

**Students & Sustainable Fashion:
Understanding Motivations of Thrift Shopping in College Communities**

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ABSTRACT

Increased global sustainability awareness has led to a rise in conscious consumption, with consumers taking particular interest in the sustainability of their clothing purchases. Second-hand shopping is a common way to promote sustainable fashion and the circular economy by extending the use life of clothing which would otherwise be discarded. Consumers' decision and ability to shop second-hand is driven by multiple factors, and understanding the interaction of these factors can lead to improvements in clothing circularity. The fastest growing customer base for thrift stores is millennials and Gen Z, who are also the most environmentally conscious demographic and the generation of future leaders. This study will investigate college student motivations behind thrift shopping by understanding college student shopping habits and preferences through surveys and the perspectives of thrift stores through interviews. Results show that although UC Berkeley undergraduate students are extremely environmentally conscious, they are not as likely to go out of their way for sustainability. This also translated to critical motivations, such as avoiding corporate chains, ranking second to economic motivations, such as finding the best deals, when it comes to second-hand thrift shopping. Overall, this study showed that although UC Berkeley undergraduates are interested in thrift shopping, it must be the most economical choice in order for fashion purchases to be made there. This study recommends thrift stores to focus on economic incentives, such as student discounts, to increase clothing circularity in college communities.

KEYWORDS

circular fashion, sustainable consumption, clothing recycling, second-hand fashion, college communities

INTRODUCTION

Increased global sustainability awareness has led to a rise in conscious consumption, with consumers taking more interest in the sustainability of their purchases (Ferraro et al. 2016). Specifically, the rise of fast-fashion, which promotes high style and clothing turnover, has shed light on the environmental implications of the fashion industry and led to heightened interest in sustainable fashion alternatives (Peters et al. 2021). The environmental implications of fashion can be split into two categories: production, which includes the quantity produced and the materials and energy used for manufacturing, and the use and end-of-life, which includes how clothing is worn and disposed of. Sustainable fashion brands focus on improving the sustainability of the production phase by using eco-friendly materials, such as organic cotton, and low-energy facilities, but these brands are often significantly more expensive and cater to a luxury market (Beard 2015). Second-hand consumption, which includes thrift shopping, has renewed popularity in the 2000's and addresses both the quantity of production and end-of-life management of clothing by promoting clothing circularity (Ferraro et al. 2016).

Consumers' decision and ability to shop second-hand is driven by multiple factors, and understanding the interaction of these factors can lead to improvements in clothing circularity (Guiot and Dominique 2010). Second-hand shoppers are driven by critical, economic, recreational, and fashion motivations (Ferraro et al. 2016). Critical motivations include wanting to distance themselves from the consumerist society and wanting to create less waste. Economic motivations focus on wanting to save time or money. Consumers are able to shop second-hand at a variety of outlets, including thrift stores, flea markets, community centers, garage sales, and online marketplaces such as Facebook Marketplace and Depop. Thrift stores have the greatest variation, with some being tailored to high-end vintage clothing and others accepting all donations (Bardhi 2003). This gives thrift stores the greatest opportunity to adapt to their communities to be able to serve the clothing circularity needs of their customers. Furthermore, in-person establishments have the power to influence communities by serving as gathering places in the area and advertising via storefront.

The fastest growing customer base for thrift stores is millennials and Gen Z, who are also the most environmentally conscious demographic (Xinhua 2019). Millennials and Gen Z are in a unique position of being part of culture and fashion movements as well as leaders of the

sustainability movement, with Gen Z shoppers having the highest demand for sustainable retail (Cervellon et al. 2012). College students have a strong awareness of sustainability, and we see the greatest increase in environmental awareness in post-graduates (Bardhi and Arnould 2005). Furthermore, college students move through distinct phases of their lives, from high school to college and from college to work, which require different wardrobes and styles. Given college students' interests in sustainability and fashionability, understanding their attitudes towards second-hand clothing can influence the shift to sustainable fashion in the communities where they live.

This study investigates college student motivations behind thrift shopping by understanding their clothing shopping habits and opinions of thrift stores. This study couples the primary data from college students with insights from thrift stores about how the establishments market and price their items to understand if there is room for students and second-hand clothing stores to better interact to promote sustainable fashion and reduce clothing waste in college communities. More specifically, the study answers what college students' perceptions and motivations around second-hand fashion are and to what extent are thrift stores serving the local college community. The research is comprised of a case study on undergraduate students from University of California, Berkeley (now on referred to as UC Berkeley) and the thrift stores in the local UC Berkeley area, and proposes recommendations for how the community can improve clothing circularity based on UC Berkeley student perceptions of thrift shopping. Given millennials' and Gen Z's interest in sustainability, we expect to see that UC Berkeley students have a high interest in second-hand clothing but may be limited by the time, price and selection of thrifting. Thus, we explore whether greater campus presence, such as campus popups, student outreach, such as through social media, or economic incentives, such as student discounts, would be successful in promoting thrift shopping in college communities. The data for this research was collected through surveys with UC Berkeley students and interviews with local Berkeley thrift stores, and was aggregated both qualitatively and quantitatively to provide recommendations for community interactions.

