

Psychosocial Study on Barriers to Reuse

Developed by CTRIA with the involvement of Adwork Net Bt. as subcontractor

Székesfehérvár

2020

1. The analysis of questionnaires

How should our objects have a second life? How and who should we get to reuse furniture, a coat, or a vacuum cleaner instead of recycling or simply throwing it away? The 2LFES project, which started in August 2019, is also looking for answers to these questions. The aim of the project partnership is to build the Action Plans to be prepared within the project on base studies, in addition to the exchange of experiences and mutual learning process. The present analysis is also the result of this ground-breaking work and its main purpose is to get an idea of our reuse habits and to identify those groups whose attitude is most badly needed to be changed.

The original English-language questionnaire (see appendix), which forms the basis of our foundation work, was sent to us in March 2020 by the Lead Partner. Due to the situation resulting from COVID-19 pandemic, to the nature of the questions and to the length of the questionnaire, the best solution for the query was to create an online questionnaire in Hungarian language. When translating the questionnaire, we took care of maintaining the aspect of international comparability, however, in case of some questions we also set up some Hungarian specifications. The questionnaire was created on the website **kerdoivem.hu** and the link generated by the page was shared with the affected groups of population through social media. Special attention was paid for contacting not only the professional audience, but average people as well, so through our and our acquaintances' sharing we contacted thousands of people. In the second half of the survey, we publicized our questionnaire among professional groups as well.

The questionnaire consists of mostly close-ended questions, but it was unavoidable to ask some open-ended questions as well. Our respondents did not skip them, they were happy to answer even those ones that demanded longer time to answer.

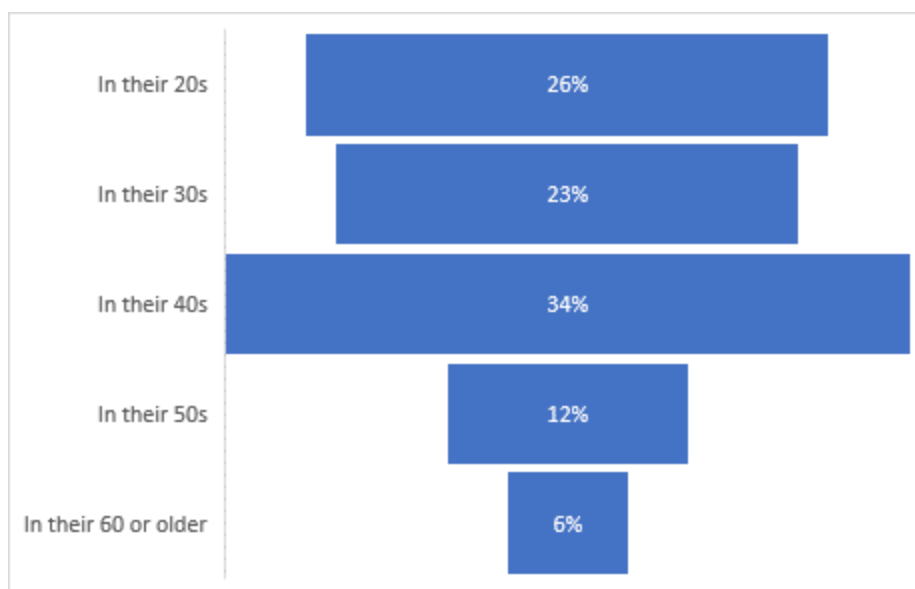
The data collection period took almost 4 weeks, we received a total of 234 responses. After cleaning the database, all of the responses proved to be evaluable, so below the analysis of these 234 completed questionnaires will be presented.

We consider it necessary to note that the questionnaire survey was conducted in a very special period. The ordered curfew and the declaration of the state of emergency due to COVID-19 pandemic glued people to online spaces. This is positive for our questionnaire, but it can also be interpreted as an adverse effect due to the huge amount of online information.

The majority of the respondents to our questionnaire are women (83%). The average age of respondents was 38.8 years. If we look at the exact proportions for age distribution, the following is seen. 26% of the respondents are in their twenties. They are the ones who still spend most of their time with learning, in many cases they are living with their parents, they have not created yet their own existence, so their shopping decisions and environmental awareness are determined by this situation. 23% of respondents are in their thirties, they probably are working already, live on their own salary, so it will be interesting to see if this is reflected in their consumption decisions. The

majority of those who completed the questionnaire were in their forties, but there are also some respondents who are retired or will retire soon.

The respondents' age distribution



Source: Questionnaire data

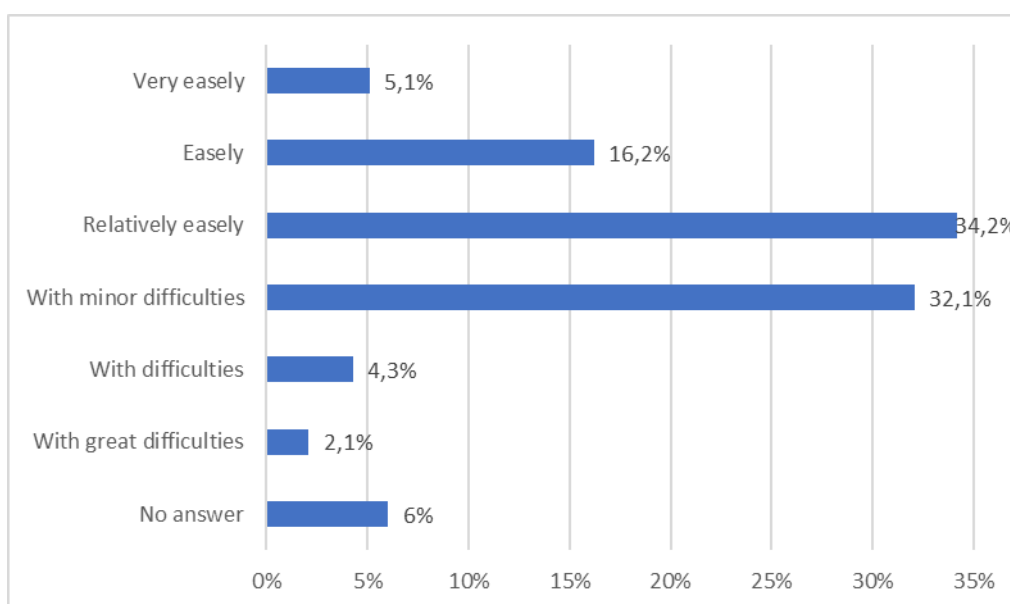
When compiling the questionnaire, we were aware that we could not limit the circle of its filling-in respondents to the territory of Central Transdanubia region. Therefore, the answers for the questions asking for territorial opinions were set up as optional. This proved to be a good decision posteriorly, as 56% of respondents live in Central Transdanubia region. The remaining part of respondents comes from all over the country, this is presumably due to professional Facebook groups. A large number of Hungarian respondents living in Budapest and abroad have also become parts of the sample.

It is also due to our social media usage habits, to the following of professional groups, and to the current home office situation that the proportion of respondents with **tertiary or higher education** is almost 60%. This presumably presupposes a much more conscious use of environment, and is likely to push the results in a favourable direction. (59% tertiary or higher education, 37% secondary education, 4% completed primary education and we also listed ongoing vocational training here).

The respondents' household is characterized by the fact that 41% of them live in households with 1-2 persons, they are presumably young, yet childless couples, singles, or those of more mature age whose children have already started their independent life and live separately. Household size can be a very interesting indicator of the relationship between environmental awareness and reuse. An additional 50% of respondents live in households with 3-4 persons, while 9% live in households with 5-7 persons. In the latter cases, we get a picture of the behaviour of families and large families and we can see what is typical when several generations live together.

We also inquired about the income situation of the respondents' households because we believed that this could also be decisive in terms of reuse. The following characteristics can be seen.

In your opinion, how can your household cover the usual expenses?



