its findings and implications.

Literature Review

Nostalgia: Definition and Application

"Vintage is about looking forward through the window of the past." John Walsh, *The Independent.*

The vast majority of items sold at vintage stores are from the past, and stoking nostalgia is a key factor for vendor purchases. Nawas and Platt accurately define *the past-oriented approach* of nostalgia as "the attainment of happiness in the only perfect form we have known it." This concept is broken into two types of nostalgia: *true nostalgia* and *pseudo-nostalgia*. This research refers to true nostalgia. *True nostalgia* is rooted in the longing for home or experiencing homesickness and manifestation of the "homing-instinct" (Nawas & Platt, 1965). Martin refers to *true nostalgia* as the "healthy surrender to the rhythmic biological inclination to return to the past, to our beginnings, to childhood, to sleep, to the unconscious" (1954).

Since the people purchasing the items at vintage stores are assumed to connect the items to pleasant memories or aspirations, true nostalgia will be the variable. The study will focus on the consumer's connection to tangible or intangible items. Since many of the consumers purchasing items were born after their creation, it is an interesting concept for further research as to why younger generations feel a sense of nostalgia for items they have never interacted with previously. Nevertheless, this study will use this concept of true nostalgia for customers that have previously interacted with the item or a similar item and those who have never interacted with the item but still feel a connection.

Clothing originating from before the 1920s is classified as antiques, while clothing produced after the 1980s is not considered vintage yet, the most recent being called modern or contemporary fashion (Cornett, 2010). Current fashion trends have shown that evoked nostalgia,

creating items created to resemble items from the past, leads to favorable attitudes, higher purchase intention, and greater intention to pass along (Jin & Youn 2017). The research looks at the nostalgia a person experiences through an existing product, rather than artificially replicating or intentionally generating the emotion.

Need: Type of Consumer Needs for Vintage Products

The boundary of need versus want can be blurred in regard to consumption. For the sake of this study, researchers assume that the respondents all have an underlying want and need for the items they are purchasing, but researchers will focus on the necessity of the item. Many people enter vintage stores with a specific need they want to meet. According to Lundblad and Davies, "the dominant paradigm of fashion (or taste) is that people consume products to fulfill their need of belonging, self-esteem and gain acceptance from others" (2016).

Maslow's Hierarchy of Needs illustrates the core needs of human beings by breaking them down into five categories: physiological, safety, love/belonging, esteem, and self-actualization. These needs are met through human actions through interactions, purchases, experiences, and other factors. This study focuses on these aspects of human needs as they relate to the motivations of consumers to purchase reused goods—the needs that are being met through vintage items. Researchers consider nostalgia a need being met through discovering a sense of belonging. The other need factors will be explored through the survey. Lundblad and Davies discovered that younger consumers have been showing increasing levels of ethical concern in the context of fashion consumption (2016). This discovery leads to the belief that by purchasing reused items, younger generations would feel more inclined to purchase items less for nostalgia and more for sustainability concerns than older generations, thus fulfilling their need for esteem to invoke a level of pride for their contribution toward sustainability.

Vintage versus Second-hand:

The relations or similarities between vintage and second-hand stores have been well-established. However, there are differences. Vintage and second-hand, while both classified as gently used items are sold at very different ends of the market, with vintage being sold at a higher cost to the consumer due to its rarity and authenticity (Cervellon et al., 2012; Strähle, J., & Klatt, L. M. 2017; Seo, M., & Kim, M. 2019). While researchers focus on the vintage consumer, what motivates consumers to shop second-hand is also important to be understood. Seo, M., & Kim, M. 2019, researched consumer behavior around second-hand shopping by examining three different consumer beliefs; environment, frugality, and non-profit thrift stores, all of which could be variables as to an individual's motivations to buy.