BACKGROUND

Clothing Circularity

Clothing circularity, or circular fashion, applies the concept of circular economies to sustainable fashion (Machado et al. 2019). Rather than having a linear, finite path from production to use to end-of-life disposal, circular economies embrace reusing and repairing to recycle items in the economy before disposal. When applied to fashion, used clothing, shoes, and accessories are resold at thrift stores, donated, or reworked. Circular fashion is arguably the most important aspect of sustainable fashion. As the mantra “Reduce, Reuse, Recycle” states, reducing is the first step. Circular fashion allows clothing items to cycle through the economy numerous times, extending the lifespan of the product, and thus reducing the need for new products to be produced (Kim et al. 2021). With strong ties to environmental and social movements, the rise and prominence of circular fashion and second-hand shopping is closely linked to communities’ political tones and demographics (Hansen et al. 2019). Since the Free Speech Movement in the 1960’s, Berkeley, California has been a leader in liberal policy and citizens of the city strongly identify with liberal environmental and ethical systems (Hampson Eget 2011). Berkeley has a plethora of thrift stores and family owned businesses, and relatively few chain stores. Capturing how consumers, especially in a liberal city such as Berkeley, interact with clothing circularity can provide leading indicators for the future of sustainable fashion as conscious consumption gains more traction.

Berkeley, California is home to UC Berkeley and its 31,814 undergraduate students (UC Berkeley Quick Facts 2022). University students are primarily Millennials, born 1981-1996, and Generation Z, born 1997-2012. Millennials and Generation Z make up 40% of the United States population and are increasingly becoming more relevant as members of these generations join the workforce, participate actively in the economy, and raise families with their values. Furthermore, the habits and perceptions of Gen Z are paramount because this is the point in time when lifestyles are developed. Most college students are between 17 to 25 years old, and these are also extremely formative years, filled with lifestyle, size, and routine changes, which guide future habits. With Millennials and Gen Z being the most impactful generations of the near future, it is vital to understand their relationship with sustainability to protect against further environmental damage (Ramkumar et al. 2021). Studying Millennial and Gen Z college student relationships with sustainability through the lens of second-hand fashion provides the opportunity to understand how the rising generation can guide environmental stewardship in fashion culture.

Research Methodology

This study analyzes perceptions of second-hand clothing among UC Berkeley students and the operations of thrift stores nearby to draw conclusions of college student perceptions of thrift shopping and how college communities can promote circular fashion. Data collection occurred in two parts: primary data was sourced from students and secondary data was supplemented by thrift stores. Data from students was collected via an online survey adapted from a survey used in a related study, *The role of fashionability in second-hand shopping motivations* (Ferraro et al. 2016). Ferraro's study administered a survey gauging the role of critical, economic, recreational, and fashion motivations in 340 Australian second-hand shoppers. This study uses a modified version of Ferraro's survey to assess the second-hand shopping motivations of UC Berkeley students, and to be able to use similar analyses for comparisons. The questions focus on how different economic, critical, fashion, and recreational motivations influence intended fashion purchasing decisions, and how fashion purchases actually play out during their time in college (see Appendix A for complete student survey). This provides the data to analyze how environmental awareness translates to second-hand shopping. Data from thrift stores was collected via interviews and asked questions tailored to how thrift stores interact with the community and their openness to community engagement opportunities (see Appendix B for complete thrift store interview).

METHODS

Study Site

This study focuses on understanding student perceptions of sustainable fashion and thrift shopping in order to recommend strategies for thrift stores and students to better interact to promote sustainable fashion in college communities. The study site is UC Berkeley and the study population is undergraduate students at the university and local thrift store owners. This study focuses on UC Berkeley for two reasons: 1) UC Berkeley students are environmentally conscious and socially active (as confirmed by survey results), so they are a good group to test whether environmental and social knowledge translates to shopping habits, and 2) UC Berkeley has

numerous local thrift stores walking distance of campus, so focusing on one university with access to thrift stores limits confounding variables from studying other schools which may not have local thrift stores.

The undergraduate students at UC Berkeley included in the study are those who responded to the survey through class and club outreach. Although the study worked with professors and club directors to encourage a diverse sample of students to participate, there is inherently response bias in the sampling method. The study tried to mitigate response bias by collecting a large number of samples to account for variability in those who saw the survey.