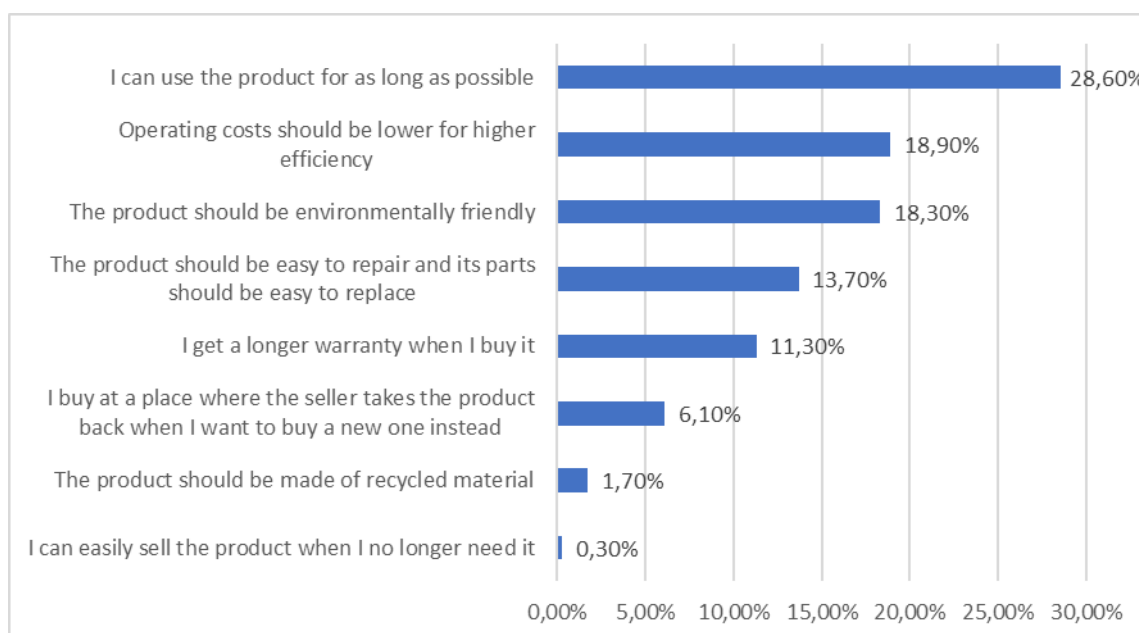
Source: Questionnaire data

If we combine the above categories a bit, we can see that the rate of those who can manage their monthly expenses without any problems is more than 50%. In our opinion, this does not comply with the average domestic rate, which is probably due to the fact that the respondents who are filling in our reuse questionnaire online are people who are interested in their surrounding world, have got more information, and as we have seen it, they are more educated and consequently their income situation is more favourable. In the analysis, however, we can see whether there are differences in the reuse attitudes between households without any financial difficulties, with minor difficulties and with significant financial problems.

All in all, the background variables used in the analysis will be as follows: age, education, place of residence, financial situation and household size.

The introductory question of the questionnaire was that **what aspects you consider most important when buying a durable consumer item**. Respondents had a possibility to mark more than one option, so a total of 644 responses came to the question from the 234 respondents. The options include such factors that can predict the preservation of the integrity of our environment, the pursuit of efficiency, and long-term thinking (even when our consumption behaviour mostly follows the instant, advertisement-based, throw it away, buy a new one approach). The possibility of giving other answers from the options offered was also open to our respondents.

Which of the following viewpoints do you consider most important when buying a durable consumer item?



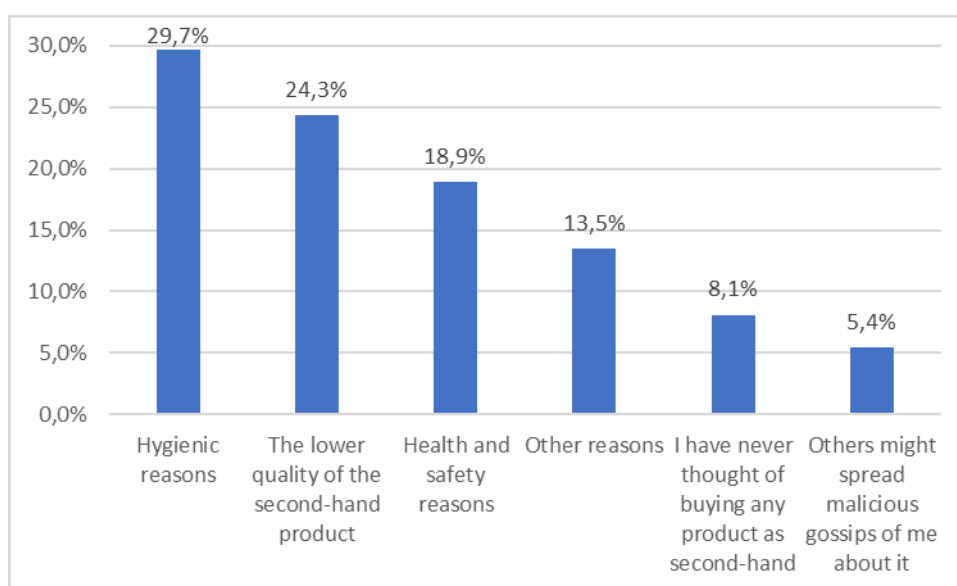
Source: Questionnaire data

For respondents, long-term thinking was an important aspect of buying. Among the background factors, we find differences in terms of educational attainment and household size. We see that higher education presupposes more conscious consumer behaviour and larger household size also indicates prudence. Single and two-person households are likely to find it easier to afford to replace their old items with a new one. However, it may also be true that they are the ones who may not be able to afford the additional costs yet (we can assume that a durable consumer item designed for the longer-term falls into the more expensive category). The importance of the product from green aspect also varies depending on the level of education, as those with higher educational attainment have got larger environmental awareness when making decisions on buying. There were also respondents who considered other aspects to be important, such as value for money, suitability for size due to the item's placement in the apartment, and the appearance of the product when placed at a conspicuous place.

The questionnaire basically examined reuse behaviour. We got a very favourable result in the answers for the question, **have you ever bought a second-hand product?** 94% of the respondents answered with yes, and they mainly bought clothes (41.3%) and furniture (24.4%).

It's interesting to see **who have refrained from buying second-hand stuff so far and for what reason.** We did not detect an age-specific feature in this aspect, but it can be said that those who had not bought any second-hand products so far were almost exclusively respondents living in a city with a small household, highly educated and well-off. The main reasons they indicated are as follows.

If you haven't bought any second-hand products yet, what prevented you from doing so?



Source: Questionnaire data

Among the other reasons, they mentioned such aspects as they hadn't needed it so far, so they mainly take a material approach, or they don't like shops selling second-hand things, they are untidy, they are not clean enough, and they are not pleasant.

The 94% value shows that there is no need for a significant attitude forming, to convince the remaining few percent, but it is rather the task of the future to shift the aspect of price sensitivity a bit in the direction of environmental awareness. So instead of buying something second-hand because we can afford only this, we should do it because this is the way how we contribute to circular economy and don't produce waste.

Regarding the purchase of second-hand products, as mentioned above, 4 major groups (furniture, clothing, household appliances, small electronic devices) and one other category were listed. In the other category, the responses we received showed a very wide variety. The majority of respondents mentioned book, toys, sports equipment (bike, go-kart), baby-mama stuff and vehicles in this category, but they also bought second-hand jewellery, building materials, kitchen utensils and even a fireplace.

Among the second-hand products, furniture and clothes were the most popular. We found no significant differences regarding the composition of customers.

The satisfaction level of the buyers of second-hand products is indicated by the fact that 98% of them would like to repeat their purchase and would continue to buy different second-hand items in the future as well.

With regard to the second-hand products, we also wanted to make some enquiries about **what customers pay attention to, why clothing and furniture in particular are the most popular**. The majority of respondents do not think that second-hand products are unreliable, but there are concerns that

- customers can easily be deceived when buying a second-hand product,
- no possibilities of replacement,
- in addition, the buyer does not receive a guarantee when purchasing a second-hand product.

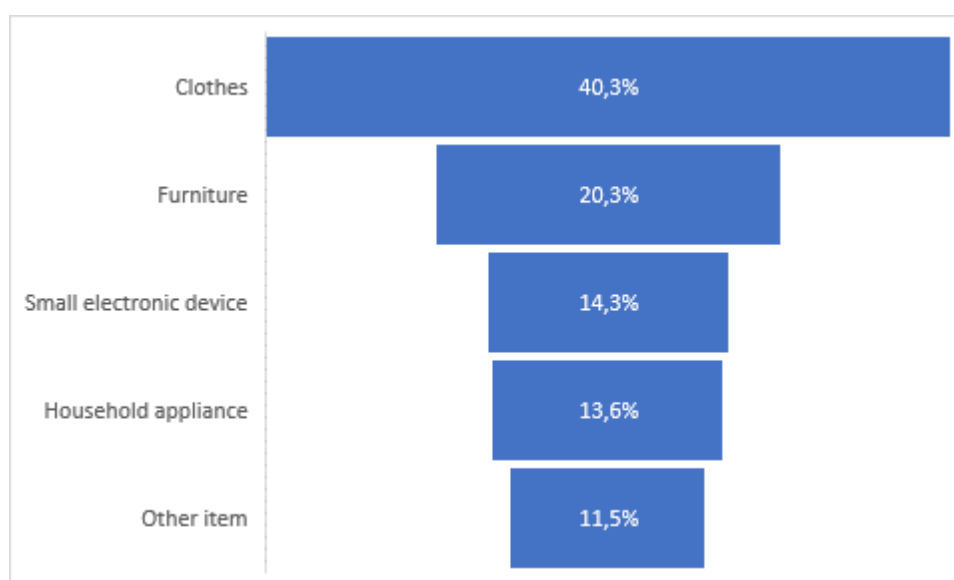
These opinions should be taken into consideration when evaluating the whole issue of reuse. In the light of this, the openness and “courage” to buy clothes and furniture is understandable, as we do not need a guarantee for them, we buy them when we fall in love with these products, so we do not want to replace them and we do not need any protection in any form. However, we must also see that in Hungary, the majority of second-hand clothing and rummage business means purchasing imported, almost new clothes from Western European countries. I get the brand-new children’s and women’s jeans at a fraction of the original price. Going rummaging and buying vintage clothes is a hobby at the same time. So it is less considered as an activity driven by environmental awareness and circular economy. In this area, therefore, a little shifting of fashion and hobbies and of the aforementioned savings is needed towards focusing on environmental considerations.