Previous studies have shown that consumer beliefs and the environment have a much more positive attitude to buying second-hand; however, it nullified the common misconception about frugality being the main reason for consumers. This suggests that there is or was a shift change in consumers' attitudes towards second-hand. Within this circular economic cycle, buying second-hand and vintage items helps mitigate the waste from polluting the environment and gives items new meaning and life. While second-hand items and vintage items both fulfill a similar need of purchasing used items, the intention, and reasoning as to why consumers partake in obtaining either kind of item differs from one another. The motivations of purchasing behavior vary based on demographic and psychographic factors. Vintage items come in limited quantities and often fit a specific kind of style to have a higher resale value. With this notion, people who purchase vintage items were motivated by nostalgic feelings, status, and the desire to stand out from society with an item with history. Compared to those who buy second-hand items, vintage item shoppers were also more likely to have higher education levels and income (Cervellon et al., 2012). Second-hand

shoppers were more motivated by finding unique items, but they were more conscientious of price than vintage consumers. Despite these differences, both audiences enjoy the "treasure hunting" aspect when searching for limited stock items that are either second-hand or vintage (2012).

This study can research the vintage consumer in more depth by understanding this. Based on these previous studies, the consumers are not looking for frugality; however, they may be similar to second-hand consumers concerning the environment. Previous studies have also clearly understood who the consumer is when researchers look at second-hand shopping; however, it does not understand who the vintage consumer is and what their motivations are behind shopping vintage versus second-hand. This can lead people to believe that there can be a crossover between vintage and second-hand and that not all consumers are purely vintage shoppers.

Behavior:

Classifying the factors that affect the thrift store clothing shopping behavior into "retail attributes" and "personal orientations," Kwon implemented the decision tree analysis model to determine the level of each factor's influence. The former refers to characteristics of thrift clothing and shopping behavior that customers desire out of "self-oriented" motives, including price, big-name brand, "treasure hunting experience," "unique style," and "social interaction with others." The latter symbolizes "other-oriented" factors, including "responsible behavior" (Kwon et al., 2020). According to Maslow's Hierarchy of Needs, these four factors belong to four different stages: belongingness and love needs (social interaction), cognitive needs (treasure hunting experience), aesthetic needs (unique style), and self-actualization (responsible behavior). Although self-actualization is positioned on the highest stage among these four, it is identified as "growth needs" along with aesthetic and cognitive needs.

In contrast, belongingness and love needs are a deficiency. Given this, the distinction between retail attributes and personal orientations is not a clean cut-off. A customer can be driven by multiple factors and go through a series of flexible motivations between the time they enter the store and the time the purchase behavior is completed. This decision tree model implies that thrift stores should underline personal orientation factors as the driving force of purchase behavior by combining the image of thrift stores with "social initiatives and good citizenship" (Kwon et al., 2020). In the decision tree model of second-hand clothing shoppers profiled by Zaman and Kwon in 2017, the result suggested that environmental consciousness plays a more crucial role than social consciousness in influencing purchase behavior (Zaman et al., 2017). The 2020's post-pandemic results did not mention the outweigh situation of environmental consciousness over social consciousness in personal orientations. Furthermore, in Self-Determination Theory (Deci & Ryan, 1985), strengthening the association with social initiatives and good citizenship could enhance intrinsic motivation for vintage shopping. The interactive communications happen along the action of vintage shopping conduce toward the sense of competence which is "accompanied by a sense of autonomy" because vintage shoppers experience a high level of free-choice (Ryan & Deci, 2000).

Although motivations are interwoven, various ratios of motivations correspond with multiple types of customers, and the four representative types are "polymorphous enthusiasts," "thrifty critics," "nostalgic hedonists," and "regular specialist shoppers." Polymorphous enthusiasts are characterized by middle-age and higher income. Thrifty critics are 55% male, price-conscious, and with diminutive hedonic dimensions. Nostalgic hedonists are at an intermediate income level and are 60% female. Regular specialist shoppers are composed of the young generation of both genders and score low on all motivations (Guiot & Roux, 2010).

Motivations for purchasing vintage items also influence the trend drivers of the circular economy. The circular economy includes buying and reselling items (Ortega, 2021). As consumers become more conscious of value and the monetary and environmental cost of items, specific trend drivers have given rise to the circular economy. The Circular Economy Market Report has cited four main trend drivers that encourage the economy's growth: Surroundings, Experiences, Value, and Identity (2021). Within each of these categories, there are four associated pillars. Within the Surroundings, there is Ethics, Equality, Sustainability, and Localism. This trend driver focuses on how brands' overall environmental, societal, and ethical practices influence consumers' purchasing decisions and behavior. As for Experiences, this trend driver encompasses more stimulating actions and emotions such as adventure, playfulness, pleasure, and nostalgia.