There are six thrift stores around UC Berkeley: Anastasia's Vintage Clothing, Indigo Vintage Cooperative, Mars Mercantile, Goodwill, Crossroads Trading, and 2nd Street. The study collected data from Indigo Cooperative and Crossroads Trading, which were the two stores willing to participate in interviews (Figure 1).

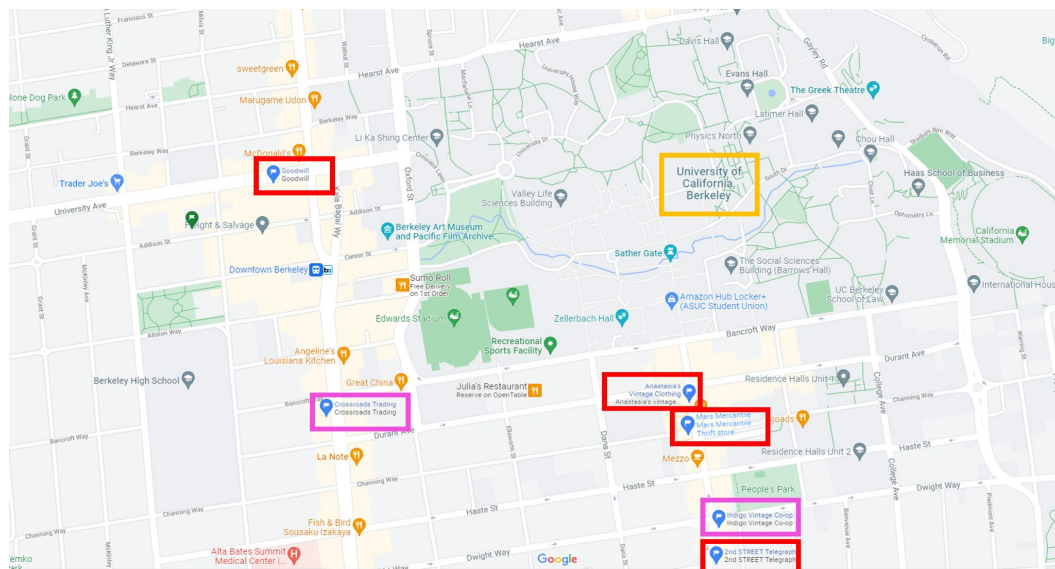


Figure 1. Map of Thrift Stores Around UC Berkeley Campus.

Data Collection Methods: Student Surveys

Student surveys were administered online via the survey platform Qualtrics. The survey had 34 questions in five sections and took an average of 3 minutes to complete (see Appendix A for complete student survey). The multiple choice questions offered responses from a 1-5

“Strongly disagree” to “Strongly agree” scale, allowing for smooth response responses and data analysis. The questions were grouped in the following order:

- **Demographics:** gender, age, major
- **Environmental Awareness:** how they believe personal actions impact the environment, willingness to pay for environmentally friendly goods
- **Shopping Habits:** how often they shop for clothing, how price, time, and brand conscious they are when shopping for clothing, whether they shop at Berkeley thrift stores
- **Thrift Store Motivations:** whether they shop at thrift stores for economic, fashion, or ethical reasons
- **Berkeley Thrift Stores:** which opportunities would incentivize them to shop at or sell to Berkeley thrift stores more often

UC Berkeley undergraduate students were asked to participate in the survey via announcements to various classrooms. Announcements were given to both upper and lower division classes of varying sizes and topics to ensure diversity in the sample. 179 students took the survey, and only the 155 complete responses were analyzed. The 24 incomplete responses were omitted from the analysis due to lack of comparability of incomplete data and inadequate response quality.

Data Collection Methods: Thrift Store Interview

To gauge the perception of sustainable fashion from the thrift stores’ perspective, I called the six thrift stores around UC Berkeley’s campus and conducted 20-question phone interviews (see Appendix B for complete thrift store interview). Indigo Cooperative and Crossroads Trading were the only thrift stores able to provide information. The interviews consisted of the following question groups:

- **Store Information:** store name, years of operation, distance from UC Berkeley’s campus
- **Inventory:** what type of clothing is sold, which types of customers come to the store, what marketing techniques does the store use
- **College Student Shoppers:** feasibility of opportunities to interact with college students

RESULTS

Student Surveys

Demographic results show that the survey was completed by 155 undergraduate students, 33% male, 59% female, and 8% non-binary. The survey was primarily taken by Environmental Science and Society and Environment majors, representing around 50% of the respondents, and Business Administration and Computer Science majors, representing 13% and 11% of respondents respectively.