The situation is very similar when it comes to buying furniture. The more eclectically furnished an interior is, the cooler it is. The older pieces of furniture we have, the more we manage to preserve our family heritage, the better we feel, while combining everything with Scandinavian, modern and refined designs. We can meet many communities who sell and buy second-hand furniture, for whom their renovation and re-planning mean a challenge, and entertainment. In their case, less reuse and more avoidance of waste can be recognized. The majority of professional “re-planners,” on the other hand, really work on the edge of environmental awareness and create values. However, there is still a very narrow, well-off social group who show interest in their products. Most people stop at only one or two fashionable pieces and decorate their homes with cheaper, prefabricated furniture.

So, in our opinion, buying second-hand clothes and furniture is not the same in Hungary as in Belgium or Spain, where thrift shops are full of local clothes and furniture is collected in an organized way from households and offered to customers in landfills, reuse centres, and through applications. So our job is to incorporate reuse as an environmentally conscious pattern of behaviour into people’s thinking. Its high proportion in the responses can predict success in attitude formation.

Reuse assumes circulation in all cases. The readiness of population to buy also presupposes the readiness to sell second-hand products, which was also confirmed in our study. **90% of respondents have already sold or given away a second-hand product as a donation.** We also incorporated the thrift shop, the gift shop, the reuse centre, the flea market, and the online sell-and-buy interfaces into the question. Our goal was to bring all the previous examples of reuse into the our respondents' mind.

What product have you already donated (as a donation) or sold in a thrift shop, donation shop, reuse centre, flea market, or online sell-and-buy interface?



Source: Questionnaire data

In terms of selling and donating second-hand products, **clothes and furniture** proved again to be the most popular, but among the answers in the other category here as well as in the case of buying new goods, we find books, toys, baby-mama stuff, sports equipment and vehicles alike. The biggest curiosity among the answers in other category was porcelain. Most of those who have used this opportunity (99.5%) plan to sell or give their second-hand things to someone in the future as well.

If we look at those who have never sold or donated any second-hand things (10% of respondents), they are coming from the young, affluent, urban, highly educated social group. Their attitude is largely understandable as they probably don't have a home of their own yet, or if they do, it's newly built (equipped with things that are not new) and it does not need yet any replacement. **They can be a potential group for attitude formation, as their customer behaviour is not primarily driven by price, so a conscious and meaningful attitude formation may shape their behaviour in the future.**

This is supported by an overview of the aspects that may be barriers to the sale of second-hand items. These are mainly as follows:

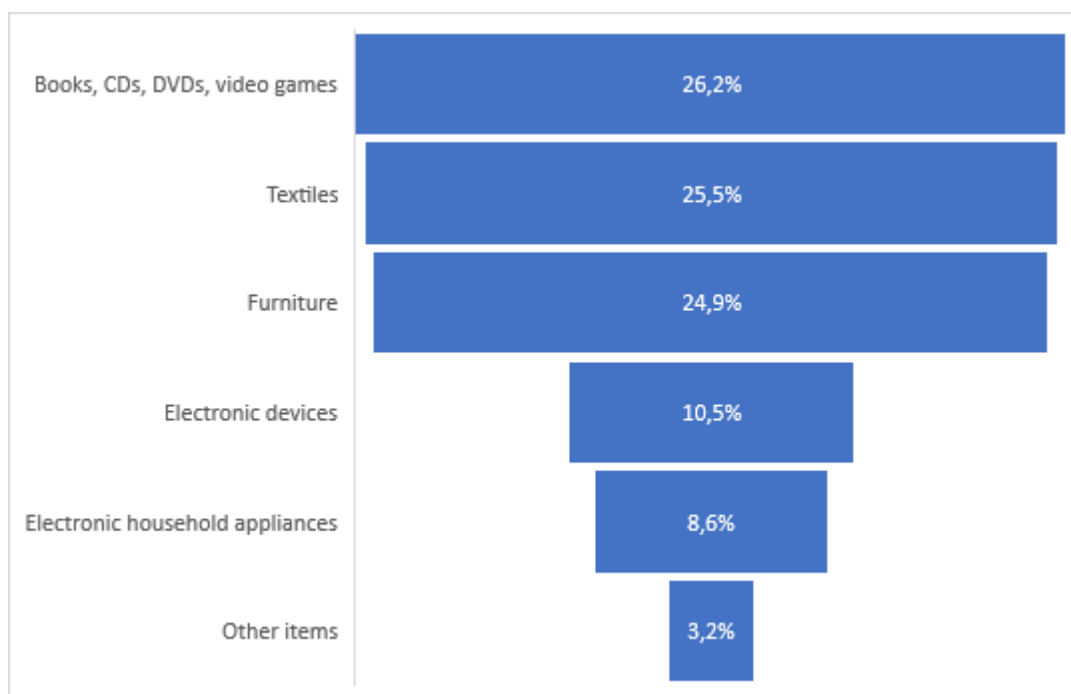
- I haven't had such a product yet (20.6%)
- lack of information (23.5%)
- lack of awareness (20.6%)
- difficulties in the donation process (26.5%)

Each of the listed aspects can be a good starting point for future attitude forming. The difficulty of a process often stems from not having enough information and this prevents us from doing something. As we have seen, young people at the starting point of forming their existence can be a good target group in this respect. All the more so because they are yet before having a child, so they will be destined to pass on an environmentally conscious pattern to the next generation.

The previous questions have referred to the consumer's behaviour regarding reuse until now, i.e. have you already done this or that...?

In the following part, we asked questions about the future, that is: **which of the following products would you buy as second-hand in the future?**

Which of the following products would you buy as second-hand in the future?



Source: Questionnaire data

It can be seen now that books, CDs, DVDs joined the list of products asked about so far and, as they have been listed among other questions so far, respondents would be happy to buy second-hand

books and discs in the future as well. This ratio is very similar for future shopping habits for textiles and furniture too. In the case of textiles, we indicated in the questionnaire that in addition to clothes, we put bed linen, curtains and towels into this category as well, so we mean not only dressing when evaluating the line of textiles. Electronic devices and household appliances are mentioned at a lower rate, presumably the same aspects should be taken into account as before, namely that they are not guaranteed, in case of getting out of order, they are not replaceable, safety issues also arise, we cannot see the internal parts of these devices, so we buy them from an acquaintance, but we think twice about buying a second-hand television, a laptop, or just a refrigerator online.

For this reason, an important point for future thinking could be a similar system to Les Petits Riens, i.e. repairing, supplying and selling second-hand electronic equipment with one-year warranty. This system also includes electronic items that cannot be repaired, but they can be scheduled to be used as component parts. If such a system existed and were well known in Hungary as well, people would not be afraid to buy second-hand electronic products because they would be assured that they have been inspected, repaired and even guaranteed.

The 4.3% of responses labelled as other cover products very similar to the previous ones, namely toys, sports equipment, cars, garden tools, kitchen utensils and decorative items.