It can be assumed that nostalgia is the most significant factor within the Experiences trend driver that influences people to purchase vintage items. The factor that focuses on community and the interaction between people is the Identity trend driver, which includes individuality, community, heritage, and morals. The Identity trend driver was directly impacted by the COVID-19 pandemic and included the new ways people connect online. Finally, the Value trend driver is built upon the quality, budget, convenience, and premium pillars influenced by consumer behavior in the investment of time and money. With these trend drivers, this study can further analyze the overall factor that drives consumers into purchasing vintage items and the specific motivation that influences their decision on the item purchased.

Research Questions, Variable, and Hypotheses

The two research questions this study examines are as follows:

RQ1: What is the relationship between different generations and the motivation to buy vintage items?

RQ2: Does the impact of social media captions on purchase intention vary among different

generations?

For RQ1, this study's hypotheses deal with the two control variables, Gender and Income level

(see Diagram 1). The hypothesis is listed below:

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

more likely to buy based on necessity.

Diagram 1: *The proposed model of consumption of vintage products*
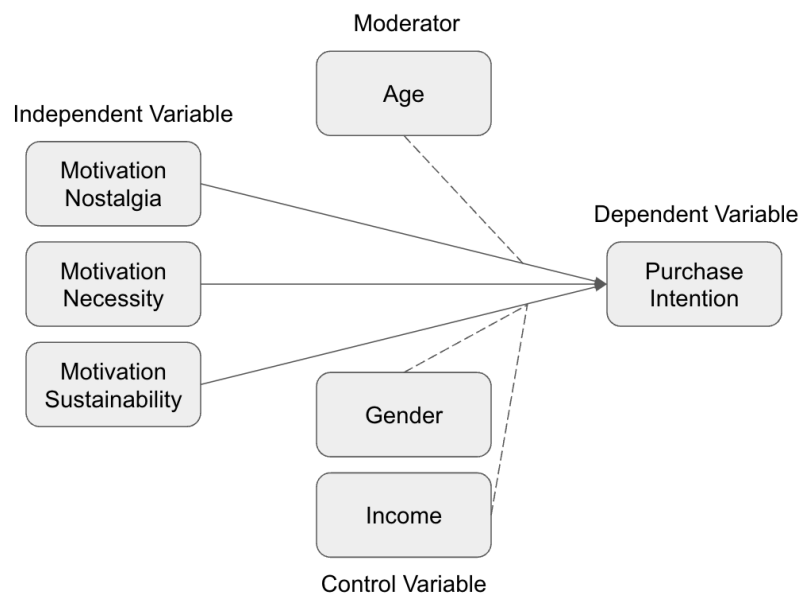
For RQ2, this study's hypotheses deal with the moderating variable, Age, and the two control

variables, Gender and Income level (see Diagram 1). The hypothesis is listed below:

H2: Younger generations will have a higher willingness to pay for reused furniture than older

generations due to their beliefs on the environment.

Method

Sample:

Access, Gender, Income, Distance: An online survey was placed next to the register of Room Service Vintage via QR code and promoted on the store's Instagram account. Through these efforts, a total of 222 respondents completed the survey. 88.97% of the respondents accessed the survey through Instagram, 7.22% accessed through the QR code at Room Service's in-person store, and 3.80% selected others. 83.37% of the respondents were female, while 10.61% were male. It is important to note that Room Service's Instagram account demographics are 80.9% female, 19% male, 4.49% of the respondents are non-binary/third gender, and 1.22% of the respondents preferred not to say.

Age:

For the study, we divided the respondents into two groups, *Young* and *Old*. The Young group represents Generation Z (18-25, 20.80% of respondents) and Millennials (26-35, 41.6% of respondents). The Old group represents Generation X (36-55, 30% of respondents) and Baby Boomers (56-66 and over, 7.2% of respondents). The Young group accounted for 62.4% and the Old group for 37.60%.