Data from the environmental beliefs section shows that 95% of UC Berkeley students agree or strongly agree that their personal actions impact the environment, and that 93% are aware of the environmental impacts of fashion (Figure 2). While 97% of respondents agree or strongly agree that they do the basics of protecting the environment regularly, only 61% agree or strongly agree that they go out of their way to protect the environment and only 70% agree or strongly agree that they would be willing to pay between \$1-5 more for an environmentally friendly item (Figure 2).

This data shows the nuance and detachment between environmental awareness and environmental action. Although only 3% of respondents disagreed that their personal choices impact the environment, 12% disagreed that they would go out of their way to protect the environment and 18% disagreed that they would pay \$1-5 extra for sustainable items (Figure 2).

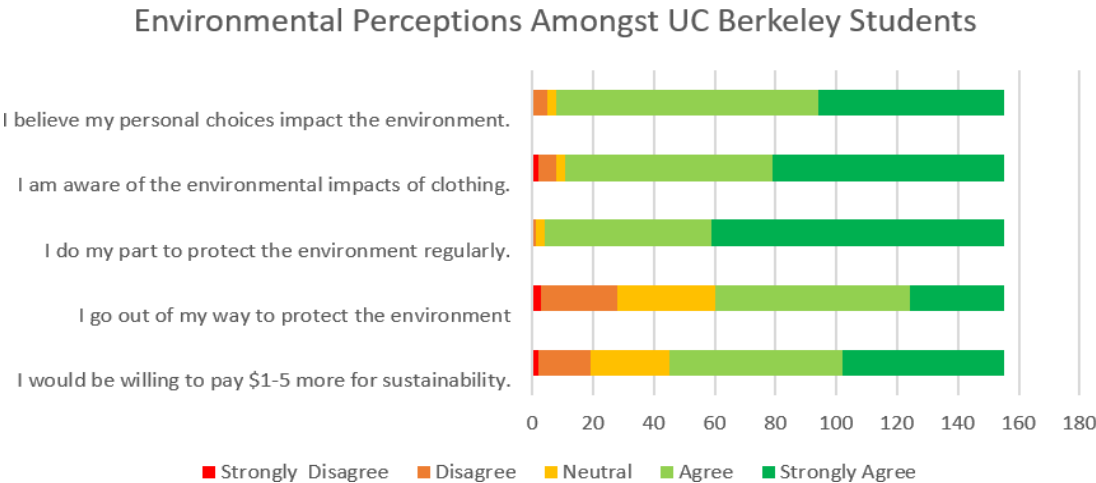


Figure 2. Environmental Perceptions Amongst UC Berkeley Student Respondents.

Data from the clothing habits section shows that when shopping for clothes, 28% first look in in-person stores, 32% in thrift stores, 26% online, and 10% on online second-hand marketplaces (Figure 3).



Figure 3. Where College Students First Look for Clothing.

However, 70% of respondents indicated they have never or only sometimes purchased from thrift stores during their time in college. This supports the assumption that although college students are *interested* in thrifting and visit thrift stores first, the price of items, time spent, or lack of brand choice deter them from purchasing. Furthermore, although only 3% of respondents indicated that they look at online fast fashion *first*, 50% of respondents have purchased online fast fashion *at least once* during college (Figure 4). This also supports the assumption that college students may be inclined to purchase in-store, but ultimately turn to online fast fashion due to the affordability and convenience.