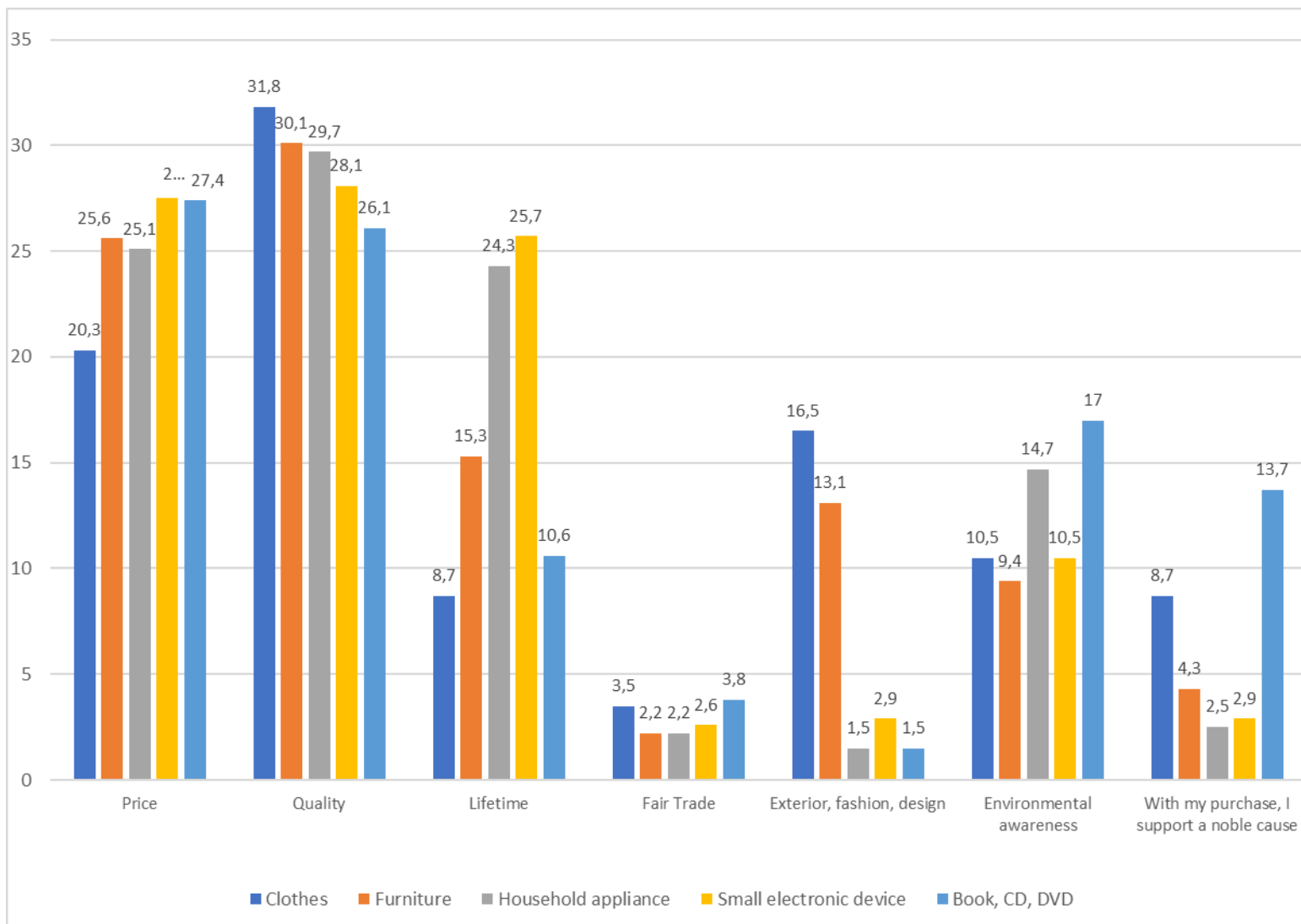
The primary goal of our analysis is to determine who to address our attitude-forming activities, who are the sensitive groups and who should be sensitized, so below we will give an overview on those social groups who would be reluctant to buy second-hand furniture, textile or just a book in the future.

For textile products, this group was the easiest to identify. It consists mostly of people with higher education, being in their forties or older and in a favourable financial situation. In the case of furniture, a slight reluctance on the part of the younger age group was detectable, and books are the least likely to be used as second-hand by people with low education and by men.

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We also wanted to know what factors someone considers when planning to buy a second-hand item. We provided the predefined answers to the respondents for selection, so we were curious about the aspects of price, quality, longevity, fair trade, appearance of the products, environmental awareness, and also whether it matters to people to support businesses or employment or a noble cause with their purchase.

How important would the following factors be to you when buying second-hand products? (%)



Source: Questionnaire data

From the answers it is seen that for each second-hand product **price and quality** are the two most important factors determining the purchasing decision. As already mentioned above, it is very important that these attitudes should be changed at least minimally. So, in addition to buying something because it is cheap, it should also be important to serve a noble cause, to support employment or to help social enterprises, and to contribute to the strengthening of circular economy and to the reduction of waste and waste production.

In addition to price, quality is also an extremely important factor. Before buying, we like to make sure of the quality of the products, be it whether a dress, a laptop or a closet. Unfortunately, in Hungary there exists such an image of second-hand products that the clothes are piled up, dirty, with an unpleasant smell, and nobody feels like even touching them. **There is an enormous need for the average person to see good examples.** For example, a second-hand clothing store where you can have a look at products that smell good and attractively placed for all our senses and try them on in as pleasant conditions as in a mall store. Why is it natural that most thrift shops and second-hand clothing stores are equipped with fitting booths hanging or chain-mounted, and from the knee down everything is visible, so almost looking like those of market vendors? Why is it that unusable pieces of clothing are piled up unsorted, torn and no one has even touched them for several months, and clothes have not been changed and utilized in other way? Why is it that we treat what we need as a treasure, while we crumple, throw and dirt those clothes we don't like, but someone else would love that. As people say, quality is very important. This is because I can keep on using that product for a longer time, because if I find good quality somewhere, I will share my experience with others, I will return to that store and I will keep on being satisfied with the products someone has already used.

A very cautious statement: the primary consideration in buying second-hand clothing is price, and the primary consideration in buying second-hand furniture is fashion.

A review of additional decisional considerations also shows that product's lifespan is also a very important factor for electrical equipment. We often hear that these devices are made for a few years and then they should be replaced. At the same time, campaigns are being launched around the world to promote the longer-term use of electronics (e.g. in the case of smartphones in February-March). The message from our questionnaires tells that the lifespan of the product is important to the customer in the case of second-hand products as well, **so it is worth putting a great emphasis on buying products that consist of separate and replaceable parts, not soldered and discarded in case of getting out of order. The possibility of repairs and servicing would be worth keeping in mind.**

The next important factor with 10-15% rating is environmental awareness. What is relevant to our analysis and attitude-shaping activity in this regard is **who did not consider this factor important in their response?**

31% of respondents left the environmental awareness aspect blank for all 5 product categories. As the data collection was not representative, it is very difficult to draw firm and generalizable conclusions for our entire society about the social group that make up this third. **It emerges from our respondents that those in their forties and older, as well as those living in better financial conditions, are the ones who think less about this aspect when buying second-hand products.**

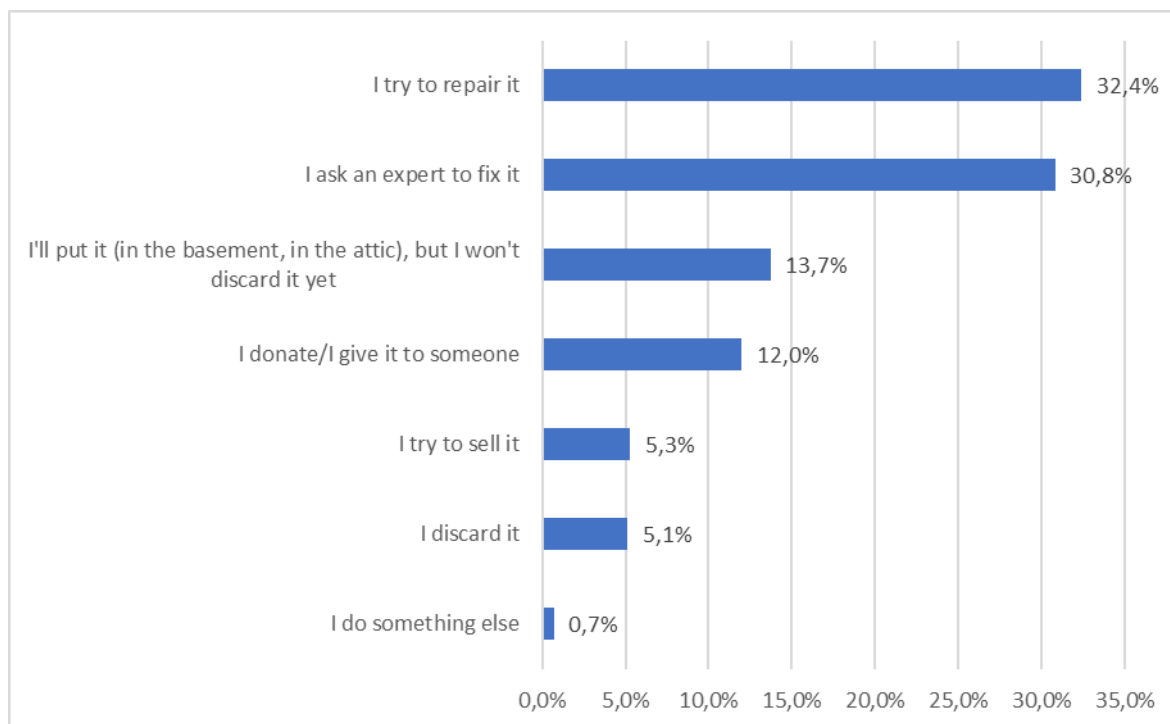
The outer look of the products has also appeared as a factor influencing the purchase, especially in the case of clothes and furniture, and further on the "I serve a noble cause with my purchase" factor in clothes and books purchases. Perhaps also because we have the most information about these, we can buy them in several places on the basis of honesty box office (mainly books), or we have them in