Psychographics:

Additional information gathered from the sample included that 90.35% of respondents had visited Room Service Vintage in person at least once. The medium frequency for visiting the store was once a month. This led us to the final informative statistic that 42.74% of respondents go to vintage stores with items to purchase in mind, and 57.26% of respondents do not.

Measurement:

The survey was split into two parts, with the first part featuring questions measuring people's past vintage shopping habits and interests. The second half of the survey manipulated different types of vintage item appeals depending on the major categories of consumer

motivations (nostalgia, sustainability, necessity, and control conditions) and measured their impact on purchase intention to address the research questions.

The survey began with a series of demographic questions, including the *independent variable* "Please select your age range:" in which the options were 18-25, 26-35, 36-45, 46-55, 56-65, and 66 years or older. Then the two *control variables* for the first section, "What is your gender?", Male, Female, Non-binary/ Third gender, Prefer to self-describe and Prefer not to say, and "What is your household income level?" which they could choose from a range between Less than $10,000 up to More than $150,000.

The survey then asked, "Have you shopped at Room Service Vintage store in Austin, Texas?" Based on this question, respondents that answered "Yes" received a series of questions regarding their experience shopping at the store. These questions included "How far did you travel to visit Room Service Vintage store?" 1-10 miles, 11-25 miles, 26-45 miles, and 46+ miles, then "How did you get here?" Drive, Walk, Bus, Bike, Other. The people who selected "No" for shopping at Room Service did not answer this section.

The survey continued by asking a series of general vintage shopping questions. "How often do you shop for items in any vintage stores?" and it provided respondents with six answer options, including, I do not shop for vintage items, once a year, once every few months, once a month, every other week, once a week, every day. The survey then asked, "How likely are you to purchase these categories at any vintage stores?" and the different categories include Clothing/Jewelry, Furniture, Kitchen/Dining Utensils, Decorative Pieces, Books/Magazines, Music. Each of these was measured on a 5 point scale from extremely unlikely, Slightly unlikely, Neither likely nor unlikely, Slightly likely, Extremely likely. Respondents then received "Is there

any other category you would purchase at any vintage stores? Please include this if it is not included below."

The survey continued with "Do you generally go to vintage stores with items to purchase in mind?" followed by the first half's *dependent variable* "What is your biggest motivation for purchasing vintage items?" to which they selected nostalgia, sustainability, necessity, or other. The next question was "What feelings of connection do you experience with the item you purchased?" and the respondents selected; brings a memory to mind, represents my personality, fits my values, matches my aesthetic. A free-response question came after, "Please write the memory that the item brings to your mind in the space below:"

For the experimental portion of the survey, researchers randomly divided the respondents into four groups: nostalgia, sustainability, necessity, and control. Each group viewed the same picture of a sweater and furniture piece in the style of an Instagram post. Each of the *dependent variables* was a specific category and these were tested through the *independent variables*, or different social media captions. For sustainability, the sweater caption read, "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!" Sustainability furniture caption read, " Made from recycled wood in the 40s, 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." The Necessity caption for the sweater, "The National Weather Service stated that this winter is 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." The Necessity furniture caption read, " Everyone needs a good desk in their home. This piece also doubles as a dresser - perfect for storage and getting your work completed." Then the Nostalgia caption for the sweater read, "Frances Humphrey knitted this

sweater in 1910 for her sweetheart Henry Humphrey. It has been passed down for generations in their family. They recently decided to part ways with the sweater. Take home this family heirloom today!" Then the Nostalgia caption read, "Marlyn Jones spent her days studying on this dest in the 40s when she was a college student. She went on to become one of the first female scientists. You can take this piece of history home with you today." The control group did not receive a caption for the pictures.

Following each picture was a series of questions, including "What category would you place this item in?" with the choices of Nostalgia, Sustainability, Necessity, and others. Researchers then asked, "If you were given $100, how much would you spend on this item?" with a slider from 1 to 100. Then with answers from extremely likely to extremely unlikely, the survey asked the following questions: "How likely are you to purchase this item?", "How connected do you feel to this item?", "How likely will buying this item help your daily life?", "How likely do you believe buying this item would be good for the environment?"