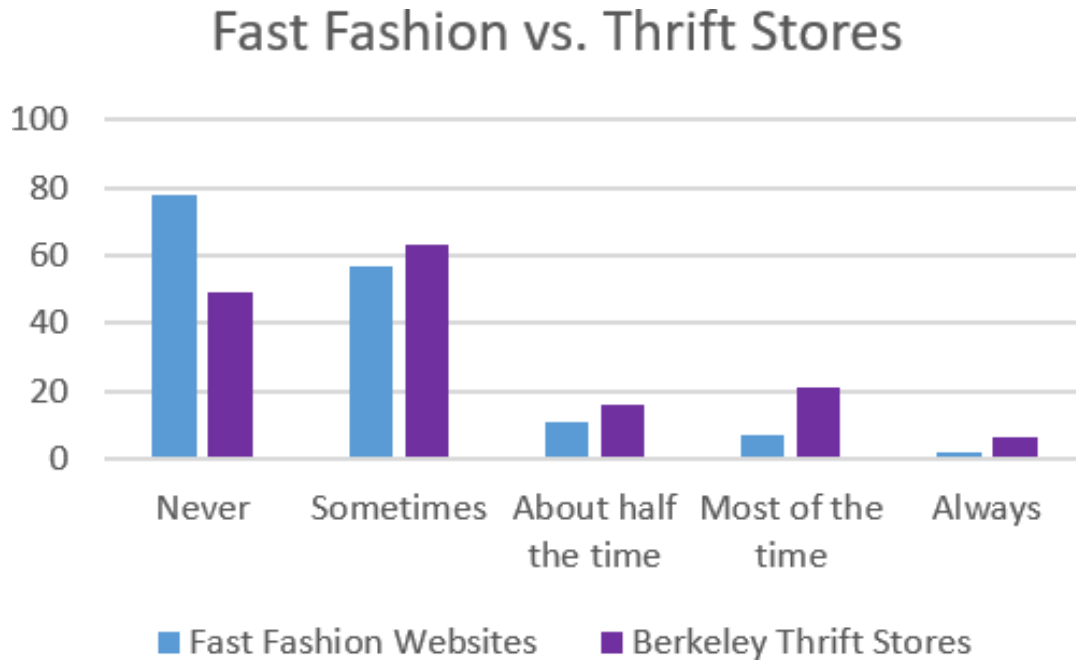


Figure 4. College Student Purchases During College.

Data from the clothing habits section shows that 90% of respondents are price conscious when shopping, 70% are loyal to brands, and 67% find enjoyment when shopping (Figure 5). Only 33% of respondents feel time pressured when shopping.

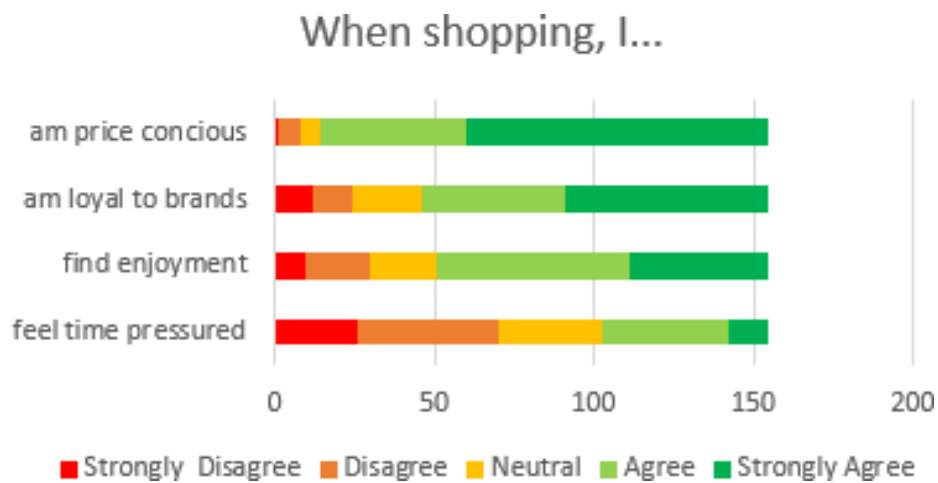


Figure 5. College Student Feelings When Shopping

Data from the thrift stores section shows that respondents are most inclined to shop at thrift stores for economic reasons, including finding cheap items and finding unique items, followed by environmental and social reasons, including avoiding corporate chains and doing their part for the environment (Figure 6). Respondents were less inclined to shop at thrift stores to be trendy, although responses to this question may be biased by response bias despite the survey being anonymous. Overall, these results support the hypothesis that slough students are interested in thrifting for both economic and environmental reasons, economic reasons take priority and may end up being the reason students purchase clothes elsewhere.

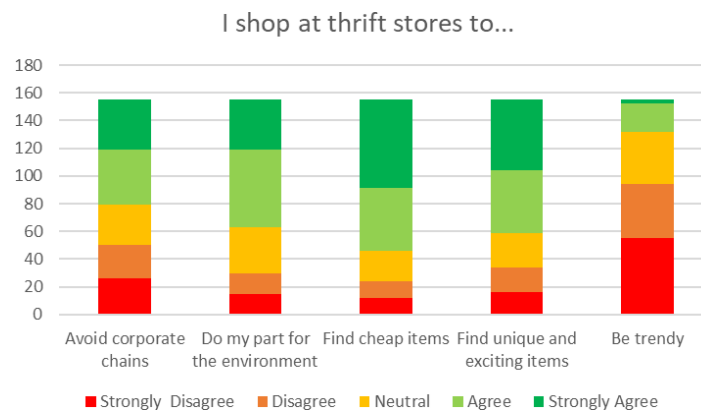


Figure 6. Reasons to Shop at Thrift Stores

Data from the thrift stores section also shows students are most interested in thrift stores offering a 15% student discount, while door/social media postings and pop-ups on campus have equal interest (Figure 7).