front of our eyes during fundraisings (mainly clothes), we pass them on in the majority of cases from child to child, we collect winter coats for those in need, we collect warm shoes for children, we find clothes collection containers in the parking lots of shopping malls, we mostly know these from the work of fundraising organizations, so an average person basically has information about them. We know less about why it is good to buy in a second-hand furniture store, we have little information about how we produce the wages of those who work there, but we also have little information about the lack of electrical equipment at reuse collection points because there is no money to repair them, while in other countries for this purpose, trainings are held, the unemployed are retrained, who repair the equipment there.

Our price sensitivity and purchasing decision preference are also indicated by the low response rate to the Fair-Trade related question. We considered translating this term into Hungarian, somehow, but then we didn't do it because we trusted that it had already got into public consciousness. And from the composition of the respondents, we can say for sure that they know what they gave answers to, yet Fair Trade was indicated as an influencing factor of shopping at a very low rate. There can be several reasons for this. One very practical reason was that for each response, we asked respondents to mark only the three most important aspects, and this did not fit into this. Another reason, again just supporting price sensitivity, is that Fair Trade products are more expensive, and this is somewhat generally well known, and thirdly, it is also likely that the concept of Fair Trade is not associated with the purchase of second-hand products.

In the analysis, we would now like to refer back to the aspect of repair and improvement. We asked respondents what they do if an item they use has been damaged. Respondents had an opportunity to mark multiple answers.

If an item you use has been damaged, what do you do?



Source: Questionnaire data

From these responses, it appears that people are open to repairing and servicing. This was considered to be an important aspect, especially for electrical equipment and household appliances, but the proportion of yes answers around 20% is also high in the case of furniture and clothing. On the one hand, this is very positive. However, if we go back to the question what aspects characterize purchasing behaviour in general, the aspect of price sensitivity, is clearly seen, as it was three times higher than the aspect of environmental awareness. It is likely that both the high rate of repairs and servicing are related to price sensitivity; in many cases it demands lower financial expenses than buying a new product. All this is an assumption. The background factors (income, education) do not show any significant differences in the case of different social groups, which is presumably because the sample cannot be considered representative for the composition of the Hungarian population. Based on both the income situation and the level of education, it can be stated that it was people of higher social status who were included in the sample.

However, for the future and for shaping attitudes, it can certainly be important to take advantage of people's openness to repair and servicing and connect this to shopping habits. We need to point out that when we buy a new product, it is important that it can be repaired later. It is advised not to buy an unfamiliar brand, not to choose the cheapest, one-piece pieces that need to be discarded

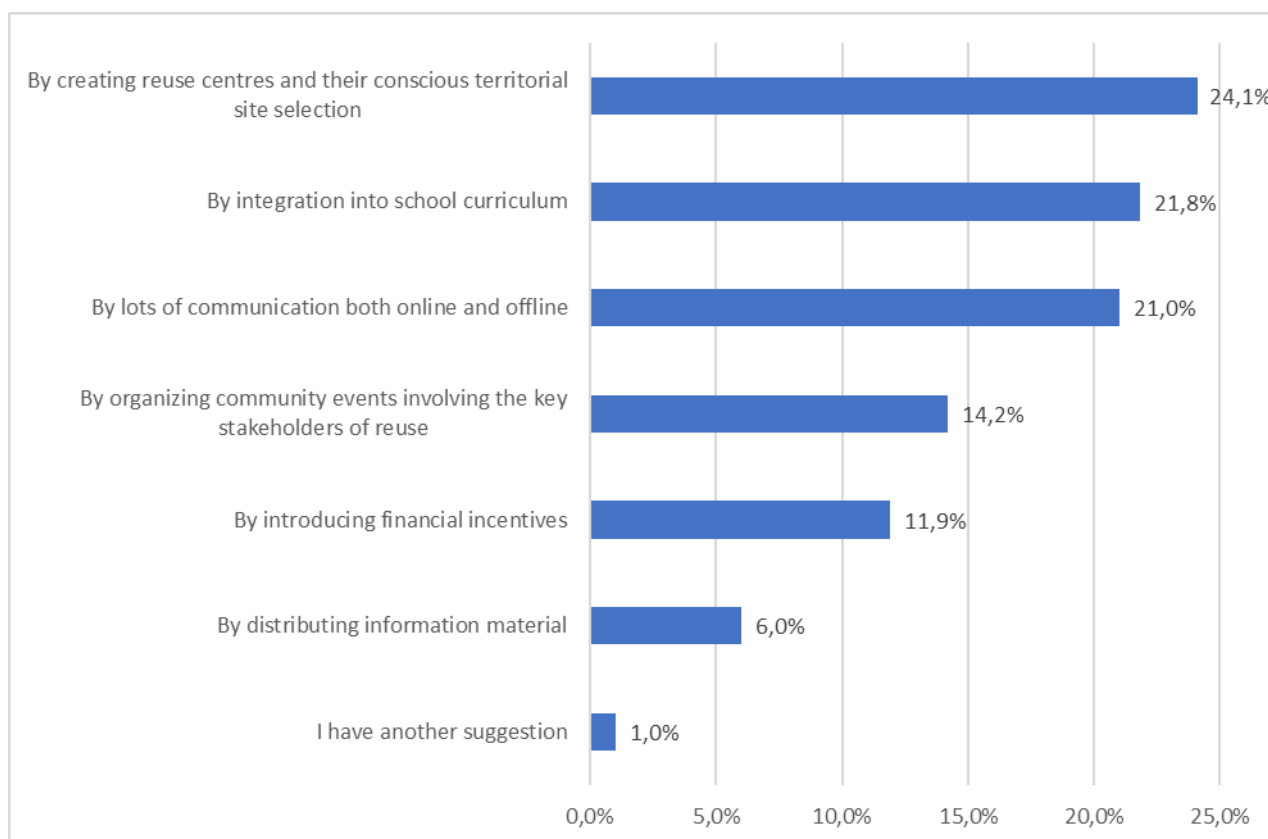
relatively quickly, and not to link the aspect of repair and refurbishment to environmental awareness. In other words, servicing is encouraged not only because it is cheaper this way, but also because we do not want to produce waste and we do want to protect our environment.

In addition to shaping attitudes, this process can also be facilitated by the attitudes of product manufacturers and distributors. In several cases, when purchasing a new product, it is already possible to bring the second-hand, defective or inoperable product into stores, possibly include it in the price of the new product, or at least solve the future fate of the generated electronic waste. This trend can further be strengthened, but such incentives can also be developed which are aimed to reduce waste generation. For example, environmentally friendly, less energy-intensive equipment could be made significantly cheaper, but today just the opposite of this is true. Distributors could be encouraged to take back and resell 1-2 year old electrical appliances, placing them separately in stores, obviously offering lower prices, but still giving the average consumer the feeling that they are not buying a product at a dirty place, in a who knows if it works state, as he has no money to buy another one, but he gets access to cheaper, guaranteed equipment under the same conditions.

This will make us more open, preferring to go into a second-hand shop, and market competition will motivate these shops to grow as well.

The analysis has several times addressed the importance of attitude formation as well as the question with what content and how the groups involved can be reached. We also asked this in the questionnaire.

How do you think reuse could be promoted?



Source: Questionnaire data

The answer getting the highest rate of votes was surprising: by creating reuse centres and their conscious territorial site selection. We find it surprising because we encountered a lack of relevant information several times at earlier points of the analysis. Respondents did not know how they could buy second-hand, how they could sell or donate their own products. In this regard we have some doubts about such a degree of knowledge of reuse centres.

Other opinion getting high ratio of votes are integration into the school curriculum and communication. In many schools, the aspects of environmental awareness have been incorporated into the education and the pedagogical program. These aspects come to the fore, in biology classes, geography classes, in different fields, there are informative lectures and actions organized by schools and local municipalities (paper collection, pick-up waste collection). For children and young people, very positive effects can be achieved, they pay more attention to their own environment, take good

practices home and everything what they see and encounter at all (e.g. waste-free shopping, making their own shopping bags, conscious preparation for shopping, selective waste collection, influencing consumption decisions, i.e. I buy the product that contains less packaging material, the one that delivered less and supports Hungarian producers).