The survey concluded with "How would you rate Room Service, the vintage shop that carried these items?" with six categories, trustworthy, responsible, tasteful, inspiring, cost-efficient, and useful, each measured on a five-point scale from strongly disagree to strongly agree.

Procedure:

Researchers primarily used social media, in-store advertisements, and word of mouth to distribute the online survey to gather respondents. Through Instagram posts on Room Service's account, posts to a personal account, and directly sending the online survey, participants were instructed to click a link that directed them to the Qualtrics survey. They were taken to a page where they were asked to consent to participate in the survey and complete a 5-minute survey

regarding Room Service Vintage and general vintage shopping. The survey consisted of three demographic questions, four questions about Room Service Vintage specifically, seven questions about general vintage shopping, and an experimental section with a randomized category with 12 questions. Data collection took place over one week, in which a total of 277 people visited the survey. Of this group, 222 people completed the survey and were used in the data collection.

Results

Correlations Analysis:

For testing H1, the correlation among age, respondents' purchases based on necessity, and respondents' purchases based on nostalgia were run. A significant correlation was found between age and respondents' purchases based on necessity($r = -.192$, $p < .05$), which indicates the younger a respondent is, the more likely this respondent is to purchase based on necessity. The older a respondent is, the less likely this respondent will purchase based on necessity. There is no significant correlation between age and respondents' purchases based on nostalgia.

For testing H2, researchers ran a succession of correlation analyses. A significant correlation (see Table 1) was found between how likely the respondent would view the item as sustainable and three factors: age, household income level, and the respondent's purchase intention: people with higher income levels tend to view vintage items as sustainable ($r = .192$, $p < .05$); people who are willing to spend more on vintage items tend to view them as sustainable ($r = .280$, $p < .05$); people who are likely to purchase a vintage item tend to view them as sustainable ($r = .231$, $p < .05$).

Table 1

The Correlation Among Age, Respondents' Purchases Based on Necessity, and Respondents' Purchases Based on Nostalgia

		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

Spending: If you were given $100, how much money would you spend on this item? Purchase intention: How likely are you to purchase this item?

The result of Room Service-oriented questions showed that the older a respondent is, the more likely this person has shopped at Room Service ($r = .168$, $p < .05$). Combined with the demographic information, this suggested that respondents who participated in this study but have not shopped at Room Service are more likely to be their young Instagram followers.

Taking the moderating variable (age) into consideration, a significant correlation (see Table 2) was found between age and "what feelings of connection do you experience with the item you purchased?". The result indicated that older people tend to have more memories come to mind from vintage items ($r = .181$, $p < .05$). Researchers then changed the former factor into household income level; the result showed that people with lower household income tend to believe the items they purchase represent their personality ($r = -.064$, $p < .05$).

Table 2

The Correlation Between Age and Connection

		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

To further examine the correlation between purchase intention, product nostalgia, product necessity, and product sustainability (see Table 3), researchers found that the more willing a respondent is to purchase the item, the more likely this person feels a connection to the item ($r=.715$, $p < .05$), and also the more likely this person believes the item will help daily life ($r=.654$, $p < .05$).

Table 3

The Correlation Among Purchase Intention, Nostalgia, Necessity, and Sustainability

		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

Product nostalgia: How connected do you feel to this item? Product necessity: How likely will buying this item help your daily life? Product sustainability: How likely do you believe buying this item would be good for the environment?

Regression Analysis:

To identify a predictive outcome, purchase intention, dollar value spent, and age were analyzed through regression analysis. The effect of nostalgia, necessity, and sustainability was measured to predict purchase intention. In this analysis, the regression test predicts that the respondent's feelings of necessity towards a product significantly affect the purchase intention (b= .32, p < .05). These results mean that the more a person deems an item as a necessity, the higher the intention to purchase the item (see Table 4). Results from this regression test also showed a significant relationship between nostalgia and purchase intention. The respondent's feelings of nostalgia significantly predicted the purchase intention (b= .50, p < .05), where the more a product relates to nostalgia, the higher the purchase intention.

Table 4

The Regression Analysis of Predictors of Intention to Purchase

	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

Product Intention: How likely are you to purchase this item?