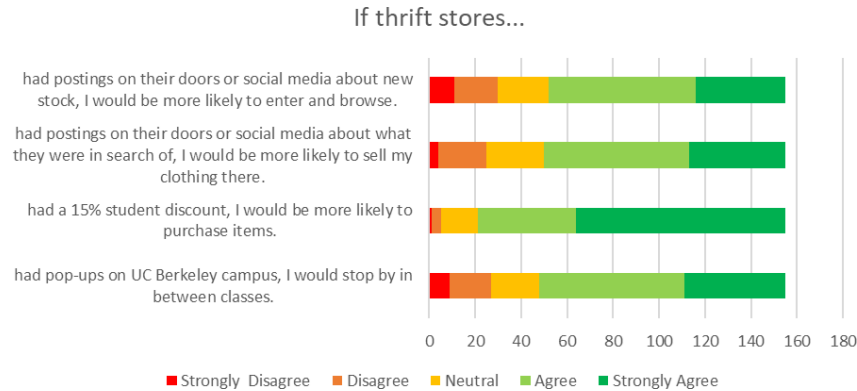


Figure 7. Graph of Responses for Opportunities at Thrift Stores

Thrift Store Interview

Both Crossroads Trading and Indigo Vintage Cooperative are located half a mile away from UC Berkeley's campus and sell a range of clothing items from tops, bottoms, outerwear, shoes, and accessories. Although both stores are located in Berkeley's college area, the stores note having a mix of student and nonstudent shoppers and sellers. Crossroads Trading sources inventory by buying it from the public, so is fully dependent on the community to sell clothing and thus prices may be higher than other thrift stores. Crossroads Trading also indicated that they often post inventory on Instagram and love to host events where there is interest. Indigo Vintage Co-op sources vintage, 90's, and Y2k styles from a variety of vintage curators and rotates the selection in store monthly. The curated selection brings in a higher price than the average thrift store, and Indigo Vintage Co-op focuses on a sustainable approach to brick-and-mortar sales. Although the interviews only represent two of Berkeley's thrift and vintage stores, this information shows the range of options available to college students for different purposes. While some stores focus on reselling within the community, others focus on curated vintage fashion which may come at a higher price.

DISCUSSION

This study seeks to understand motivations behind thrift shopping for college students to be able to identify opportunities to expand clothing circularity and sustainable fashion in college

communities. This study begins to address the knowledge gap in student thrifting motivations and sheds light on the following topics: how environmental and economic priorities of college students compare, how thrift stores are not serving immediate needs, and how businesses and thrift stores can utilize this information to promote sustainable consumption. Knowing that, despite strong environmental awareness, students' economic motivations take priority over economic motivations, second-hand stores must make greater effort to make thrift shopping economically favorable. Other clothing stores can also implement process changes to ensure even first-hand clothing can be more sustainable.

Environmental vs Economic Motivations

The data confirms that although UC Berkeley students are environmentally conscious and aware that their actions impact their environment, economic factors outweigh environmental factors when it comes to making fashion purchasing decisions. Students are interested in sustainable fashion and visit thrift stores, but ultimate purchasing decisions are primarily made elsewhere in favor of economic motivations. This highlights the nuance and detachment between environmental awareness and environmental action. If educated, environmentally aware consumers prioritize economic motivations over environmental motivations, it is clear that sustainable fashion cannot rely on gaining traction solely by being 'the right thing to do', it must primarily be economically beneficial. This stresses the need for sustainable fashion stores, including thrift stores, to adopt economic incentives to cater to all audiences regardless of environmental awareness.

Are Students Thrifting?

Although UC Berkeley students are aware of and visit thrift stores when looking for items, few purchases are actually made there, showing that there is a disconnect between thrift store offerings and student needs. Instead of making the purchases at thrift stores, students revert back to making the purchases online, often at fast fashion websites which they indicate they nearly never visit first. The student interviews provided more insight on troubles they faced with thrift stores: often pricier than expected, difficult to find correct sizes, and difficult to find basic items due to

the curated styles. Thrift stores being more expensive than expected was by far the most dominant complaint. This is reflective of the reality of the marketplace, since the second-hand shopping scene ranges from affordable thrift stores, such as Goodwill, which rely on community donations, to boutique vintage stores, such as Indigo Vintage Coop, which rely on purchasing curated trends from sellers. Students trying to shop sustainably, but not necessarily for the trendiest vintage fashion, feel limited by options within their price range and turn to other marketplaces. This reflects that students cannot count on second-hand shopping alone as their primary means to shop sustainably, since the prices of secondhand clothing can vary drastically from store to store. This is an additional incentive and reason for corporate fashion brands to embed sustainability into their new clothing, since these brands have the potential to scale sustainably and offer more affordable, sustainable, first-hand clothing.

What's Next for Businesses & Thrift Stores?