Thus, children, young people and the school age group are important target groups for shaping attitudes. However, in our opinion, integration into the school curriculum means more than that. The emergence of environmental awareness in a given institution means that both educators and parents become involved. Educators are primarily involved on the input side, i.e. they provide the input of information, and the parents represent the output side, i.e. they are “ready” to receive the new knowledge and approach taken home by the children. All of this can be thought of as a system that can work effectively if all its parts and participants work. If a child sees the exact opposite of school examples at home, he or she is confused and unable to decide what is right. Thus, the formation of parents' attitudes must also be part of school attitude formation. It can very easily be achieved through family programs, events that also accommodate parents and various collections (paper, socks, jeans).

The current practice in most schools is announcing that we will collect paper then and then, please ask parents to bring the paper in, just stop with their cars for a few minutes so as not to cause a disruption.

How much different it would be if children and parents were told that there would be a collection of paper and the reason why paper is collected is this and that and the expected result is this and that. Encouragement, competition between families, motivation of classes, a wall of pride, appearances on social media, and if children also knew the purpose of the huge piling of paper would also be extremely important. How much was the school's revenue, what result did the school achieve in comparison to other schools, where did the paper go, why is it important, how did the school contribute to waste management and recovery, how much money did the school receive and what did it spend on etc. This sounds much different, doesn't it? It is also a kind of attitude formation.

According to the respondents, the promotion of reuse can also be implemented through various events and community programs, in which reuse actors are also present. Reuse is still not so much a part of our everyday thinking. Many confuse it with recycling or use the two terms as synonyms. However, when we can also show examples and bring good practices to people, it can be a very effective way of shaping attitudes. The results show that people believe in this more than in flyers, information publications and financial incentives.

Among other responses, we find similar approaches:

- by presenting good examples through practical experience

- advertisements by good leaders, influencers, celebrities
- propaganda initiated by manufacturers, e.g. IKEA
- by good availability, there are good second-hand shops around in Budapest, but the situation is not the same in villages and rural areas
- by tenders and competitions

In a separate question, we also asked whether the involvement of central resources could make any help in promoting reuse. By involving central resources we can mean automatically paid subsidies, or resources that can be applied for, but should be used for attitude formation. If we talk about the previous one, then every stakeholder (government bodies, state and local government-run institutions) should be assigned with really implementing this. This is also a kind of attitude formation, and perhaps in this case, the processes managed from above can lead to such a result that would not be a problem for the supporters of participatory planning either. Applying and competing for resources is more of a bottom-up schemed, optional activity. In our opinion, this is also a viable path, although we do not have information on the willingness and openness of the institutions to apply, we only suspect this, from which we do not want to draw any conclusions. For us such a goal can be set up that we develop proposals on how to use central resources (this can be an opportunity for tendering, it can be network building or the transformation of institutional system).

The results of the questionnaires show that 87% of the population believes in this and considers this issue to be as far-reaching that they can imagine involving central resources. 10% said that this should not be solved from central sources and there were a few responses that came up with special ideas within the other option:

- I think that the given manufacturers should set up such centres and shops
- imposing tax on single-use products (based on the model of chips tax)
- waste reduction, elimination or regulation of imported waste and rubbish
- restricting the multi-nationals' packaging material use to reasonable limits (e.g. banning or recycling of polystyrene, obliging the distributor to recycle the packaging material)
- supporting or introducing the use of recyclable / recyclable packaging materials
- instead of building stadiums, for example
- I trust in financial incentives only, central resources are just stolen anyway

In addition to the reuse themed questions, we also asked questions that to some extent reflect our conscious / environmentally conscious behaviour and attitude.

Have you already done any of the following when making a purchase decision?

	Yes	No
He bought a product he knew was assembled from used parts	35%	65%
Instead of buying he rented or borrowed (e.g. household appliances)	55,1%	44,9%
He used something shared with others (e.g. He shares a lawn mower with a neighbour, or they travel to work by a car together)	48,7%	51,3%

Source: Questionnaire data

The first of these was whether you have already bought a product that you knew was assembled from used parts. 35% of respondents answered with yes, which means every third person has already done so. This question differs from the question of whether you have bought a second-hand product asked at the beginning of the survey because here, although you are buying a second-hand product, but this is, in a sense, a new product which contains a used piece, part or component. It could be, for example, a boat or a bicycle that is new, but say the engine or the derailleur was installed from another vehicle. It is the very young generation who are in their twenties and those with lower education who have not yet bought such products.

Renting consumer goods is already a little bit closer to people, 55% of them have already rented some kind of equipment instead of buying it. These can include garden machines, which we only need once a year, higher-performance cleaning equipment, which we also take less often. There are already a number of opportunities to rent these and the majority of respondents have already used them. On the basis of the answers to this question, we could not delineate typical social groups.

Joint possession, going to work together, carrying children together (to school, training, competition, etc.) cannot be said to be very popular among the respondents either. Among them, those with higher educational attainment are more open to this thing.

Below, we would like to list the aspects and factors that respondents freely articulated about reuse. In this case, the question was: So far, you have told us a lot about your personal characteristics about reuse. **If there is anything, we have missed to ask about but has come into your mind and would love to share with us, please write it down here.**

Answers:

- A strict legal framework and rules should be established for reuse and for the sale of second-hand products. The most important aspect should be that the product intended for re-use can only be a reliable one!
- Exchanging clothes, books with friends, family, which still works in our circle, I think it is also related here.

- Something like this would be good for us too:
<https://www.zerowastescotland.org.uk/revolve/stores>
- I organize goods swapping markets regularly (quarterly) at my workplace, anyone can bring his stuff in that is in good condition but has become redundant (clothes, shoes, toys, books, CD-DVDs, kitchen utensils, ornaments, etc.) and anyone can take anything from the things brought in by the others, it is not a precondition, to bring something in. We take the remaining belongings to charities.
- I try to manage my shopping consciously: I buy goods what I really need and is of good quality and expected to last for a long time. What is damaged or broken, I mend it, or take to a repair service. What I do not need any longer is either remade (a creative hobby) or kept because of the parts, or sold or ultimately discarded, but if possible, selectively.
- I reuse things, not only because it is more environmental friendly than buying a new one, but in many cases, it is also cheaper. Therefore, if I need something (clothes, furniture, etc.) I always look around at the second-hand market first (mostly online) and only buy something new if I haven't found the second-hand item suitable for me.
- Unfortunately, there are very few places where a second-hand product can be donated for recycling or charity purposes. For example, clothes are not welcome as donations.
- It would be important to rise people's awareness of the difference between reuse and recycling.
- It is not reuse but waste reduction that should be supported by financial instruments and programs.
- We changed flat, my spouse made the kitchen furniture, the wardrobe and hall furniture and some small furniture from the children's room furniture in the old apartment.
- Based on my experience, second-hand books published after 1940 are unsaleable. It takes a lot more time to find who needs it than it is worth. I did not manage to hand over any second-hand furniture to a huckster. They can't store it. If I had several months, I might have managed to recycle it, but it was just used as fuel (because of the attitude of the silly new owner).
- A lot of things depend on the pattern you learn at home.
- I prefer to buy a second-hand product from an acquaintance if it turns out that it has just become redundant for them, even if I did not originally plan to buy it second-hand.
- All types of plastic should be collected selectively. If it was stored for industrial use and as soon as its recycling had been "invented" there would already be a large amount of raw material available. To this end, the classification of a given plastic should be indicated on the products in a much larger size, which would make its sorting at home easier (1,2,3,4, etc.). This could also be incorporated into a "design" so that a new kind of marking would also appear on the products helping in the selection.
- I used to take my used clothes in good condition many times to the clothes collector in our village. I always found it unfortunate that it was overcrowded (or a pile of clothes was just lying around) and no one ever came to empty it. Not even after a phone call. This is a very

bad example and if you see this in connection with such small things... why would one make greater efforts for it. Fortunately, the social network in our village has been working quite well since then, so our used carpets, sofas, bedding and old toys were also welcomed by local families. Anyone who wants to can solve the problems of donation, but with more information and help, it could be done even easier.

- The emergence of circular economy in the mainstream would presumably improve a lot in this social attitude, so promoting the model as soon as possible and putting it into development practice could mean a lot.
- One of my rooms is furnished with my grandmother's furniture from the 1920s. We love it very much. I don't want to get rid of these pieces.
- Informing the public is not enough. Instead of/Besides this, there is a need to establish and operate exemplary active initiatives, programs, exchanges, exchange centres that can be joined at community and local level.