Another regression test was conducted to analyze the factors influencing the dollar amount spent on an item. Within this test, a significant result was found in a respondent's feelings of nostalgia towards a product that predicted the amount they would spend on it (b= .37, p < .05). This result indicates that the more connected a person feels toward a product, the higher the amount spent. A significant result was the respondent perceiving a product as sustainable, predicting the value they will spend on it (b= .14, p < .05). Therefore, the more a person views the product as better for the environment, the higher the amount spent (see Table 5).

Table 5

The Regression Analysis of Predictors of Dollars Spent on the Product

	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

Spending: If you were given $100, how much money would you spend on this item?

In measuring variation between age demographics, age was divided into "Young" and "Old." Respondents between the ages of 18 to 34 were categorized as Young, and those aged 35 and up were categorized as Old. A regression test was conducted with both age groups to measure purchase intention, and dollar amount spent predictors. Both Old (b = .57) and Young (b = .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 than Young to its more substantial slope. Both Old (b = .35) and Young (b = .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 more substantial slope (see Table 6). Therefore, respondents within the old category would be more likely to purchase the product based on nostalgia and necessity than the Young respondents.

Table 6

The Regression Analysis of Predictors of Purchase Intention Between Young and OldAge Groups

	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

	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

Top: 18 - 34, Bottom: 35 and up

In order to measure the variation of the dollar amount spent between the age groups, a regression test was conducted with both age groups. Both Old (b = .42) and Young (b = .32) would be more likely to spend more if they felt more connected to the product (see Table 7). Old would be more likely to spend more money on vintage items based on nostalgia than Young due to its more substantial slope.

Table 7

The Regression Analysis of Predictors of Dollars Spent on the Product Between Young and Old Age Groups

	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

	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

Top: 18 - 34, Bottom: 35 and up

Discussion

In summary, the study includes findings that can be assumed prior to research but ultimately answers questions through a quasi-experiment and survey. It is assumed that older respondents tend to have a higher income, and the findings showcased that they viewed the items as being higher in dollar value, but they were more likely not to purchase the item.

Results from the research and experiment include: the more connected a respondent felt towards an item, the higher likelihood to purchase, products viewed as sustainable and nostalgic were predicted to receive a higher dollar value spent, and both old and young respondents would purchase a product if it is deemed as a necessity or evokes nostalgia. These results represent the familiar idea of purchasing based on need versus want. Those who view the item as more nostalgic than as a necessity are purchasing with a desire and not to satisfy a need. As for the dollar value of sustainable products, items that are safer for the environment and sustainable are more expensive due to various factors such as materials and the supply from which businesses can make those products. Prior exposure to sustainable products with a higher cost could lead to a belief that the products deemed sustainable within the experiment were also more expensive. Further research is necessary to identify the opinions towards sustainable products and purchasing habits towards environmental concerns.

In the study, H1 was supported. Through regressions, it can be predicted that those who have a solid connection to the product will be more likely to buy it. Older generations are more likely to buy based on nostalgia than younger generations. However, younger generations are still significantly impacted by nostalgia. This result could be attributed to younger generations having a more considerable breadth of nostalgic media and items due to new technology and a higher turnover rate of products and clothing compared to older generations. Also, more research is needed to identify the form of nostalgia that a person feels, as there are different variations of nostalgia that are either replicated based on association or inherent due to experience.

Out of the three factors tested in the experiment, the study showcased that nostalgia was the leading factor that led to higher purchase intention and dollar value spent regardless of age. Therefore, H2 was proven false because of the assumption that younger generations would be more influenced by sustainability than older generations. Older generations were more influenced by nostalgia and more likely to spend more on reused furniture. This result could occur due to the different spaces that the respondents are currently living in. More research is needed to identify the current living situations and the number of space respondents have that could affect their purchasing habits.