The results show that in order to promote sustainable fashion in college communities, businesses and thrift stores need to go beyond consumer education and environmental advocacy, they need to make sustainable consumption and clothing circularity economically favorable. For thrift stores this may involve student discounts since students' main barrier is the expensive price, showcasing more community-based donations instead of curated trends, more transparent communication about store inventory and requests, and more student interaction via pop-ups on UC Berkeley's campus. Second-hand retailers can also leverage online platforms, like Depop and FaceBook Marketplace have, to expand ecommerce to appeal to the student economic motivations of time and ease. First-hand clothing companies can also promote sustainable fashion by improving sustainability within their supply chain or developing clothing return and recycling programs, ensuring that their merchandise is inherently more sustainable so even first-time purchases make a smaller environmental impact and creating avenues of circular fashion.

Limitations and Future Direction

This study's sample consisted of only UC Berkeley undergraduate students, which is not a representative sample of college students across the United States. The UC Berkeley students

sampled proved to be strongly environmentally conscious and have numerous thrift stores walking distance from campus. These traits make UC Berkeley unique, and the results may not be generalizable to college communities in other parts of the United States. I recommend future research to include a larger sample size consisting of students from colleges across the United States.

The UC Berkeley students who participated in this study were contacted through my class and campus club platforms, giving way to heavy convenience and response bias. Being in Environmental Science and Business Administration majors, a majority of the students in my extended network are either environmentally conscious or very aware of marketing and purchasing decisions and techniques. Although I tried to reach out to different classes with more diverse student groups, my demographic data showed that environmental science and business students were the majority responders. Since this was an opt-in study with no incentive for participation, it likely attracted people with environmental interest, thrifting interest, or business strategy interest. In addition to not being representative of the entire student body, this sample may have led to unreliable data because environmental science students may have not wanted to admit their fast fashion purchases, albeit anonymous. I recommend future research to actively recruit students from all backgrounds and to provide a monetary incentive to encourage all students, regardless of personal interests, to be motivated to participate.

The final limitation is that this study focused on brick-and-mortar thrift stores available to UC Berkeley students, but did not analyze online resale marketplaces, such as Depop or Facebook Marketplace, nor how students view sustainable brands which may have independent clothing recycling programs. The study focused on in person thrift stores since physical spaces can have a strong impact on college community culture, but with the rise of online shopping ecommerce should definitely be considered. Furthermore, it is possible to interact with sustainable fashion and clothing circularity by first-hand purchases through sustainable brands, such as Patagonia. I recommend future research to include analysis on how college students interact with second-hand ecommerce platforms and sustainable fashion brands.

As mentioned as remedies to the limitations above, I recommend future research to include a larger sample size consisting of students from colleges across the United States, to actively recruit students from all backgrounds and provide a monetary incentive to encourage all students, regardless of personal interests, to be motivated to participate, and to include analysis on how

college students interact with second-hand ecommerce platforms and sustainable fashion brands. I would also recommend further analysis on how physical thrift stores can better interact with the community to promote clothing circularity and in person shopping over ecommerce. This may include exploring more options outside of the traditional marketing techniques proposed in this study.

Broader Implications

This study found that although college students are interested in thrift shopping for the critical motivations of avoiding corporate chains and doing their bit for the environment, economic motivations of wanting to save time and money ultimately push students to make fashion purchases elsewhere. This is indicative that environmental marketing and awareness is not enough for consumers to switch to more sustainable alternatives - circular fashion must be the most economical choice. In order to promote second-hand shopping and circular fashion in communities, thrift stores can focus more on economic incentives for customers, such as discounts or tailoring the options to the budget of the consumers, instead of additional marketing.

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APPENDIX A: STUDENT SURVEY**Demographics**

1. Gender

Female, Male, Non-binary, Other / Prefer not to say

2. Age

Under 18, 18-21, 22-25, 26+

3. Major

[Free Response]

Environmental Awareness

4. I believe my personal choices impact the environment.

1, 2, 3, 4, 5

5. I am aware of the environmental impacts of clothing and fast-fashion, from production to supply chain to customer use.

1, 2, 3, 4, 5

6. I do the “basics” of protecting the environment regularly (e.g. not littering, using a reusable water bottle, bringing a reusable shopping bag, etc).

1, 2, 3, 4, 5

7. I go out of my way to protect the environment regularly (e.g. look for sustainably sourced products, donate time or money to protect the environment, bring reusable utensils to restaurants, sort my recyclables, etc).