E.g. city, district exchange centres, delivery, pick-up points, web interface, exchanges, markets, unloading events. Not casually, but regularly: in this way masses can be involved in the long run.

Some of the respondents presented their own examples and initiatives, while others made suggestions about the shaping of attitudes, support policy, the more efficient functioning of the institutional system and the utilization of resources. The most important conclusion for us is that the proposals formed from the opinions of the population need to be communicated, and there is a great need to sharing information, forming attitudes and to "holding the hands" of the population. While reading the opinions expressed in the answers openness from the responders' can be felt.

The next question in the questionnaire was **whether you know shops, stores and collection points that sell or receive second-hand products close to your residence**. In this case, only Central Transdanubia region related answers were involved in the analysis, which means 102 opinions. Of the respondents, 75 people, or 74%, said they knew such a place near where they lived (this proportion is the same as the national average).

We also asked the respondents to **name the places they knew**. Most of the respondents answered this question, but there were some who only mentioned the profile only such as second-hand clothes shop or thrift shop, and others as second-hand electronics shop and antiques shop, so they were not very specific, but we still try to draw the main conclusions.

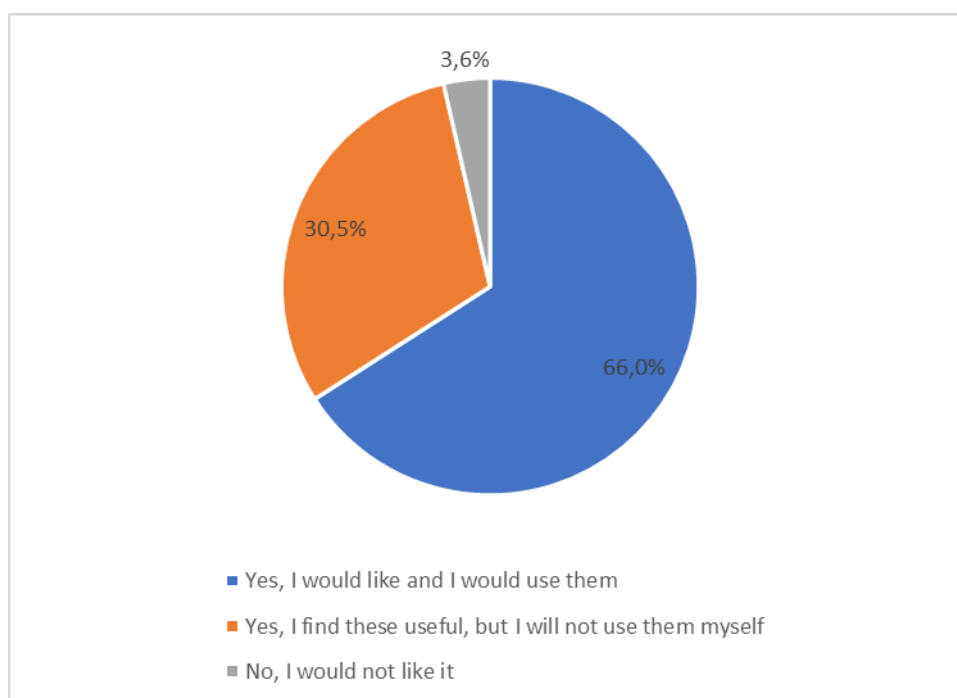
- Undoubtedly, most people are familiar with **second-hand clothes** shops and thrift shops. Of these, Háda is in the first place, but the respondents know the Anya Tanya in Kápolnásnyék and mentioned the collector containers placed in the parking lots of shopping centres, the Panda commission in Székesfehérvár, and H&M as places receiving clothes.
- In connection with second-hand clothes the names of several non-governmental organizations and charities were mentioned such as: Alba Caritas, PAPSZE Association, Red

Cross, Hungarian Maltese Charity Service, Association of Large Families, Foundation for Large Families and Families in Need around Lake Velence, and charity shops in Esztergom

- Second-hand clothes were followed by second-hand **electronic devices**, which are purchased by respondents mainly at the following places:
 - o City flea market in Székesfehérvár
 - o Second-hand goods shop in Székesfehérvár, Budai út
 - o Székesfehérvár, Korrekt Outlet
 - o Székesfehérvár, Osztotics Trade
 - o Székesfehérvár, Széchenyi Street
 - o Zsámbék, Portéka
 - o Tatabánya, Frank computer, Forel computer
- With only a few mentions **books** (Book Cart, antiques, markets), **furniture** (Gárdonyi, Pusztaszabolcs, Adony), **toys and baby-mama products** (commission shops, markets, thrift shops) can be ranked in the third place.
- Some respondents also highlighted the role of repair shops (shoemaker, bag repairer), online selling-buying groups and online second-hand shop interfaces (Jófogás, Market Place).

It can be seen from the answers that there are a good number of opportunities in Székesfehérvár regarding reuse. Therefore, the last question of the questionnaire, we asked was related only to the city itself. During the completion, answering this question was naturally optional, as for those living further away, this information is not relevant.

Would you like to have more second-hand clothes shops and other second-hand shops in Székesfehérvár and its urban area?



Source: Questionnaire data

From the responses, it appears that almost everyone finds these places useful, but not everyone would use them. It was mostly the group of younger (under 40), more educated citizens living in better financial conditions group who expressed this opinion.

Summary

It can be stated that the questionnaire survey provided a lot of new information about reuse habits. The main findings and conclusions are summarized below.

The first important finding is that respondents are generally open to and have extensive experiences in purchasing second-hand products. This is shown by the fact that 94% of respondents have bought a second-hand product before. But why do we buy a second-hand product in Hungary? Mainly because it is cheap (clothes) and because it is fashionable (furniture).

It follows from all this that the primary goal of attitude formation should not be to increase the demand for second-hand items, but to expand the factors that determine the purchase decision.

Buying second-hand clothes and furniture is not the same in Hungary as in other European countries, where thrift shops are full of local clothes and furniture is collected in an organized way from households and landfills, reuse centres, and offered to customers in applications. We prefer to import second-hand clothes because of their price. So our job is to incorporate reuse as an environmentally conscious pattern of behaviour into people's mind.

Another goal related to the purchase of second-hand products is that, in addition to the very popular clothing and furniture items, electronic equipment should also be emphasized when making purchase decisions.

For those who have never bought or sold second-hand products, the following demographic characteristics can be detected: these respondents were almost exclusively urban citizens living in a small household, highly educated with well-off financial conditions. Their attitude is largely understandable as they probably don't have a home of their own yet, or if they do, it's newly built (equipped with things that are not new) and it does not need yet any replacement. They can be a potential group for attitude formation, as their customer behaviour is not primarily driven by price, so a conscious and meaningful attitude formation may shape their behaviour in the future.

The percentage rates of the answers expressing future intentions to buy a second-hand product are also high, so there is sufficient intention to buy, we do not need to encourage it. At least not for furniture and clothing. However, with regard to second-hand electronic equipment, an increase may be achieved if an improved guarantee system is set up.

The primary goal of our analysis is to determine who to address our attitude-forming activities, who are the sensitive groups and who should be sensitized, so below we will give an overview on those

social groups who would be reluctant to buy second-hand furniture, textile or just a book in the future

For textile products, this group was the easiest to identify. It consists mostly of people with higher education, being in their forties or older and in a favourable financial situation. In the case of furniture, a slight reluctance on the part of the younger age group was detectable, and books are the least likely to be used second-hand by people with low education and by men.

We also investigated who were the ones for whom the aspect of environmental awareness did not appear at all in purchasing decisions. They are the generation in their forties and older, as well as those being in good financial condition.

We have already mentioned that the promotion of second-hand electronic equipment can be an important goal. It is favourable from this point of view that respondents are very positive about the issue of repair and servicing. We need to point out that when we buy a new product, it is important that it can be repaired later. It is not recommended to buy an unfamiliar brand, we should not choose the cheapest, one-piece items that need to be discarded after a relatively short time, and we also should associate the aspect of repair and servicing with environmental awareness. In other words, servicing is important not only because it is cheaper, but also because we do not want to produce waste and we would like to protect our environment.