It is essential to note the limiting factors of this study. During the survey, respondents had the opportunity to choose "other" and write in an answer when asked, "What is your biggest motivation for purchasing vintage items?" Many respondents added answers such as "uniqueness," "design," "good/material/quality," "affordability," and others. These answers could have fit into Nostalgia, Sustainability, and Necessity categories but were removed from the data for more accurate results. Another notable limitation is the distinction between sustainability and being environmentally friendly. This was not made clear through the question, "How likely

do you believe buying this item would be good for the environment?" In regards to nostalgia, further research would help define the nostalgic experience in more detail since it is impossible to measure the connectivity for nostalgic feelings; people could have different relations to an item, yet both still feel nostalgic.

The external validity was challenged since most of the respondents, while reflective of Room Service's social media presence, were women. Internally, surveys allow room for error in many ways, especially since the respondents are not completing the survey in a controlled environment. Researchers cannot account for various external factors impacting the mood and decision-making process of the respondents.

For further research, researchers would recommend expanding the categories that would impact a consumer's purchasing decision, such as aesthetics and affordability, defining nostalgia, and looking deeper into whether evoked nostalgia and true nostalgia gather the same response from customers.

References

Cervellon, M., Carey, L., & Harms, T. (2012). Something old, something used: Determinants of women's purchase of vintage fashion vs second-hand fashion. International Journal of Retail and Distribution Management, 40(12), 956–974. doi:10.1108/09590551211274946

Cornett, J.E. (2010), "*What is considered vintage clothing?*", available at www.ehow.com/about_6593593_considered-vintage-clothing_.html

Deci, E. L., & Ryan, R. M. (1985). Intrinsic motivation and self-determination in human behavior. New York: Plenum.

Guiot, Denis & Roux, Dominique. (2010). A Second-Hand Shoppers' Motivation Scale: Antecedents, Consequences, and Implications for Retailers. Journal of Retailing. 86. 383-399. 10.1016/j.jretai.2010.08.002.

Kwon T. H. & Zaman M. & Song S. & Kim Y., (2020) "Profiling Thrift Store Shoppers with a Decision Tree Predictive Model", Sustainability in Fashion 1(1). doi: https://doi.org/10.31274/susfashion.11459

Martin, A. R. Nostalgia. Amer. J. Psychoanal., 1954, 14, 93-104. The values and motivations behind sustainable fashion consumption. (2016). Journal of Consumer Behaviour., 15(2), 149–162. https://doi.org/10.1002/cb.1559

Nawas, M. M., & Platt, J. J. (1965). A future-oriented theory of nostalgia. *Journal of Individual Psychology, 21*(1), 51. Retrieved from http://ezproxy.lib.utexas.edu/login?url=https://www.proquest.com/scholarly-journals/future-oriented-theory-nostalgia/docview/1303447204/se-2?accountid=7118

Ortega, M. (2021). *US - the Circular Economy Market Report 2021*. Mintel. Retrieved from https://reports.mintel.com/display/1044737/?fromSearch=%3Ffreetext%3Dcircular%252

0economy#.

Rumke, H. C. (1940). In *Homesickness* (pp. 3658–3665). essay, Ned Tijdschr Geneeskd.

Ryan, R. M., & Deci, E. L. (2000). Intrinsic and extrinsic motivations: Classic definitions and   New Directions. Contemporary Educational Psychology, 25(1), 54–67. https://doi.org/10.1006/ceps.1999.1020

Seo, M., & Kim, M. (2019). Understanding the purchasing behaviour of second-hand fashion shoppers in a non-profit thrift store context. International Journal Of Fashion Design, Technology, And Education, 12(3), 301-312. DOI: 10.1080/17543266.2019.1611945

Strähle, J., & Klatt, L. M. (2017). The second hand market for fashion products. In Green fashion retail (pp. 119–134). Singapore: Springer.

Youn, S. (2017). Reconnecting with the past in social media: The moderating role of social influence in nostalgia marketing on Pinterest. In S. V. Jin (Ed.), *Journal of Consumer Behavior: An International Research Review* (6th ed., Vol. 16, pp. 565–576). essay, John Wiley & Sons, Ltd.

Zaman, M. M., Kwon, T. H., Laemmerhirt, K., & Kim, Y.-K. (2017). Profiling second-hand clothing shoppers with decision tree predictive model.

https://doi.org/10.31274/itaa_proceedings-180814-407

Appendix

Survey Flowchart