1, 2, 3, 4, 5

8. I am willing to pay between \$1-5 more for a more sustainable option (e.g. organic, fair-trade).

1, 2, 3, 4, 5

Shopping Habits

9. How frequently do you shop for clothes?

Weekly, Monthly, Seasonally, Annually, As needed if something arises

10. For what reason do you usually shop for new clothes?

Trends and styles changing, Size changing, Special Occasion, Other [Force rank]

11. What is your approximate monthly budget for clothes?

\$0-50, \$50-100, \$100-200, \$200+

12. What do you mainly do with old clothing?

Hoard / let it sit in my closet for a while, Donate to a non-profits and shelters, Donate to friends and family, Sell to thrift stores or online marketplaces, Use the fabric for creative projects, Other

13. Where do you first look for clothes?

General Google search, Amazon, Online second-hand marketplaces (e.g. Facebook, Depop), Online stores (e.g. Patagonia.com), Online fast fashion stores (e.g. Shein, Romwe), In person stores (e.g. Malls, Target), In person thrift stores, Other

14. How often have you purchased from fast fashion clothing websites while in college?

Never, Less than 5 times, Between 5-10 times, 10+ times

15. How often have you purchased from thrift stores while in college?

Never, Less than 5 times, Between 5-10 times, 10+ times

16. I find enjoyment in shopping for clothing.

1, 2, 3, 4, 5

17. I am price conscious when shopping for clothing.

1, 2, 3, 4, 5

18. I am loyal to clothing brands and stores.

1, 2, 3, 4, 5

19. I feel time pressured when shopping and have difficulty finding time to shop.

1, 2, 3, 4, 5

Thrift Shopping Motivations

20. I shop at thrift stores to avoid large corporate chains.

1, 2, 3, 4, 5

21. I shop at thrift stores to do my bit for the environment.

1, 2, 3, 4, 5

22. I shop at thrift stores to support charities.

1, 2, 3, 4, 5

23. I shop at thrift stores for economic purposes.

1, 2, 3, 4, 5

24. I shop at thrift stores for the thrill of finding bargains.

1, 2, 3, 4, 5

25. I shop at thrift stores because the stock is surprising.

1, 2, 3, 4, 5

26. I shop at thrift stores to find unique fashion items.

1, 2, 3, 4, 5

Berkeley Thrift Stores

27. How often do you visit (to purchase or window shop) thrift stores in Berkeley?

Never, Very Occasionally, Only when I need something, Frequently to see what's new, Very often

28. What do you like the most about thrift stores in Berkeley?

[Free response]

29. What do you like the least about thrift stores in Berkeley?

[Free response]

30. If thrift stores had pop-ups on UC Berkeley campus, I would stop by in between classes.

1, 2, 3, 4, 5

31. If thrift stores had postings on their doors or websites/social media about what they were in search of, I would be more likely to sell my clothing there.

1, 2, 3, 4, 5

32. I am more interested in affordable, second-hand clothing than expensive, vintage clothing.

1, 2, 3, 4, 5

33. I would purchase more at thrift stores if there was a 20% student discount.

1, 2, 3, 4, 5

34. I would enter (and possibly purchase) more thrift stores if they had online/social media postings of what's new in stock.
1, 2, 3, 4, 5

APPENDIX B: THRIFT STORE SURVEY

Store Information

1. Store Name
[Free Response]
2. Years of operation
[Number]
3. Miles from UC Berkeley campus
[Number]
4. Store Mission and how do you embrace this?
[Free Response]

Inventory

5. What are the main types of items sold in the store?
[Free Response]
6. What is the average price of items sold in the store? *(can give estimates based on type of item)*
[Number]
7. What age & background is the average customer? *(mainly trying to gauge whether the primary customers are students, or otherwise - feel free to give a percentage of student customers)*
[Free Response]
8. Approximately how many customers come into your store everyday?
[Number]
9. Where is your inventory sourced from?
[Free Response]
10. Do many students donate/sell to the store?
[Free Response / Number]

11. What kind of marketing does your store do, and is any part tailored specifically to students?

[Free Response]

College Student Shoppers

12. How have you seen trends in thrift shopping change since your store has been operating?

[Free Response]

13. What support do you need from the community, and is the community supporting your needs?

[Free Response]

14. Does your store heavily rely on students as shoppers and donors?

[Free Response]

15. Are you actively trying to reach out to more college students?

[Free Response]

16. My survey shows 75% of college student respondents would go to a thrift store pop-up on campus - would you set one up and what are your considerations?

[Free Response]

17. My survey shows 70% of college student respondents are more likely to shop/donate at thrift stores if social media posts shared what's in stock / in demand - would you start posting and what are your considerations?

[Free Response]

18. My survey shows 60% of college student respondents dislike that thrift stores in Berkeley are pricier than expected - would you consider catering your store towards more basic, cheaper thrifty finds for students instead of more expensive, vintage items?

[Free Response]

19. My survey shows 90% of college student respondents are more likely to shop with a 15% student discount, would you offer one? What is the max discount you would offer, or what are your considerations around other student promotions?

[Free Response]

20. Feel free to share any other thoughts on the role thrift stores play in promoting circular fashion and sustainable consumption.

[Free Response]