Target groups, topics and methods of attitude formation

Target group	Topic	Method
Children, young people	<ul style="list-style-type: none"> - sustainability, - environmental awareness, - reuse 	<ul style="list-style-type: none"> - integration into school curriculum - communication campaign - thematic campaigns, actions and programs - preparation of information materials (online, offline)
Young, affluent, highly educated, urban dwellers	<ul style="list-style-type: none"> - promotion of re-use (buying and selling) 	<ul style="list-style-type: none"> - thematic campaigns, actions (wardrobe replacement, vintage furniture workshop) - communication campaigns, actions
Population groups in general	<ul style="list-style-type: none"> - promoting reuse as a waste reduction method - promoting the re-use of electronic equipment - repair and servicing, increasing product lifespan 	<ul style="list-style-type: none"> - thematic campaigns - communication campaigns
Public institutions (municipalities, schools)	<ul style="list-style-type: none"> - reuse as a method of reducing waste - repair and servicing, increasing product lifespan - the origin of products, the practice and advantages of setting up collection points - quality control aspect 	<ul style="list-style-type: none"> - thematic campaigns, actions - communication campaigns

2. Questionnaire

2LIFES Psychosocial Study on barriers to re-use

1. Overall, which of the following aspects do you consider most important when buying a durable product, like a washing machine or a fridge? (Max 3 responses)

1. You can use the product for a long time
2. The producer gives you a longer warranty / guarantee for the product
3. The product is made from recycled materials
4. The product is environmentally friendly
5. You can easily sell the product when you no longer want to use it
6. The product is easily repairable and there are spare parts to replace the worn off parts
7. You can easily sell the product when you no longer want to use it
8. The seller will take back the old product when you buy a new one
9. The running costs are lower due to greater efficiency
10. None of these alternatives
11. Other (please specify):

2. Have you ever bought a second-hand item from a second-hand shop, charity shop, re-use centre?

1. Yes
2. No

If yes, please specify what type of item:

1. Furniture
2. Clothes
3. Home appliances
4. Small electronic devices (smartphones, MP3, radio...)
5. Other (please specify):

Would you do it again?

1. Yes
2. No

3. Please specify your level of agreement in relation to the following statements

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The reliability of second-hand products is very low					
You can be defrauded					

If you want to return the product, the seller will most likely refuse it					
If there are any problems, the buyer is not as well protected					

4. Have you ever donated / sold an item to a second-hand shop, charity shop and / or re-use centre?

1. Yes
2. No

If yes, please specify what type of item:

1. Furniture
2. Clothes
3. Home appliances
4. Small electronic devices (smartphones, MP3, radio...)
5. Other (please specify):

Would you do it again?

1. Yes
2. No

5. Which of the following items would you buy-second-hand?

1. Textiles (clothing, bedding, curtains, towels, ...)
2. Electronic equipment (TV, Computer, cell phone, ...)
3. Furniture (couch, table, chairs, ...)
4. Household electrical appliances (oven, dishwasher, washing machine, ...)
5. Books, CD's, DVD's, video games
6. None of these products
7. Other (please specify):

5.1. Please rank from 1 to 10 the following in order of importance (10 = most important) when buying re-used clothes:

	Ranking
Price	
Quality	
Durability	
Fair Trade	
Design / Aesthetic	
Environmentally friendly	
Social and economic development	

5.2. Please rank the following in the order of importance when buying re-used furniture:

	Ranking
Price	
Quality	
Durability	
Fair Trade	
Design / Aesthetic	
Environmentally friendly	
Social and economic development	

5.3. Please rank the following in order of importance when buying re-used home appliances:

	Ranking
Price	
Quality	
Durability	
Fair Trade	
Design / Aesthetic	
Environmentally friendly	
Social and economic development	

5.4. Please rank the following in order of importance when buying re-used small electronic devices (smartphones, MP3, radios...):

	Ranking
Price	
Quality	
Durability	
Fair Trade	
Design / Aesthetic	
Environmentally friendly	
Social and economic development	

5.5. Please rank the following in order of importance when buying re-used books, CD's, DVD's, video games.

	Ranking
Price	
Quality	
Durability	
Fair Trade	
Design / Aesthetic	
Environmentally friendly	
Social and economic development	

5.6. Please rank the following in order of importance when buying re-used "others"

	Ranking
Price	
Quality	
Durability	
Fair Trade	
Design / Aesthetic	
Environmentally friendly	
Social and economic development	

6. Which of the following items would you never buy second-hand?

	Yes	No
Textiles (clothing, bedding, curtains, towels , ...)		
Electronic equipment (TV, Computer, cell phone, ...)		
Furniture (couch, table, chairs, ...)		
Household electrical appliances (oven, dishwasher, washing machine, ...)		
Books, CD's, DVD's, video games		
None of these products		
Other (please specify): _____		

Multiple choice response limited to 3 possible options.

7. If you do not buy second-hand products, what prevents you from doing so? (If answer in question 2 was 'no', THIS QUESTION DOES NOT APPLY)

1. Health and safety concerns
2. Hygiene concerns
3. Inferior quality of the product
4. Less appealing look of the product
5. Afraid of what others might think of you
6. Never thought about it
7. Other (please specify):

8. If you do not sell or donate used / unwanted products, what prevents you from doing so? (If answer in question 4 was 'no', THIS QUESTION DOES NOT APPLY)

1. Difficulties in the donation process
2. Reluctances regarding the economic and social procedure and its consequences
3. Lack of information
4. Lack of awareness
5. Other (please specify):

9. If one of your items is damaged or broken, what are you more likely to do?

1. Throw it away
2. Try to fix it or refurbish it yourself
3. Get it repaired (professional repairer, repair shop, ...)
4. Donate it
5. Try to sell it
6. Stock it somewhere (attic, drawer, ...)
7. Other (please specify):

10. Which of the following items are you more likely to try to repair / refurbish before throwing away?

1. Textiles (clothing, bedding, curtains, ...)
2. Electronic equipment (TV, Computer, cell phone, ...)
3. Furniture (couch, table, chairs, ...)
4. Household electrical appliances (oven, dishwasher, washing machine, ...)
5. Books, CD's, DVD's, video games
6. Other (please specify):

11. What would you suggest to mainstream and improve re-use practices?

1. Training and educating students throughout school
2. Organising public events in collaborating with re-use centres and / or second-hand shops
3. Public distribution of brochures and / or other informative material
4. Appealing and disseminated advertising campaigns (including online campaigns)
5. Strategically locating re-use centres / second-hand shops to increase awareness, visibility and accessibility
6. Financial incentives for citizens engaging in re-use practices
7. Other suggestions:

12. There are emerging alternatives to buying new products. Have you ever done any of the following?

1. Bought a remanufactured product. This is a used product, for which the faulty or old components have been substituted, and is sold with the same guarantees as a new product
2. Leased or rented a product instead of buying it (e.g. a washing machine, clothes, furniture)
3. Used sharing schemes. These can be organised, like car or bike sharing schemes, or informal schemes like neighbours sharing lawn mowers
4. None of these alternatives
5. Other (please specify):

13. Considering the same product, new and used, please specify the reasons to choose one or the other:

14. Do you know any establishment / shop / system in your area where you can donate / buy second-hand products? (Please specify):

15. Would you like to see more second-hand establishments in *INSERT LOCATION*?

1. Yes, I would go to these types of establishments
2. Yes, I consider them useful for the population but I would not use them
3. No

16. Within the framework of the European Project 2LIFES, to which this survey is aimed and considering that the target of the survey is "Public policies support to promote reusing", do you consider important the allocation of public budget to promote re-use in the city by actively encouraging initiatives in this regard?

1. Yes, it seems important

2. I would not like public money being allocated to these activities
3. Other (please specify):

17. What is your gender?

1. Male
2. Female
3. Other (please specify)
4. Prefer not to say

18. What is your age group?

1. Under 18
2. 18-24 years old
3. 25-34 years old
4. 35-44 years old
5. 45-54 years old
6. Over 55
7. Prefer not to say

NOTE: All respondents must be older than 16 years old.

19. What is your highest level of education?

1. No schooling completed
2. Less than a high school diploma
3. High school degree or equivalent
4. Bachelor's degree (BA, BS)
5. Master's degree (MSc, MA, MEd)
6. Doctorate (PhD)
7. Prefer not to say
8. Other (please specify):

20. What best describes your current occupation?

1. Private sector
2. Public sector
3. Non-profit sector
4. Healthcare
5. Education
6. Student
7. None, I'm unemployed
8. Retired/ pensioner
9. Prefer not to say
10. Other (please specify):

21. Indicate the number of people that form your family unit

1. I live alone

2. 1 person
3. 2 people
4. 3 people
5. 4 people
6. More than 4 people

22. Currently, within all the members of the household (including the person interviewed), what is your approximate monthly household income after tax deduction (net income)? You do not need to indicate the exact amount.

1. No income at all.
2. Up to 499€
3. From 500 to 999€
4. From 1.000 to 1.499€
5. From 1.500 to 1.999€
6. From 2.000 to 2.499€
7. From 2.500 to 2.999€
8. From 2.500 to 2.999€
9. From 3.000 to 4.999€
10. 5.000€ or more
11. Prefer not to say